

SAYYED NIDA COHORT 4

McDonald's REPORT

SALES ANALYSIS



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Introduction

McDonald's is the world's largest fast-food restaurant chain, founded in 1940 in San Bernardino, California, USA by Richard and Maurice McDonald. It revolutionized the industry with its "Speedee Service System", pioneering fast food as we know it today. With over 40,000 locations in 100+ countries, McDonald's is known for its burgers, fries, and shakes, as well as popular items like the Big Mac, McNuggets, and McFlurry. The brand adapts its menu regionally, offering unique items in different countries. McDonald's success is driven by its franchising model, marketing strategies, and affordability, making it a global leader in the fast-food industry.



ORDER_DETAILS TABLE

| order_details_id | order_id | order_date | order_time | item_id |
|------------------|----------|------------|------------|---------|
| 1 | 1 | 1/1/2023 | 11:38:36 | 109 |
| 2 | 2 | 1/1/2023 | 11:57:40 | 108 |
| 3 | 2 | 1/1/2023 | 11:57:40 | 124 |
| 4 | 2 | 1/1/2023 | 11:57:40 | 117 |
| 5 | 2 | 1/1/2023 | 11:57:40 | 129 |
| 6 | 2 | 1/1/2023 | 11:57:40 | 106 |
| 7 | 3 | 1/1/2023 | 12:12:28 | 117 |
| 8 | 3 | 1/1/2023 | 12:12:28 | 119 |
| 9 | 4 | 1/1/2023 | 12:16:31 | 117 |
| 10 | 5 | 1/1/2023 | 12:21:30 | 117 |
| 11 | 6 | 1/1/2023 | 12:29:36 | 101 |
| 12 | 6 | 1/1/2023 | 12:29:36 | 114 |
| 13 | 7 | 1/1/2023 | 12:50:37 | 123 |
| 14 | 8 | 1/1/2023 | 12:51:37 | 123 |
| 15 | 9 | 1/1/2023 | 12:52:01 | 108 |
| 16 | 9 | 1/1/2023 | 12:52:01 | 126 |
| 17 | 9 | 1/1/2023 | 12:52:01 | 110 |
| 18 | 9 | 1/1/2023 | 12:52:01 | 117 |
| 19 | 9 | 1/1/2023 | 12:52:01 | 117 |
| 20 | 9 | 1/1/2023 | 12:52:01 | 129 |
| 21 | 9 | 1/1/2023 | 12:52:01 | 122 |
| 22 | 9 | 1/1/2023 | 12:52:01 | 130 |
| 23 | 9 | 1/1/2023 | 12:52:01 | 132 |
| 24 | 10 | 1/1/2023 | 13:00:15 | 129 |
| 25 | 10 | 1/1/2023 | 13:00:15 | 105 |
| 26 | 11 | 1/1/2023 | 13:02:59 | 101 |
| 27 | 11 | 1/1/2023 | 13:02:59 | 102 |
| 28 | 11 | 1/1/2023 | 13:02:59 | 102 |
| 29 | 11 | 1/1/2023 | 13:02:59 | 113 |
| 30 | 12 | 1/1/2023 | 13:04:41 | 102 |
| 31 | 12 | 1/1/2023 | 13:04:41 | 102 |

