



# PROJECT

## MCDONALD'S

Presented By- poornima saxena



# ABOUT US

McDonald's Corporation (McDonald's) is one of the world's largest and most recognized fast-food chains, known for its hamburgers, french fries, and name-brand sandwiches such as the Big Mac, Quarter Pounder, and Egg McMuffin, as well as the child-focused Happy Meal.

Based in Chicago, it is one of the most successful brands in marketing history. From its modest beginnings in the 1940s as a drive-in restaurant, McDonald's has undergone several transformative eras marked by pioneering innovations, milestones, and periods of controversy.

# OUR MISSION

Transform data to analyze various aspects of sales performance, item popularity, customer preferences, and time - based Trends

Creating pivot Tables to find out the summary of the dataset.

Dashboard should provide actionable insights and allow for easy data exploration.

**Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyze various aspects of sales performance, item popularity, customer preferences, and time-based trends. The dashboard should provide actionable insights and allow for easy data exploration.**

- **What is the total sales revenue for each category of menu items?**
- **How many orders are placed each day?**
- **Which menu item is the most frequently ordered?**
- **What is the total revenue generated by menu items?**
- **How does the revenue of each category compare over months?**
- **What is the average number of items per order?**
- **How do order volumes vary by time of day?**
- **How do sales trends differ across weekdays and weekends?**
- **How does the sales performance vary by category over different months?**
- **Compare the sales of top 5 menu items.**



# Dashboard of McDonald's Sales



# McDonald's Sales Analysis: A Deeper Dive

This report provides an in-depth analysis of McDonald's sales performance across various product categories, time periods, and customer behavior patterns. The dashboard presents key insights on total revenue, most popular items, sales by time of day, and more. Below are the key takeaways from the data:

## Sales Performance:

**Total Revenue:** The restaurant generated a significant amount of revenue, indicating strong overall sales performance.

**Order Volume:** The number of orders was substantial, suggesting a steady customer base.

**Items per Order:** The average of 2.28 items per order indicates customers are likely purchasing additional items, such as drinks or desserts, along with their main meals.

## Popular Items:

**Side Salad:** The high number of Side Salad orders suggests it's a popular and versatile choice among customers.

**Meatball Marinara:** This item's top revenue generation highlights its potential profitability.

## Sales Trends:

**Tuesdays:** The increased sales on Tuesdays might be attributed to specific promotions, events, or customer preferences on that day.

**Afternoon Peak:** The concentration of orders during the afternoon suggests this is a prime time for staffing and resource allocation.

## Customer behaviour :

**Burger Popularity:** Burgers consistently being the most ordered category indicates a strong preference for this classic menu item.

Happy Meal Happy Life

