

McDonald's Menu Nutritional Analysis - Project

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McDonald's is a global fast-food chain known for its diverse menu offerings. The main objective of this project is to analyze the nutritional content of the menu items available at McDonald's outlets. This analysis will provide valuable insights into the calorie count and nutrition facts of various menu items.

Github link- <https://github.com/Prasad1327/McDonald-s-Menu-Nutritional-Analysis---Project.git>

1. Importing Libraries & Loading the Data

To start off with the analysis project the first step is indeed to load the dataset. We do this by firstly importing the necessary libraries below, among which we will use the pandas library to load and read the dataset.

```
In [1]: import pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt
import warnings
warnings.filterwarnings("ignore")
```

```
In [2]: mcd_data = pd.read_csv('Nutrical Dataset.csv')
```

```
In [3]: mcd_data
```

Out[3]:

		Category	Item	Serving Size	Calories	Calories from Fat	Total Fat	Total Fat (% Daily Value)	Saturated Fat	Saturated Fat Daily Value
0	Breakfast	Egg McMuffin	4.8 oz (136 g)	300	120	13.0	20	5.0		
1	Breakfast	Egg White Delight	4.8 oz (135 g)	250	70	8.0	12	3.0		
2	Breakfast	Sausage McMuffin	3.9 oz (111 g)	370	200	23.0	35	8.0		
3	Breakfast	Sausage McMuffin with Egg	5.7 oz (161 g)	450	250	28.0	43	10.0		
4	Breakfast	Sausage McMuffin with Egg Whites	5.7 oz (161 g)	400	210	23.0	35	8.0		
...
255	Smoothies & Shakes	McFlurry with Oreo Cookies (Small)	10.1 oz (285 g)	510	150	17.0	26	9.0		
256	Smoothies & Shakes	McFlurry with Oreo Cookies (Medium)	13.4 oz (381 g)	690	200	23.0	35	12.0		
257	Smoothies & Shakes	McFlurry with Oreo Cookies (Snack)	6.7 oz (190 g)	340	100	11.0	17	6.0		
258	Smoothies & Shakes	McFlurry with Reese's Peanut Butter Cups (Medium)	14.2 oz (403 g)	810	290	32.0	50	15.0		
259	Smoothies & Shakes	McFlurry with Reese's Peanut Butter Cups (Snack)	7.1 oz (202 g)	410	150	16.0	25	8.0		

260 rows × 24 columns

```
In [4]: mcd_data.shape
```

```
Out[4]: (260, 24)
```

After loading the dataset we found the actual shape (with the `.shape()` function) of the dataframe which comprises of 260 different menu items spread across a range of category menu, where we will go through 22 different columns representing all the nutritional variables, which will help us with the indepth analysis.

2. Data Preprocessing

Here we will explore the dataset structure and we'll try to analyse if the datatypes are suited for the given set of datapoints. Also we'll try to identify if there are any missing values in the same.

```
In [5]: mcd_data.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 260 entries, 0 to 259
Data columns (total 24 columns):
 #   Column           Non-Null Count  Dtype  
 ---  -- 
 0   Category        260 non-null    object  
 1   Item             260 non-null    object  
 2   Serving Size    260 non-null    object  
 3   Calories         260 non-null    int64  
 4   Calories from Fat 260 non-null    int64  
 5   Total Fat        260 non-null    float64 
 6   Total Fat (% Daily Value) 260 non-null    int64  
 7   Saturated Fat   260 non-null    float64 
 8   Saturated Fat (% Daily Value) 260 non-null    int64  
 9   Trans Fat        260 non-null    float64 
 10  Cholesterol     260 non-null    int64  
 11  Cholesterol (% Daily Value) 260 non-null    int64  
 12  Sodium           260 non-null    int64  
 13  Sodium (% Daily Value) 260 non-null    int64  
 14  Carbohydrates   260 non-null    int64  
 15  Carbohydrates (% Daily Value) 260 non-null    int64  
 16  Dietary Fiber   260 non-null    int64  
 17  Dietary Fiber (% Daily Value) 260 non-null    int64  
 18  Sugars           260 non-null    int64  
 19  Protein          260 non-null    int64  
 20  Vitamin A (% Daily Value) 260 non-null    int64  
 21  Vitamin C (% Daily Value) 260 non-null    int64  
 22  Calcium          260 non-null    int64  
 23  Iron              260 non-null    int64  
dtypes: float64(3), int64(18), object(3)
memory usage: 48.9+ KB
```

```
In [6]: mcd_data.isnull()
```