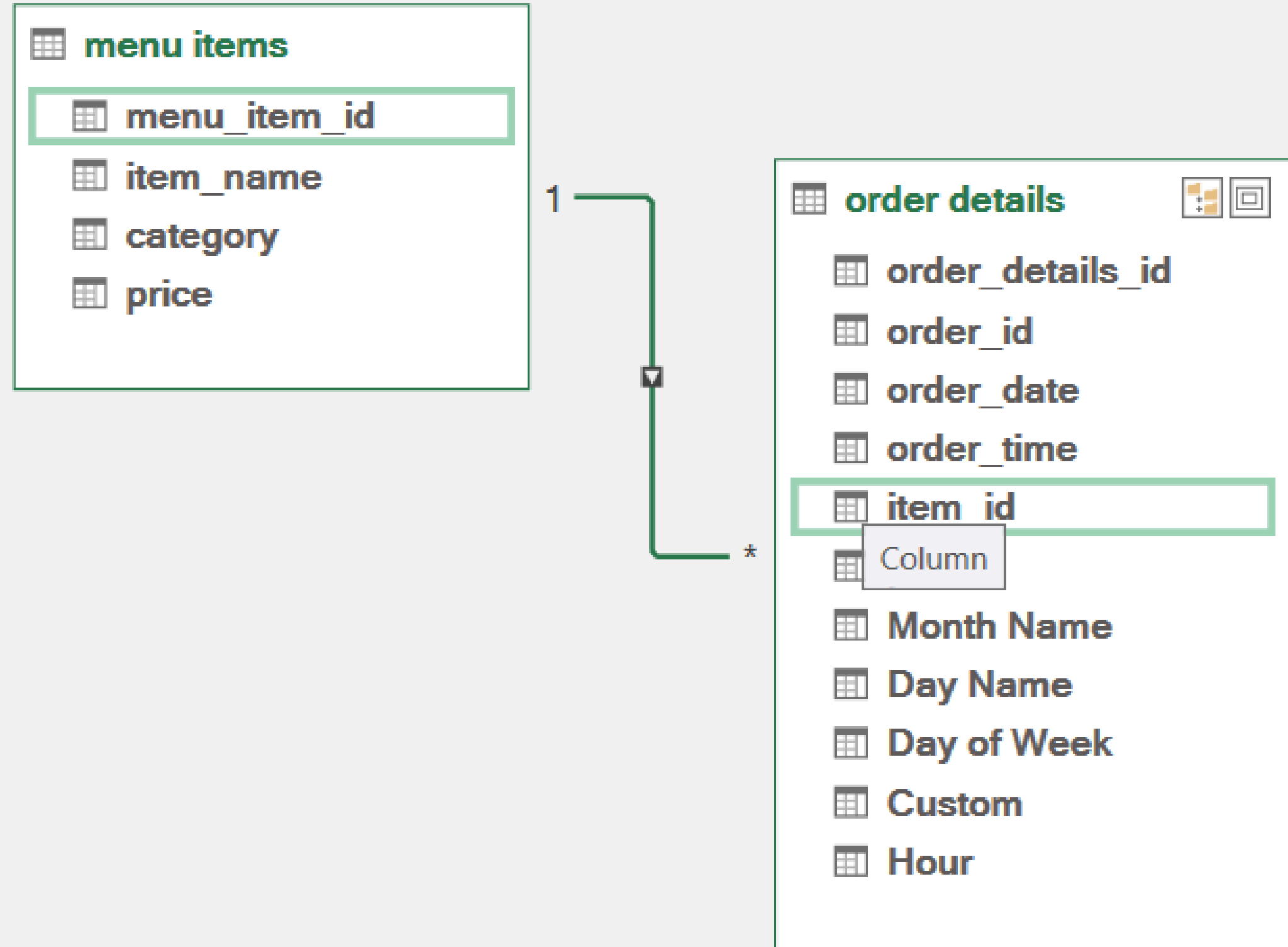
MENU_ITEMS TABLE

| menu_item_id | item_name | category | price |
|--------------|--|-----------|-------|
| 101 | Big Mac | Burger | 5.99 |
| 102 | Quarter Pounder with Cheese | Burger | 6.79 |
| 103 | McDouble | Burger | 1.99 |
| 104 | McPlant | Burger | 3.49 |
| 105 | Chicken McNuggets (6-piece) | Chicken | 4.49 |
| 106 | French Fries (Large) | Fries | 2.89 |
| 107 | Sweet and Sour Chicken McNuggets (6-piece) | Chicken | 4.49 |
| 108 | Teriyaki Chicken Sandwich | Chicken | 5.99 |
| 109 | Bulgogi Burger | Burger | 6.49 |
| 110 | Spicy Chicken McWrap | Chicken | 4.99 |
| 111 | Chicken McNuggets (10-piece) | Chicken | 5.99 |
| 112 | Filet-O-Fish | Sandwich | 4.79 |
| 113 | Side Salad | Sides | 1.99 |
| 114 | Apple Slices | Sides | 1 |
| 115 | Chicken Snack Wrap | Wraps | 2.99 |
| 116 | Steak & Cheese McWrap | Wraps | 3.99 |
| 117 | Breakfast Burrito | Breakfast | 2.79 |
| 118 | Bacon Clubhouse Burger | Burger | 6.99 |
| 119 | McChicken | Chicken | 2.29 |
| 120 | Angus Third Pounder | Burger | 7.99 |
| 121 | Cheesy Bacon Fries | Fries | 3.49 |
| 122 | Mozzarella Sticks | Sides | 2.99 |
| 123 | Guacamole Chicken Burger | Burger | 5.99 |
| 124 | Spaghetti Bolognese | Pasta | 7.99 |
| 125 | Meatball Marinara | Pasta | 8.99 |
| 126 | Chicken Alfredo Pasta | Pasta | 7.99 |
