McDonald's Sales Analysis

Data-Driven Insights Dashboard

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Project Objective

Actionable Insights for Business Growth

Improve Promotion Strategies

Optimize item promotion based on sales performance.

Enhance Forecasting Accuracy

Leverage data for precise sales and demand predictions.

Boost Customer Satisfaction

Understand buying patterns to better serve customers.
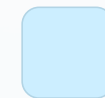
Increase Business Efficiency

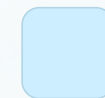Streamline operations through data-driven decisions.

Project Description: Unlocking Sales Performance

This project analyzes fast-food sales and menu-item performance, transforming raw transactional data into meaningful visual insights. The dashboard enables users to:
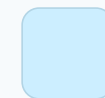
Identify Product Performance

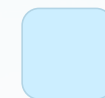Pinpoint best-selling and under-performing items.

Understand Customer Behavior

Gain insights into order preferences and patterns.

Track Revenue Trends

Monitor sales revenue over time, including seasonal and hourly patterns.

Support Strategic Decisions

Inform pricing, marketing, and inventory strategies.

Data Sources

Two key datasets power our analysis, providing comprehensive details on menu items and transactional order data.

1. McDonald's Menu Items

Contains product details:

- Item ID
- Item Name
- Category
- Price

2. Order Details

Transactional data includes:

- Order ID
- Menu Item ID
- Quantity Sold
- Order Date & Time
- Customer ID/Type

Project Scope: From Data to Decisions

01

Data Collection

Utilize provided menu items & order details.

02

Data Cleaning

Remove duplicates, fix missing values, format dates.

03

Data Integration

Link menu data with order data using Item ID.

04

Dashboard Design

Build visuals with Excel pivot tables & charts.

05

Insights & Reporting

Highlight top trends, KPIs, and recommendations.
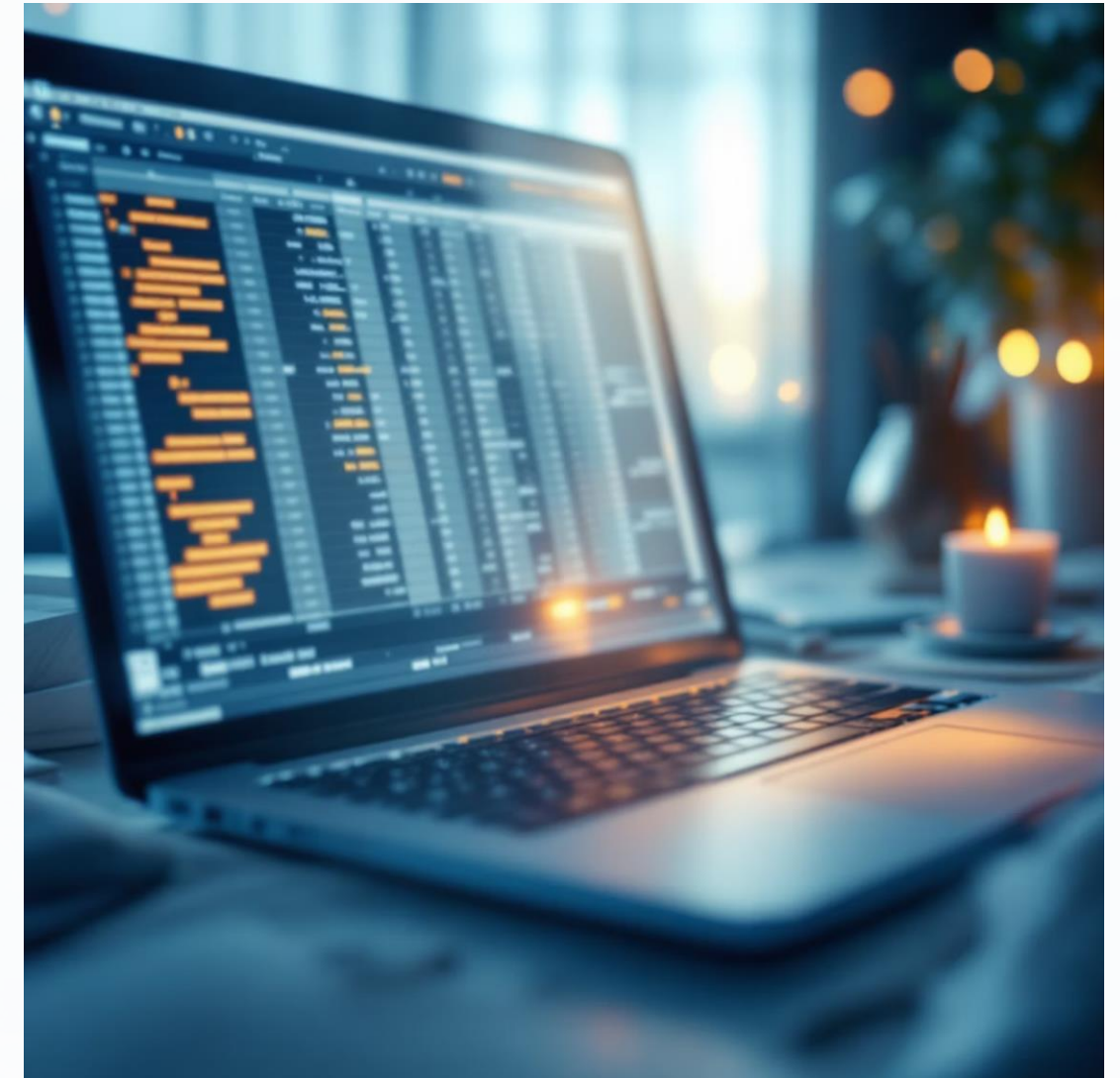
Tools & Techniques