Out[6]:

	Category	Item	Serving Size	Calories	Calories from Fat	Total Fat	Total Fat (% Daily Value)	Saturated Fat	Saturated Fat (% Daily Value)
0	False	False	False	False	False	False	False	False	False
1	False	False	False	False	False	False	False	False	False
2	False	False	False	False	False	False	False	False	False
3	False	False	False	False	False	False	False	False	False
4	False	False	False	False	False	False	False	False	False
...
255	False	False	False	False	False	False	False	False	False
256	False	False	False	False	False	False	False	False	False
257	False	False	False	False	False	False	False	False	False
258	False	False	False	False	False	False	False	False	False
259	False	False	False	False	False	False	False	False	False

260 rows × 24 columns

In [7]: `mcd_data.isnull().sum()`

```

Out[7]: Category          0
        Item            0
        Serving Size      0
        Calories          0
        Calories from Fat 0
        Total Fat          0
        Total Fat (% Daily Value) 0
        Saturated Fat      0
        Saturated Fat (% Daily Value) 0
        Trans Fat          0
        Cholesterol         0
        Cholesterol (% Daily Value) 0
        Sodium             0
        Sodium (% Daily Value) 0
        Carbohydrates       0
        Carbohydrates (% Daily Value) 0
        Dietary Fiber       0
        Dietary Fiber (% Daily Value) 0
        Sugars              0
        Protein             0
        Vitamin A (% Daily Value) 0
        Vitamin C (% Daily Value) 0
        Calcium             0
        Iron (% Daily Value) 0
        dtype: int64

```

From the above sets of codes we can understand the basic structure of the dataset. Right from identifying the number of the rows & columns in the dataset to getting the information about the data types of the headers we can get an overview about the dataset structure and its orientation. Meanwhile I also tried to determine if there were any missing values in the dataset, weather the data types assigned to each header was appropriate but as we can see from the .info() and .isnull() function there were 0 null values found and hence the dataset as it was given was clean and had no missing data altogether.

3. Exploratory Data Analysis

Based on the comprehensive Nutrical Dataset provided for McDonald's menu items, the exploratory data analysis (EDA) will help us reveal the insights of the nutritional values across all the menu.

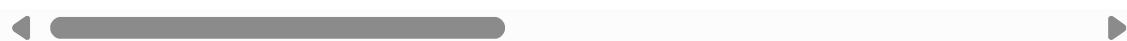
A. Analyze the distribution of calorie counts across menu items.

In [8]: `mcd_data.head()`

Out[8]:

	Category	Item	Serving Size	Calories	Calories from Fat	Total Fat	Total Fat (% Daily Value)	Saturated Fat	Saturated Fat (% Daily Value)
0	Breakfast	Egg McMuffin	4.8 oz (136 g)	300	120	13.0	20	5.0	25
1	Breakfast	Egg White Delight	4.8 oz (135 g)	250	70	8.0	12	3.0	15
2	Breakfast	Sausage McMuffin	3.9 oz (111 g)	370	200	23.0	35	8.0	42
3	Breakfast	Sausage McMuffin with Egg	5.7 oz (161 g)	450	250	28.0	43	10.0	52
4	Breakfast	Sausage McMuffin with Egg Whites	5.7 oz (161 g)	400	210	23.0	35	8.0	42