| 127 | Double Cheeseburger | Burger | 2.99 |
| 128 | Grilled Chicken Caesar Salad | Salad | 5.49 |
| 129 | Chocolate Shake (Large) | Shakes | 2.99 |
| 130 | McLobster Roll | Sandwich | 9.99 |
| 131 | Chicken Parm Sandwich | Sandwich | 5.99 |
| 132 | Veggie Deluxe | Sandwich | 4.79 |

Including the necessary additional columns.

| A ^B _C Month Name | | A ^B _C Day Name | | 1.2 Day of Week | | ABC ₁₂₃ Custom | | 1 ² ₃ Hour | |
|---|--|---|--|---|--|---|--|---|--|
| <div><div>● Valid</div><div>● Error</div><div>● Empty</div></div> <div>100%0%0%</div> | | <div><div>● Valid</div><div>● Error</div><div>● Empty</div></div> <div>100%0%0%</div> | | <div><div>● Valid</div><div>● Error</div><div>● Empty</div></div> <div>100%0%0%</div> | | <div><div>● Valid</div><div>● Error</div><div>● Empty</div></div> <div>100%0%0%</div> | | <div><div>● Valid</div><div>● Error</div><div>● Empty</div></div> <div>100%0%0%</div> | |
| January | | Sunday | | 7 | | WEEKEND | | 11 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 11 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 11 | |
| January | | Sunday | | 7 | | WEEKEND | | 11 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 12 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |
| January | | Sunday | | 7 | | WEEKEND | | 13 | |

PIVOT TABLE



DASHBOARDS



QUARTER 1

JANUARY(NEW YEAR'S WEEK)

