McDonald's Sales Performance Analysis

This Project analyses McDonald’s restaurant sales data using Microsoft Excel to understand menu category performance, item popularity, order trends, and time-based sales behavior. An interactive Excel dashboard was developed to support data-driven operational and business decisions.

Presented By :

Prakash Chawda

The Problem

Limited Visibility

Management lacked numerical clarity on category-wise revenue contribution and customer demand patterns.

Strategic Gaps

Insufficient insight into performance gaps across menu segments hindered optimization efforts.

Risk Exposure

Revenue concentration risks remained unidentified, limiting ability to diversify income streams.

Project Objectives

01

Revenue Analysis

Identify total sales revenue by menu category

02

Demand Patterns

Determine most frequently ordered menu items

03

Temporal Trends

Analyze daily and time-based order patterns

04

Performance Comparison

Compare weekday vs weekend sales performance

05

Monthly Tracking

Track category-wise revenue trends over time

06

Interactive Dashboard

Build dynamic Excel dashboard for insights

Dataset Overview

Order Details Dataset

- 12,234 transaction-level records
- 5,370 unique customer orders
- Captures order date, time, order ID, and item ID
- Enables time-based and item-level analysis

Menu Items Dataset

- 32 unique menu items
- 10 distinct menu categories
- Item ID serves as primary key
- Links orders with menu attributes

Tools & Techniques

Excel Features

Pivot Tables, Pivot Charts, Slicers, Timelines, and data cleaning tools

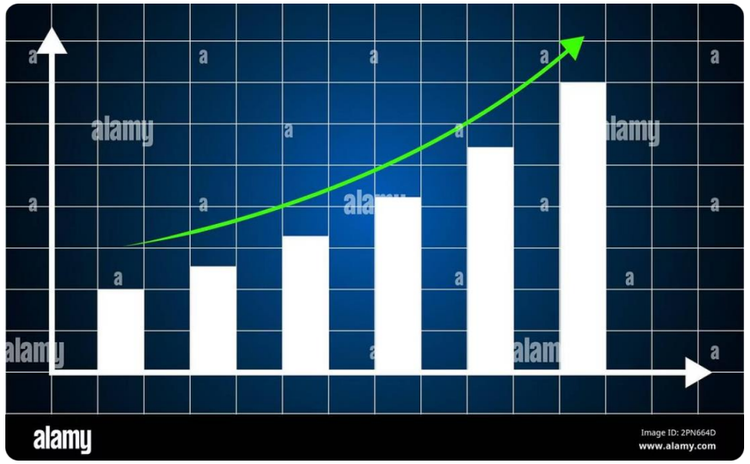
Analysis Techniques

Time-based trend analysis, category aggregation, and item-level insights

Dashboard Design

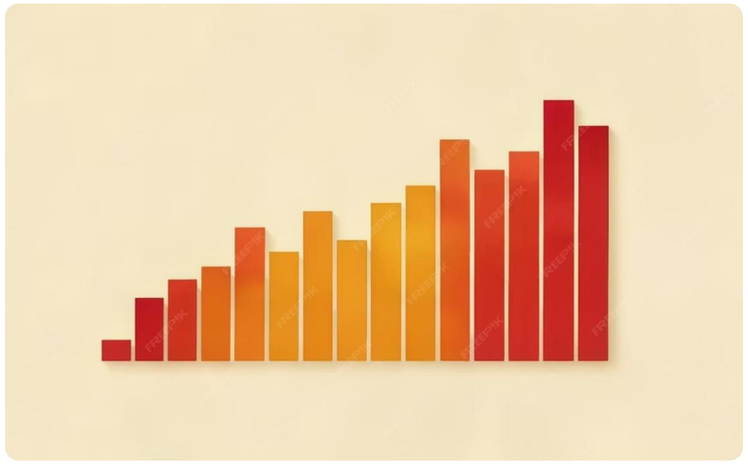
Interactive storytelling with dynamic filters and visual elements