5 rows × 24 columns

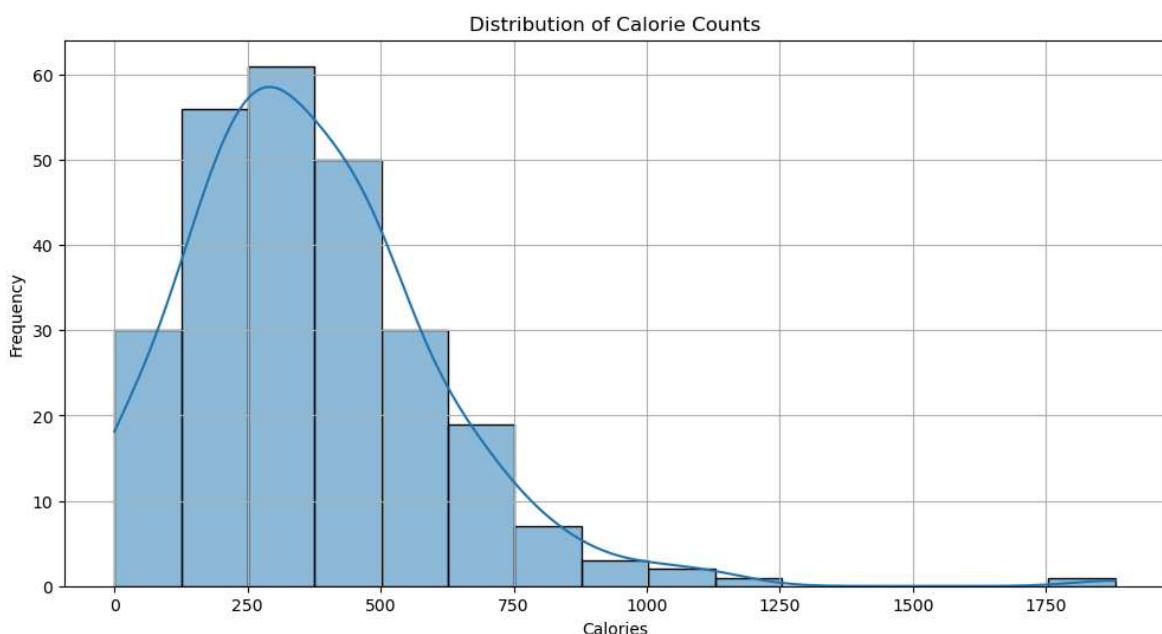


A.1] Calories

In [9]: `Calories=mcd_data['Calories'].describe()`
Calories

```
Out[9]: count    260.000000
mean     368.269231
std      240.269886
min      0.000000
25%     210.000000
50%     340.000000
75%     500.000000
max     1880.000000
Name: Calories, dtype: float64
```

```
In [10]: plt.figure(figsize=(12,6))
sns.histplot(data=mcd_data, x='Calories', bins=15, kde = True)
plt.title('Distribution of Calorie Counts')
plt.xlabel('Calories')
plt.ylabel('Frequency')
plt.grid()
plt.show()
```



Descriptive Statistics -

- The mean calorie count is 368.27 calories.
- The standard deviation is 240 calories, indicating the widespread in the calorie counts.
- 25% of the items have 210 or less calories, 50% of items have 340 or less calories & 75% of items have 500 or less calories.

Looking at the distribution visually, we can see that the majority of items fall within the 125-500 calorie range which makes the distribution heavily skewed towards the right side, with a few outliers on both the lower and higher ends.