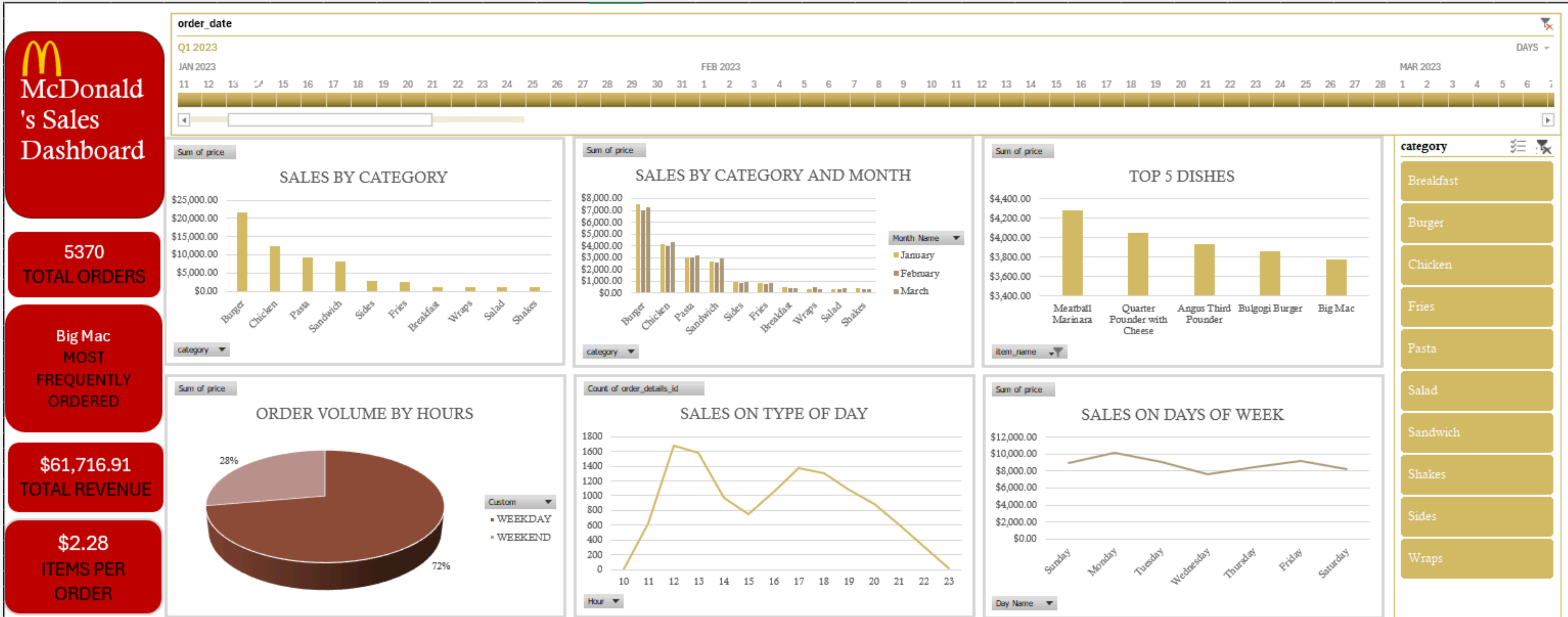
FEBRUARY(VALENTINE'S WEEK

MARCH(LAST WEEK)



QUARTER 1

JANUARY, FEBRUARY AND MARCH



JANUARY(NEW YEAR'S WEEK)