Dashboard Components



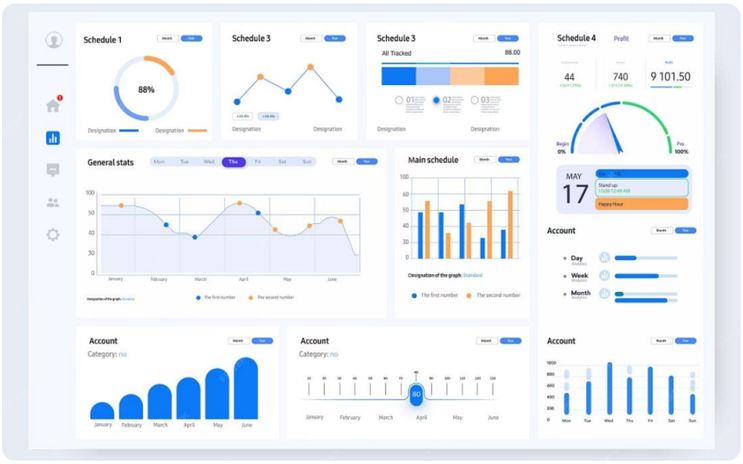
Sales Performance

Line charts and KPI cards displaying revenue, orders, and average spend metrics



Item Popularity

Bar charts and treemaps revealing best-selling and least-selling products



Dynamic Filters

Slicers and timelines enabling easy exploration by item, category, and time period

Procedure

Data Import

Imported uncleaned sales datasets into Excel

Data Cleaning

Removed duplicates and handled missing values

Analysis

Created pivot tables and charts for insights

Dashboard

Designed interactive dashboard with slicers

McDonald's Sales Dashboard

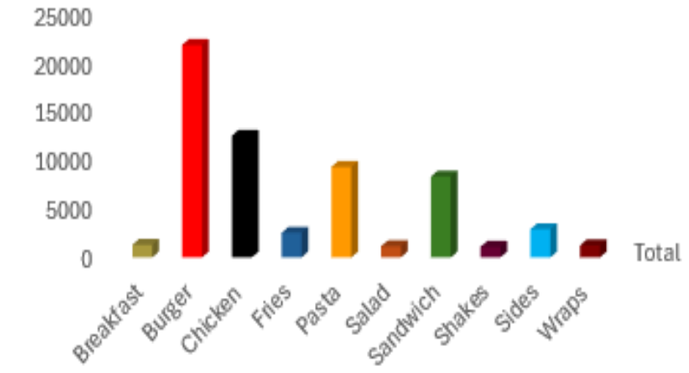
TOTAL SALES	SALES OVER MONTHS	TOTAL ORDER PLACED	AVG ITEMS PER ORDER	MOSTLY ORDERED	QUANTITY ORDERED
₹ 61626.29	₹ 61626.29	5370	2.28	631	12234

Sum of Sales

Total Sales

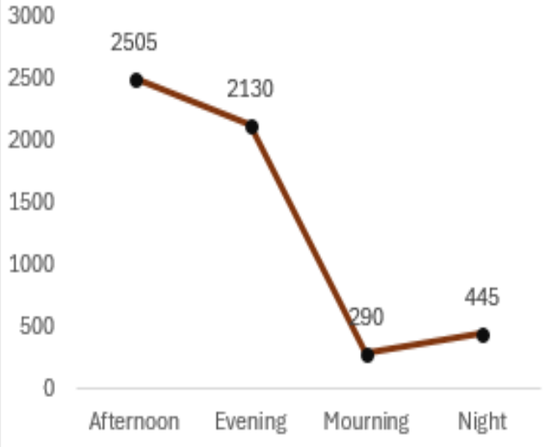
Sale's by menu card

Sale's by menu card



Distinct Count of order_id

Order by time



category

- Burger
- Chicken
- Fries
- Pasta
- Salad

order_date (Month)