B. Explore the nutritional content (e.g., fat, protein, carbohydrates) of different items.

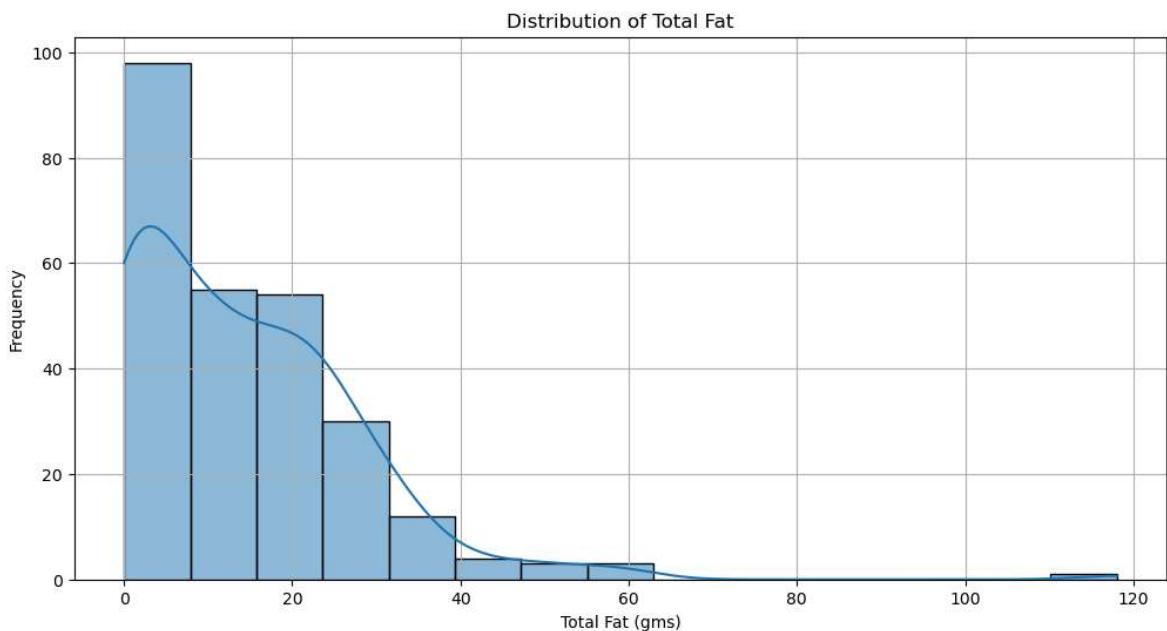
B.1] Total Fat (grams)

```
In [11]: Total_fat=mcd_data['Total Fat'].describe()
```

Total_fat

```
Out[11]: count    260.000000
mean      14.165385
std       14.205998
min       0.000000
25%      2.375000
50%      11.000000
75%      22.250000
max      118.000000
Name: Total Fat, dtype: float64
```

```
In [12]: plt.figure(figsize=(12,6))
sns.histplot(data=mcd_data, x='Total Fat', bins=15, kde = True)
plt.title('Distribution of Total Fat')
plt.xlabel('Total Fat (gms)')
plt.ylabel('Frequency')
plt.grid()
plt.show()
```



Descriptive Statistics -

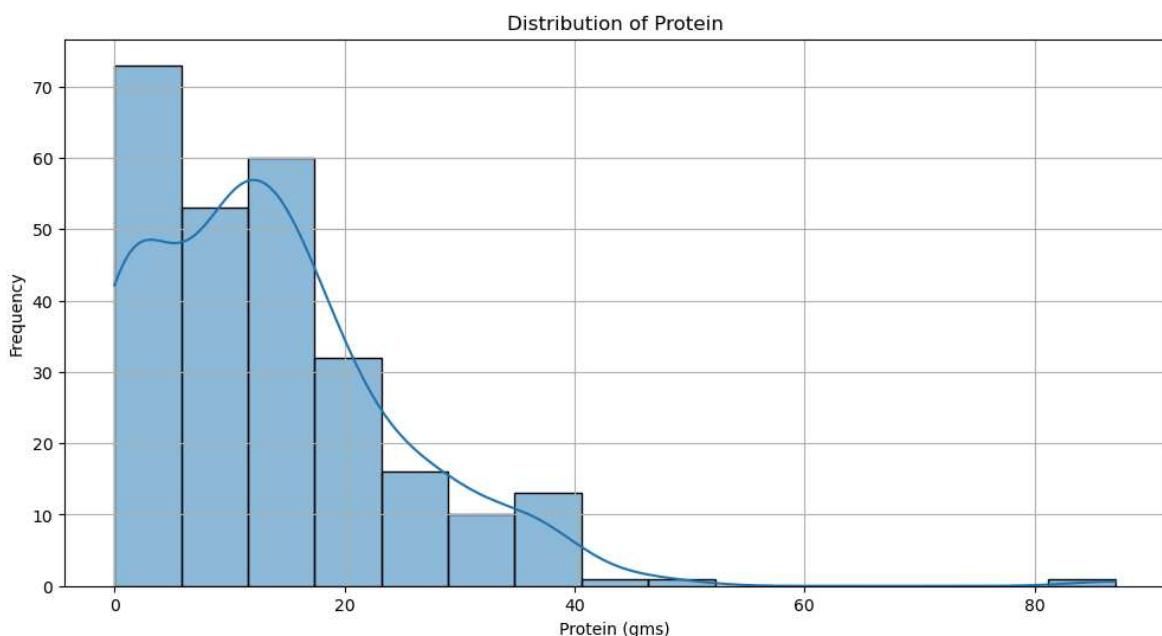
- The mean of the Total fat content is 14.16 grams.
- The standard deviation is 14.2 grams, indicating the moderate spread in the total fat values.
- 25% of the items have 2.37 grams or less total fat, 50% of items have 11 grams or less total fat & 75% of items have 22.25 grams or less total fat.