Leveraging Microsoft Excel's powerful features for comprehensive data analysis and visualization.

Microsoft Excel

- Power Query: Cleaning & Transformation
- Pivot Tables: Data Analysis
- Slicers & Timelines: Interactivity
- Charts: Data Visualization

Formula Usage

- Custom Columns
- Merge Query
- Date & Time functions
- Conditional Formatting

Dashboard Requirements: Visual Components

The dashboard will feature diverse visualizations to present key insights effectively.

Overall Sales Sales Performance

Line Chart / KPI Cards for revenue, orders, avg spend.

Item Popularity

Bar Chart / Line Chart for best and least-selling products.

Category Contribution

Column Chart for revenue share of each category.

Time-Based Trends

Line Chart / Column Chart for sales by month, day, hour.

Key Performance Indicators (KPIs)

Essential metrics to monitor and evaluate business health and performance.

61626.29
Total Sales Revenue
Overall earnings from all transactions.

5370
Total Orders
The total number of customer transactions.

12234
Total Quantity Sold
Aggregate number of items purchased.

62.28
Average Items per Order
Mean value of each customer order.

Burger
Best-Selling Item
The product with the highest sales volume.

Shakes
Least-Selling Item
The product with the lowest sales volume.

Key Questions Answered

The dashboard provides answers to critical business questions, driving informed decisions.

1

Category Revenue

Total sales revenue for each menu item category.

2

Daily Order Trends

Number of orders placed each day.

3

Most Frequent Item

Identification of the most frequently ordered menu item.

4

Revenue by Category

Monthly revenue trend comparison across categories.

5

Order Volume by Time

Heatmap showing morning/afternoon/evening peaks.

6

Top 5 Items

Sorted bar chart comparing sales of top 5 menu items.

Key Questions Answered

The dashboard provides answers to critical business questions, driving informed decisions.

6

Category Revenue

The revenue of each category compare over months.

7

Average order

The Average number of items per order.

8

Daily order trends

Sales trends differ across weekdays and weekends.

McDonald's Sales Dashboard

TOTAL SALES	SALES OVER MONTHS	TOTAL ORDER PLACED	AVG ITEMS PER ORDER	MOSTLY ORDERED	QUANTITY ORDERED
61626.29	61626.29	5370	2.28	631	12234

Total Sales

Sum of Sales

item_name:
- Teriyaki Chicken Sandwich
- Spicy Chicken McWrap
- Quarter Pounder with Cheese
- McPlant
- McChicken
- French Fries (Large)
- Chocolate Shake (Large)
- Chicken McNuggets (6-piece)
- Cheesy Bacon Fries
- Big Mac
- Angus Third Pounder

(X-axis: 0, 2000, 4000, 6000)

Sale's by menu card

Sale's by menu card

(Y-axis: 0, 5000, 10000, 15000, 20000, 25000)

Categories: Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, Wraps — Total

category ▾

Order by time

Distinct Count of order_id

(Y-axis: 0, 500, 1000, 1500, 2000, 2500, 3000)

- Afternoon: 2505
- Evening: 2130
- Mourning: 290
- Night: 445

Day Format ▾

category
- Burger
- Chicken
- Fries
- Pasta
- Salad

order_date (Month)
- Jan
- Feb
- Mar

Sale's Over Month

Sum of Sales

- Mar: 21123.02
- Feb: 19678.55
- Jan: 20824.72

(X-axis: 18000, 19000, 20000, 21000, 22000)