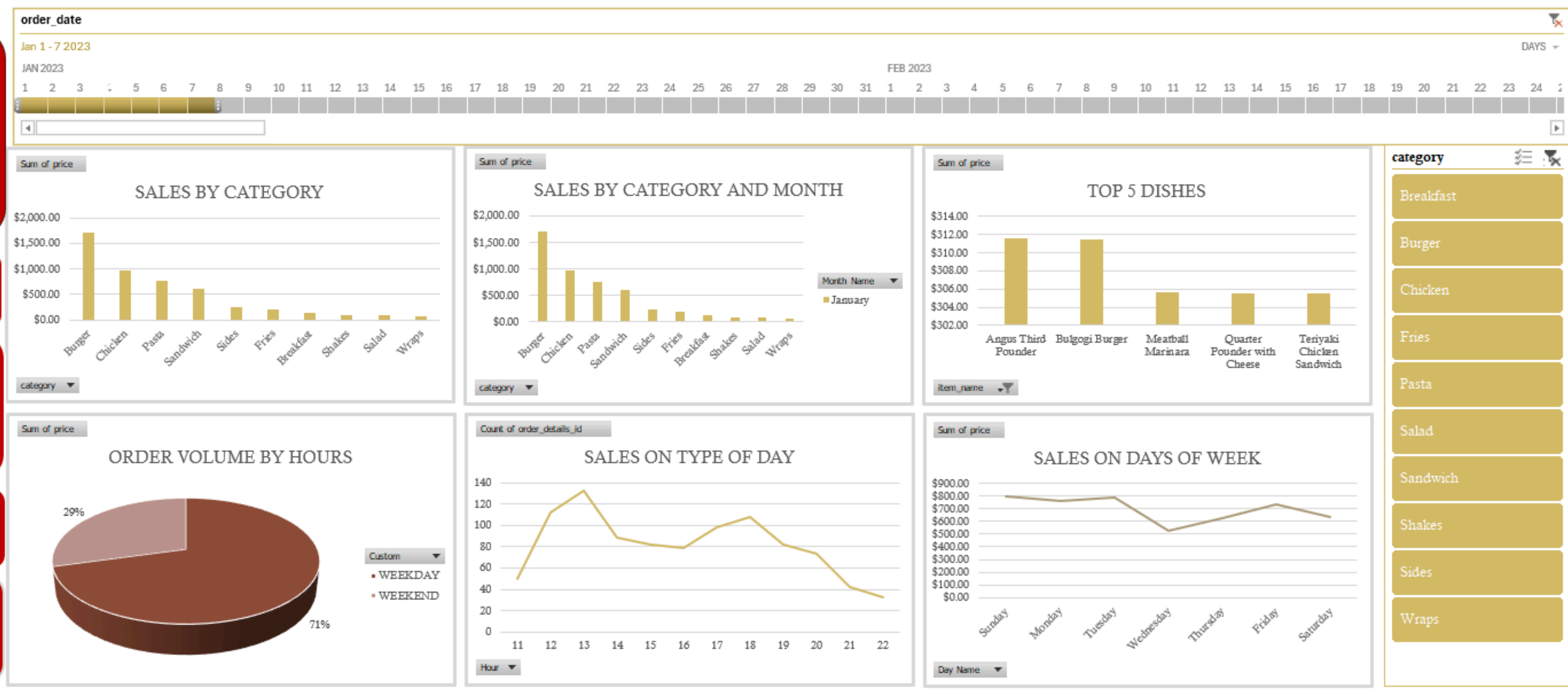
McDonald's Sales Dashboard

430
TOTAL ORDERS

French Fries (Large)
MOST FREQUENTLY ORDERED

\$4,869.24
TOTAL REVENUE

\$2.28
ITEMS PER ORDER





FEBRUARY (VALENTINE'S WEEK)



McDonald's Sales Dashboard

482
TOTAL ORDERS

Big Mac
MOST
FREQUENTLY
ORDERED

\$5,398.05
TOTAL REVENUE

\$2.26
ITEMS PER
ORDER



MARCH(LAST WEEK)