B.2] Proteins (grams)

```
In [13]: Proteins =mcd_data['Protein'].describe()
Proteins
```

```
Out[13]: count    260.000000
mean      13.338462
std       11.426146
min       0.000000
25%      4.000000
50%      12.000000
75%      19.000000
max      87.000000
Name: Protein, dtype: float64
```

```
In [14]: plt.figure(figsize=(12,6))
sns.histplot(data=mcd_data, x='Protein', bins=15, kde = True )
plt.title('Distribution of Protein')
plt.xlabel('Protein (gms)')
plt.ylabel('Frequency')
plt.grid()
plt.show()
```



Descriptive Statistics -

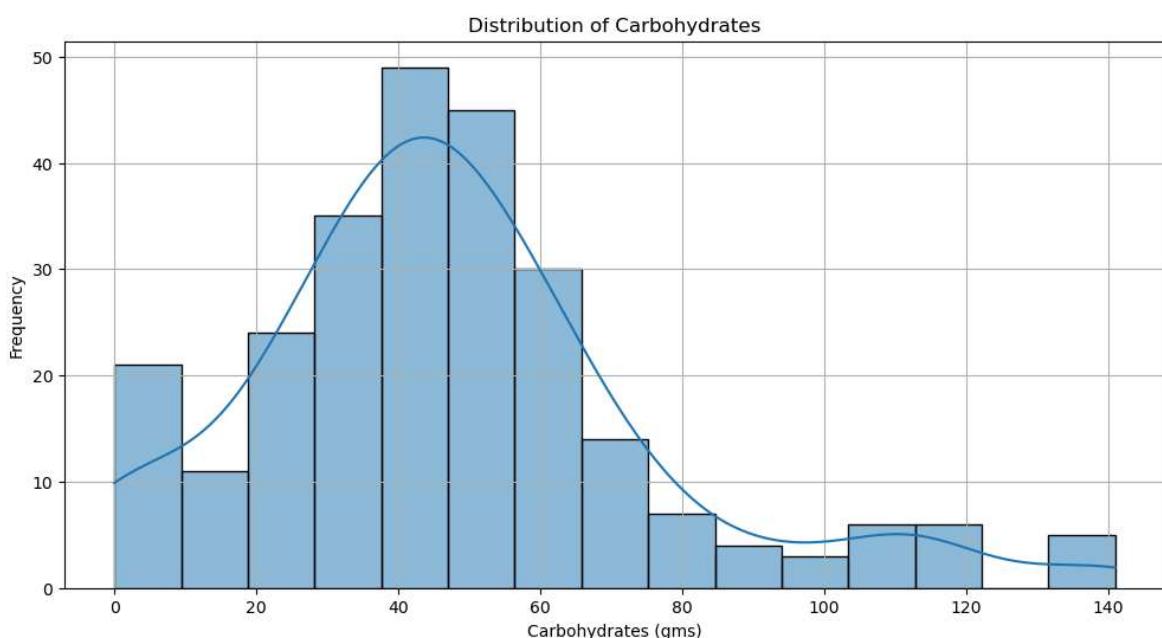
- The mean of the Protein content is 13.33 grams.
- The standard deviation is 11.43 grams, indicating the moderate spread in the protein values.
- 25% of the items have 12 grams or less proteins, 50% of items have 19 grams or less proteins & 75% of items have 87 grams or less proteins.