Filters:
- order_date (Month) ▾
- order_date ▾
- category ▾

Customer's Preference

Sum of Sales

item_name ▾

- 20% (red) — Angus Third Pounder
- 20%
- 22%
- 19%
- 19%

Legend:
- Angus Third Pounder
- Big Mac
- Bulgogi Burger
- Meatball Marinara
- Quarter Pounder with Cheese

Sale's by day

Sum of Sales

- Weekday: 44475.75
- Weekend: 17150.54

(Y-axis: 0, 20000, 40000, 60000)

Weekday/Weekend ▾

Day Name
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

Analysis performance (In Video Format)

To watch click on link

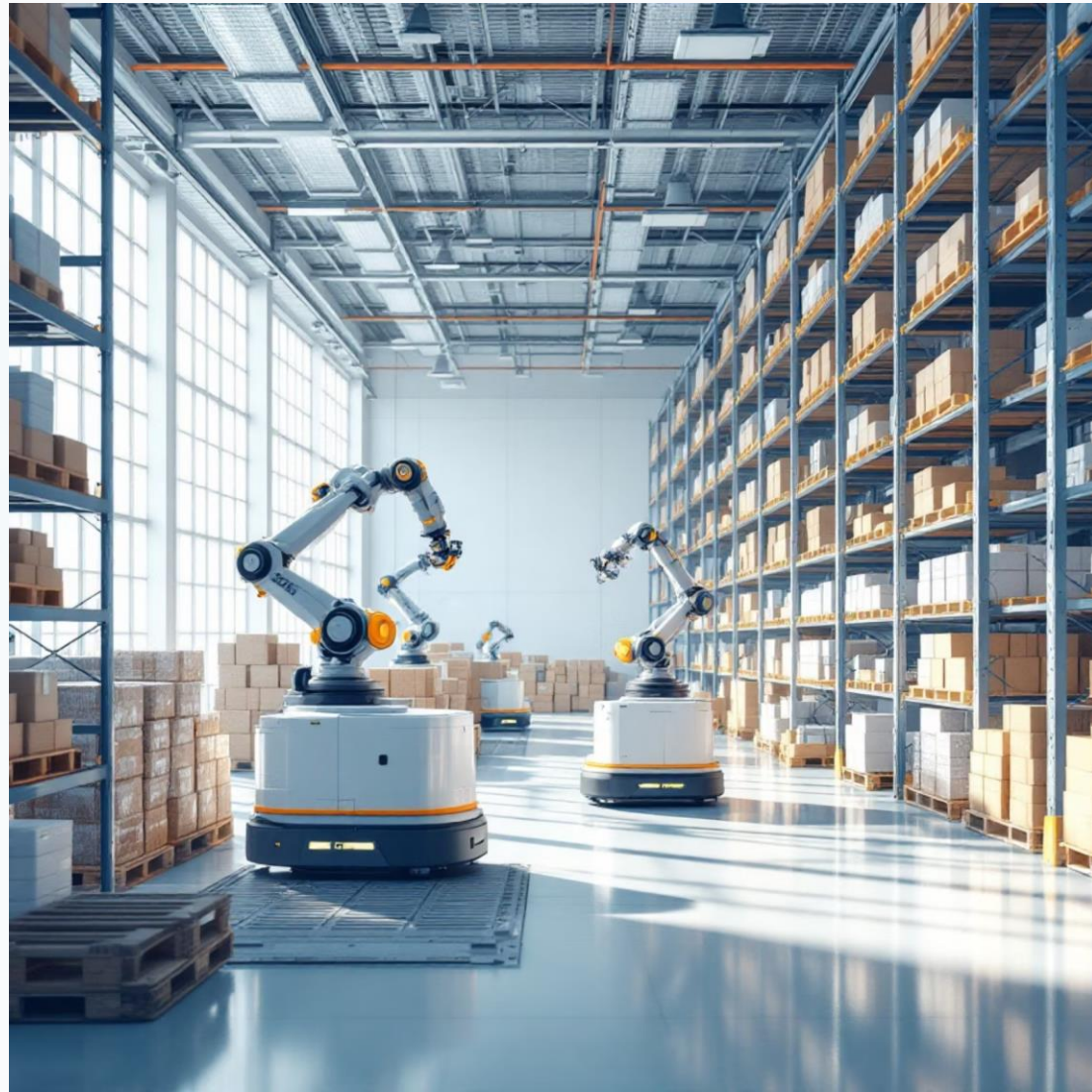https://drive.google.com/drive/folders/1IjTvSH8ZDoYpHP5INV9m13yQoWwmVg9w