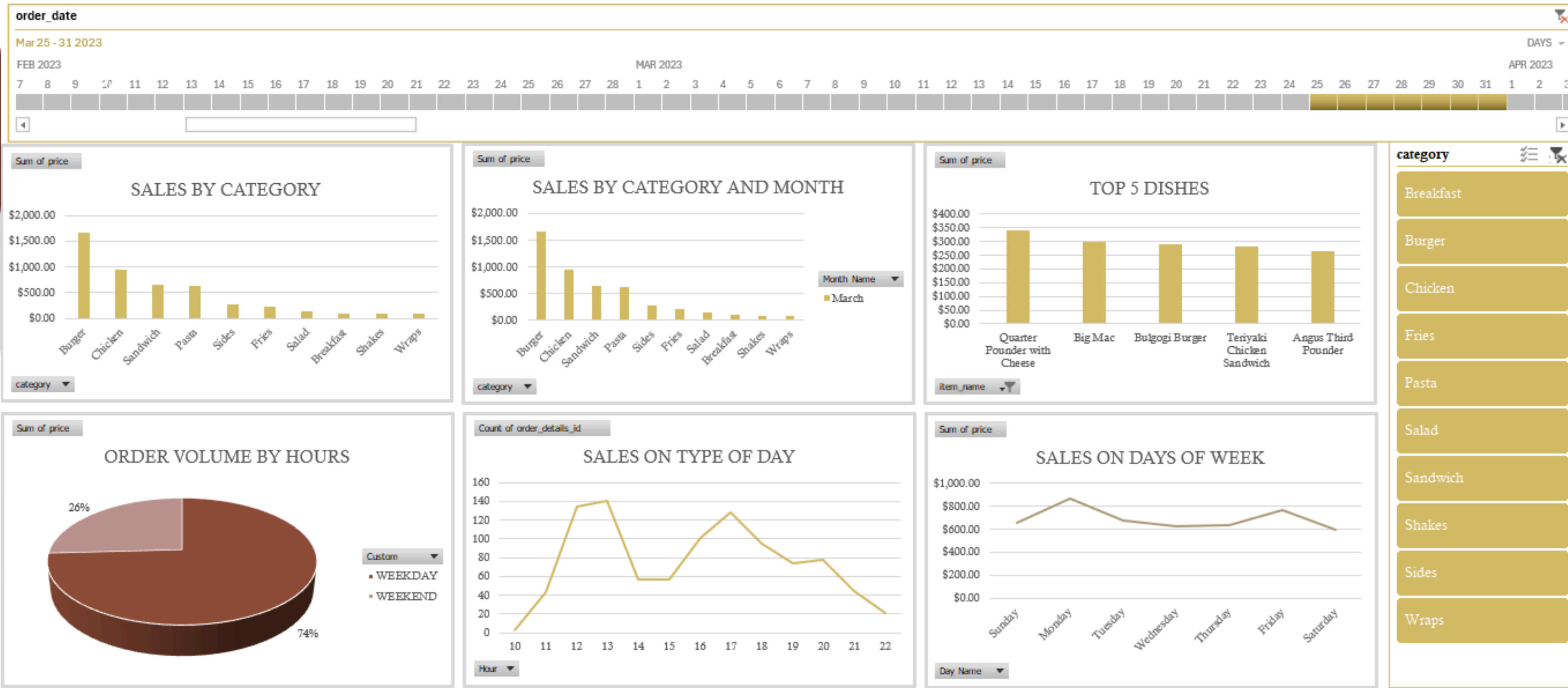
McDonald's Sales Dashboard

430
TOTAL ORDERS

Mozzarella Sticks
MOST
FREQUENTLY
ORDERED

\$4,825.48
TOTAL REVENUE

\$2.27
ITEMS PER
ORDER



Analysis

1. Quarter 1 Overview (January to March)

- Total Revenue: \$54,477.36
- Highest-Selling Category: Chicken (\$21,736.73)
- Lowest-Selling Category: Fries (\$2,835.11)
- Best Month for Sales: March (\$18,659.03)
- Lowest Sales Month: February (\$17,397.16)



2. January (New Year's Week Impact)

- Total Revenue: \$18,421.17
- Strong demand in Chicken (\$7,499.27) and Pasta (\$4,171.28)
- New Year's celebrations likely drove higher food orders, particularly in larger meal categories.

3. February (Valentine's Week Trends)

- Total Revenue: \$17,397.16 (Slight decline from January)
- Chicken (\$6,966.21) and Pasta (\$3,968.47) remained bestsellers.
- Lower revenue may suggest fewer promotions or a dip in post-holiday spending.
- Valentine's Day likely boosted demand for Sandwiches and Sides (quick meals for couples).

4. March (Last Week Insights)

- Total Revenue: \$18,659.03 (Highest in Q1)
- Growth in Sides (\$2,959.55) and Chicken (\$7,271.25)
- Increased spending might be due to month-end salary cycles or seasonal promotions.