B.3] Carbohydrates (grams)

```
In [15]: Carbohydrates= mcd_data['Carbohydrates'].describe()
Carbohydrates
```

```
Out[15]: count    260.000000
mean      47.346154
std       28.252232
min       0.000000
25%      30.000000
50%      44.000000
75%      60.000000
max      141.000000
Name: Carbohydrates, dtype: float64
```

```
In [16]: plt.figure(figsize=(12,6))
sns.histplot(data=mcd_data, x='Carbohydrates', bins=15, kde = True )
plt.title('Distribution of Carbohydrates')
plt.xlabel('Carbohydrates (gms)')
plt.ylabel('Frequency')
plt.grid()
plt.show()
```



Descriptive Statistics -

- The mean of the Carbohydrates content is 47.34 grams.
- The standard deviation is 28.25 grams, indicating the widespread in the carbohydrates values.
- 25% of the items have 30 grams or less carbohydrates, 50% of items have 44 grams or less carbohydrates & 75% of items have 60 grams or less carbohydrates.

C. Identify trends and patterns in the dataset.

In this particular step we will analyze how different nutritional variables across the items correlate to each other through visualizing the correlation with the help of pairplots and heatmaps.

```
In [17]: nutritional_vars = ['Calories', 'Total Fat', 'Cholesterol', 'Carbohydrates', 'Proteins']
nutritional_vars
```

```
Out[17]: ['Calories', 'Total Fat', 'Cholesterol', 'Carbohydrates', 'Proteins']
```

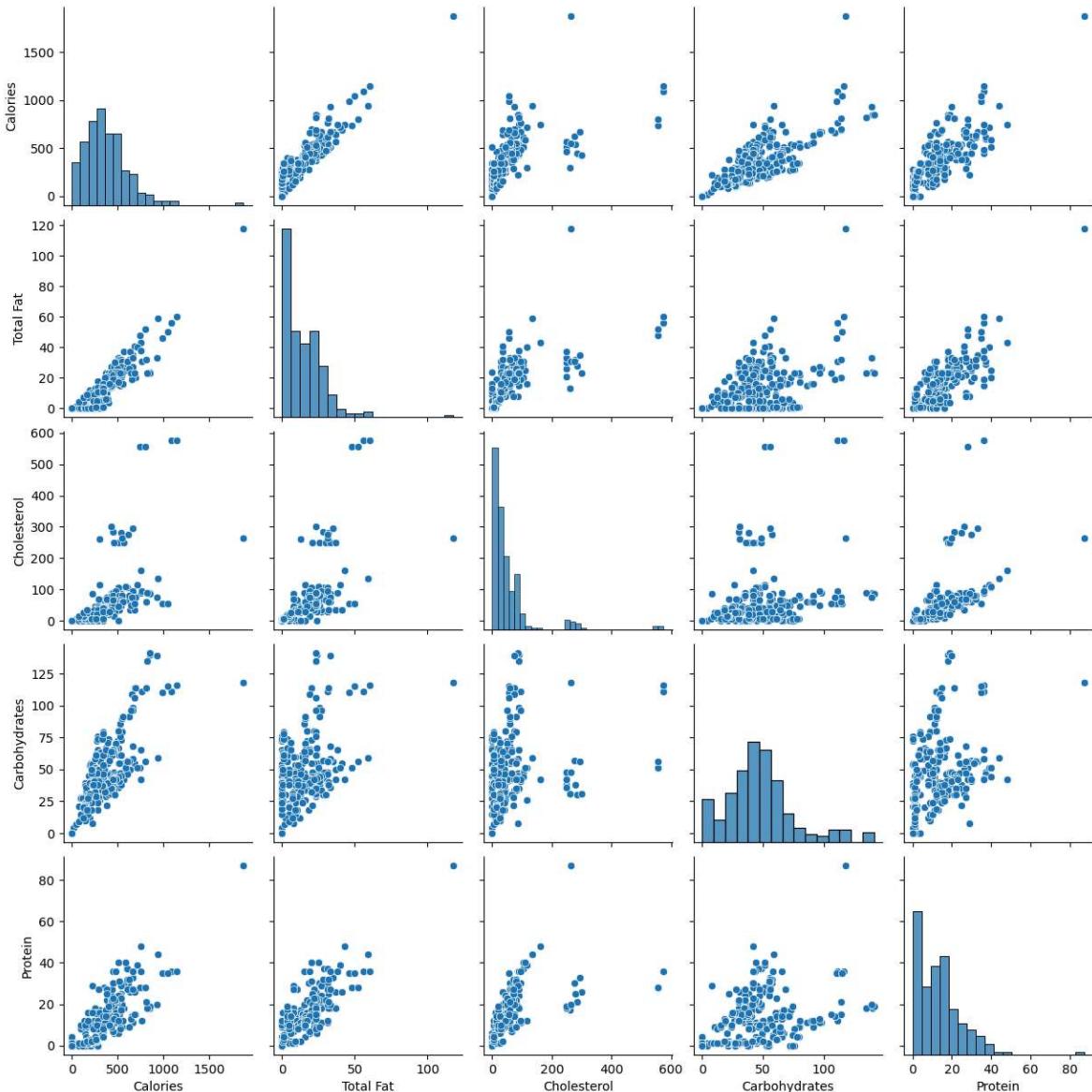
```
In [18]: calories_vs_nutrients = mcd_data[['Calories', 'Total Fat', 'Cholesterol', 'Carbohydrates', 'Protein']]
print(calories_vs_nutrients)
```