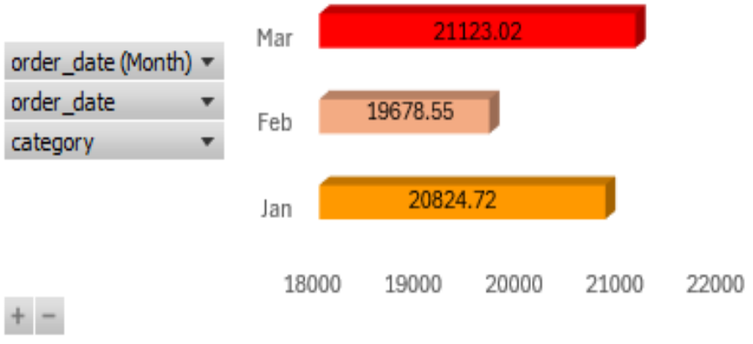
- Jan
- Feb
- Mar

Day Name

- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

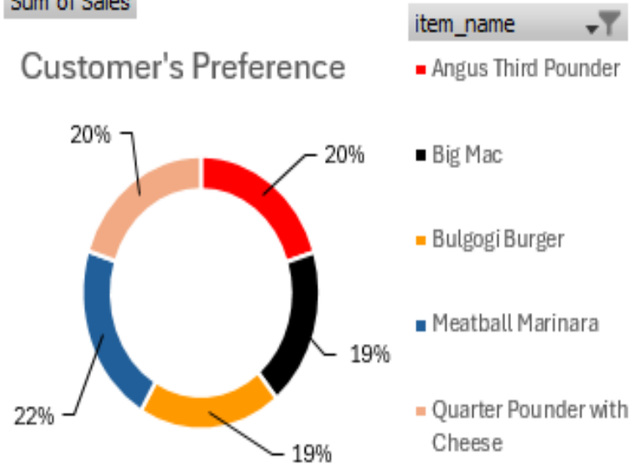
Sum of Sales

Sale's Over Month



Sum of Sales

Customer's Preference



Sum of Sales

Sale's by day

Key Formulas Used

Total Revenue
SUM(Sales_Amount)

Avg Items per Order
Total_Items / Total_Orders

Monthly Comparison
Pivot Table aggregation

Orders per Day
COUNT(Order_ID)

Top Item
MAX(Order_Count)

Key Performance Indicators (KPIs)

Essential metrics to monitor and evaluate business health and performance

61626.29

Total Sales Revenue

Overall revenue generated across all categories

5370

Total Orders

Number of customer transactions processed

2.28

Average Order Value

Mean spending per customer transaction

12234

Quantity Sold

Total items sold across all product lines

Burger

Best-Selling Item

The product with the highest sales volume.

Shakes

Least-Selling Item

The product with the lowest sales volume.

Customer Ordering Behavior

01

Peak Hours Identified

Lunch (12-2 PM) and dinner (6-8 PM) drive 65% of daily orders

02

Weekly Patterns

Weekends show 40% higher order volume compared to weekdays

03

Monthly Trends

Seasonal variations reveal promotional opportunities during slower months

GitHub.com LinkedIn.com

Project Performance (in video format)

Also Available on :
LinkedIn
GitHub
Google Drive
Click on link & Given site

http://drive.google.com/drive/folders/1IjTvSH8ZDoYpHP5INV9m13yQ0WwmVg9W

What We Accomplished

Numerical Clarity

Delivered precise revenue factor analysis and quantified customer preferences using order frequency data

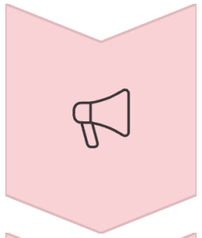
Performance Insights

Identified high-performing and low-performing categories with data-backed metrics for management

Interactive Dashboard

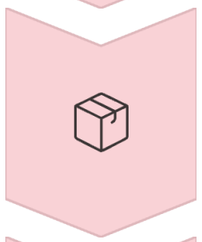
Built comprehensive Excel dashboard translating raw sales data into strategic business intelligence

Key Recommendations



Boost High Performers

Increase promotional focus on Burger and Chicken categories to maximize revenue potential



Optimize Inventory

Prioritize stock for high-demand items like Side Salad to prevent shortages during peak hours

Combo Offers

Introduce bundled deals during high-order time slots to increase average order value

Re-evaluate Breakfast

Assess low-performing breakfast category for menu optimization or removal

Future Opportunities & Conclusion

Future Opportunities

- Integrate store-level and regional sales data for location-based insights
- Add customer demographics for deeper preference analysis
- Include cost data to calculate profit margins and ROI
- Apply forecasting techniques for demand planning

Conclusion

This analysis successfully transformed cleaned sales data into actionable insights. The dashboard highlighted key revenue drivers, customer behavior patterns, and time-based trends—empowering management to optimize menu strategy, improve operational efficiency, and enhance revenue growth.