Month-wise Analysis

NEW YEAR'S WEEK (JANUARY 1-7, 2023)

VALENTINE'S WEEK (FEBRUARY 7-14, 2023)

LAST WEEK OF MARCH (MARCH 25-31, 2023)

1. TOTAL ORDERS & REVENUE



- JANUARY (NEW YEAR'S WEEK): 430 ORDERS, \$4,869.24 REVENUE
- FEBRUARY (VALENTINE'S WEEK): 482 ORDERS, \$5,398.05 REVENUE (HIGHEST)
- MARCH (LAST WEEK): 430 ORDERS, \$4,825.48 REVENUE

INSIGHT:

- VALENTINE'S WEEK HAD THE HIGHEST ORDERS AND REVENUE, LIKELY DUE TO SPECIAL PROMOTIONS OR DINING TRENDS.
- NEW YEAR'S AND THE LAST WEEK OF MARCH HAD SIMILAR PERFORMANCE LEVELS.

2. MOST FREQUENTLY ORDERED ITEMS

- JANUARY:FRENCH FRIES (LARGE)
- FEBRUARY:BIG MAC
- MARCH:MOZZARELLA STICKS

INSIGHT:

- PREFERENCES SHIFT EACH MONTH, POSSIBLY DUE TO PROMOTIONS OR SEASONAL TASTES.
- COMFORT FOODS LIKE BURGERS AND FRIES DOMINATE.



3. SALES BY CATEGORY

- BURGERS CONSISTENTLY GENERATE THE HIGHEST SALES, FOLLOWED BY CHICKEN, PASTA, AND SANDWICHES.
- FRIES, SHAKES, AND SALADS CONTRIBUTE LESS BUT REMAIN STEADY.

4. TOP 5 DISHES

- COMMON BESTSELLERS: BIG MAC, BULGOGI BURGER, ANGUS THIRD POUNDER, QUARTER POUNDER WITH CHEESE, TERIYAKI CHICKEN SANDWICH.
- SOME VARIATIONS ACROSS WEEKS, BUT BURGERS REMAIN DOMINANT.

5. ORDER VOLUME BY HOURS

- PEAK HOURS: LUNCH (12-2 PM) AND DINNER (6-8 PM).
- SALES DECLINE AFTER 9 PM, WITH MINIMAL ACTIVITY PAST 10 PM.

6. SALES ON DAYS OF THE WEEK

- SUNDAY AND FRIDAY SEE THE HIGHEST SALES.
- MIDWEEK (TUESDAY-THURSDAY) HAS MODERATE SALES, WITH MINOR FLUCTUATIONS.

7. WEEKDAY VS. WEEKEND SALES

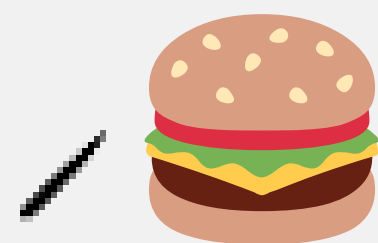
- WEEKDAYS (71-74%) DOMINATE SALES COMPARED TO WEEKENDS (26-29%).





Key Takeaways

- ✓ VALENTINE'S WEEK (FEBRUARY) WAS THE BEST-PERFORMING PERIOD, LIKELY DUE TO INCREASED DINING OUT.
- ✓ NEW YEAR'S WEEK HAD STEADY DEMAND, POSSIBLY DRIVEN BY HOLIDAY CELEBRATIONS. ✓
DIFFERENT MENU ITEMS PEAK IN DIFFERENT MONTHS, SUGGESTING THE IMPACT OF PROMOTIONS OR SEASONAL PREFERENCES.
- ✓ BURGERS CONSISTENTLY DOMINATE SALES, BUT CHICKEN AND PASTA ALSO PERFORM WELL.
- ✓ LUNCH AND DINNER ARE PEAK SALES PERIODS, EMPHASIZING THE IMPORTANCE OF TARGETED PROMOTIONS DURING THESE TIMES



THANK YOU!



I'm Lovin' It!"