Real-World Applications & Conclusion

This project transforms raw data into an interactive dashboard, supporting operational and strategic decision-making.
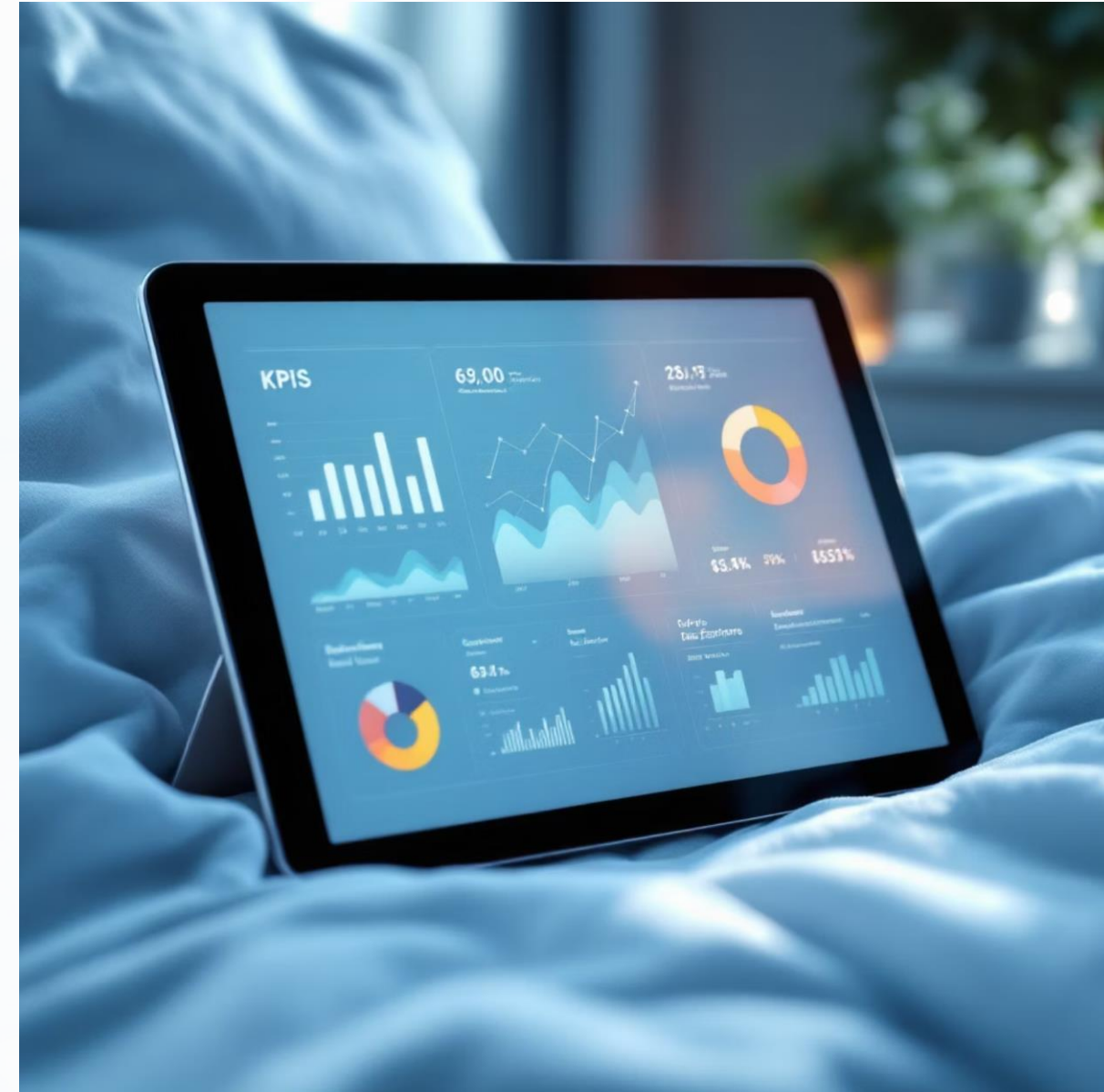
Applications

- Inventory & Supply Planning
- Menu Optimization & Pricing
- Customer Targeting & Promotions
- Demand Forecasting

Outcome

The interactive dashboard provides clarity on sales performance, product demand, customer behavior, and seasonal trends, enabling better business outcomes.

We Want To Say

Thank You

For Your Attention

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PERFORMANCE BY;

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