	Calories	Total Fat	Cholesterol	Carbohydrates	Protein
Calories	1.000000	0.904409	0.596399	0.781539	0.787847
Total Fat	0.904409	1.000000	0.680547	0.461213	0.807773
Cholesterol	0.596399	0.680547	1.000000	0.270977	0.561561
Carbohydrates	0.781539	0.461213	0.270977	1.000000	0.352122
Protein	0.787847	0.807773	0.561561	0.352122	1.000000

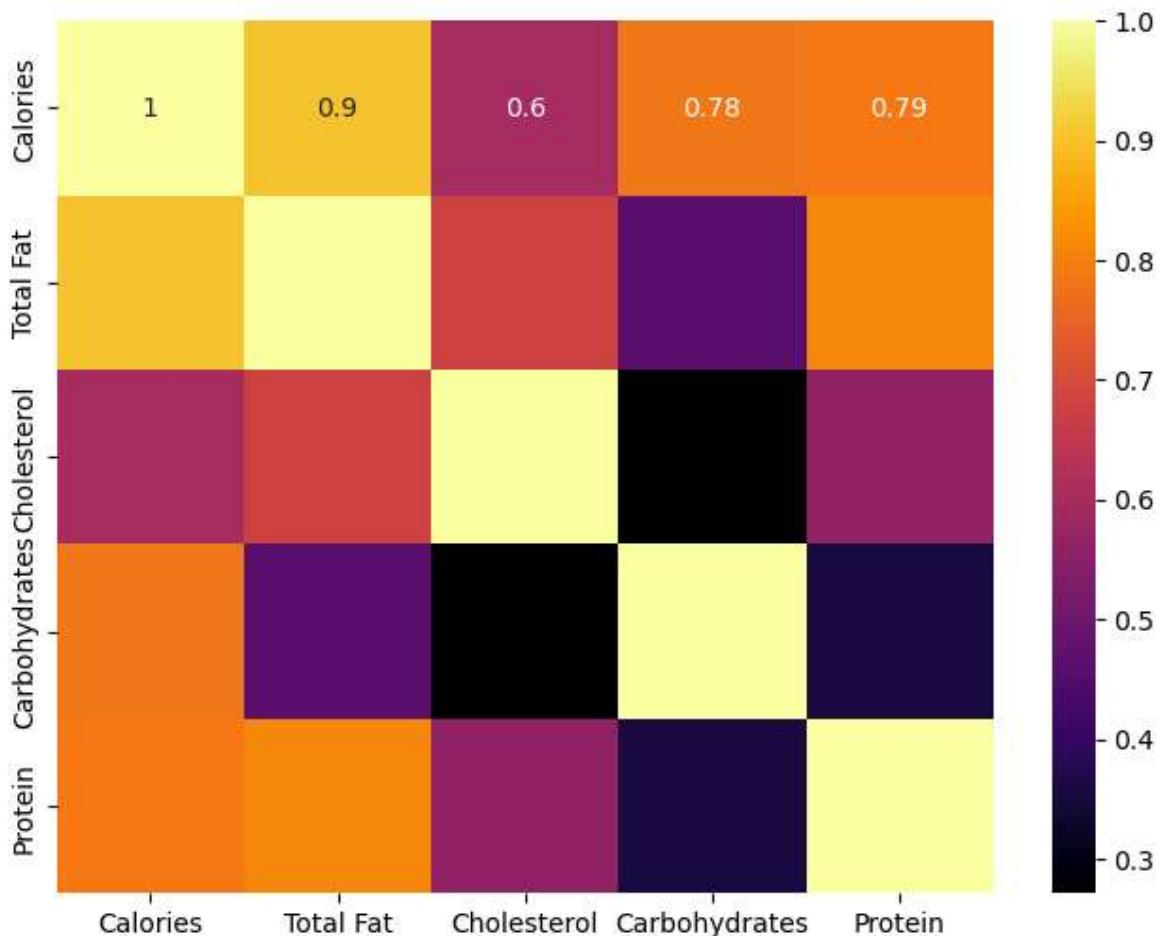
Above code gives us a numerical matrix of how the other nutrients correlate with the Calories, but not necessarily can give us a proper idea. So we rather rely on the visual of the matrix and plot the correlations as well.

```
In [19]: sns.pairplot(mcd_data[['Calories', 'Total Fat', 'Cholesterol', 'Carbohydrates', 'Protein']])
```

```
Out[19]: <seaborn.axisgrid.PairGrid at 0x17da5d65390>
```



```
In [20]: plt.figure(figsize=(8,6))
sns.heatmap(calories_vs_nutrients, annot=True, cmap='inferno')
plt.show()
```



The analysis reveals the following trends and patterns:

1. Calories and Total Fat: There is a strong positive correlation (0.904) between calorie counts and total fat content. This suggests that menu items higher in calories tend to be higher in total fat as well.
2. Total Fat and Protein: The correlation between total fat and protein is also high (0.807), indicating that protein-dense items are likely to be higher in total fat.
3. Calories and Protein: The correlation between calories and protein is also positive (0.787), suggesting that menu items with more calories generally have higher protein content.
4. Calories and Carbohydrates: The correlation between calories and carbohydrates also comes closer and have a positive (0.781), which means an item with high calories count can also lead up to having a higher carbohydrates values.

And to sum up the correlation matrix I've provided an heatmap showing a visual matrix in a simpler manner of how these nutrients correlate.

4. Data Visualization

To gain insights into the calorie distribution and nutritional content of these items, I will create several data visualizations. First, I will generate a histogram and a box plot to visualize the distribution of calorie counts across the menu items. This will allow us to understand the range of calorie values, identify any outliers or skewness in the data, and get a sense of the overall calorie distribution. Next, I will create a series of bar charts to

compare the nutritional characteristics (total fat, saturated fat, carbohydrates, and protein) of different food categories, such as burgers, salads, and desserts. This will help identify any significant differences in the nutrient profiles of these food groups. Through these visualizations, we can gain a comprehensive understanding of the calorie and nutrient composition of the menu items, which can inform consumer choices and guide menu development efforts.

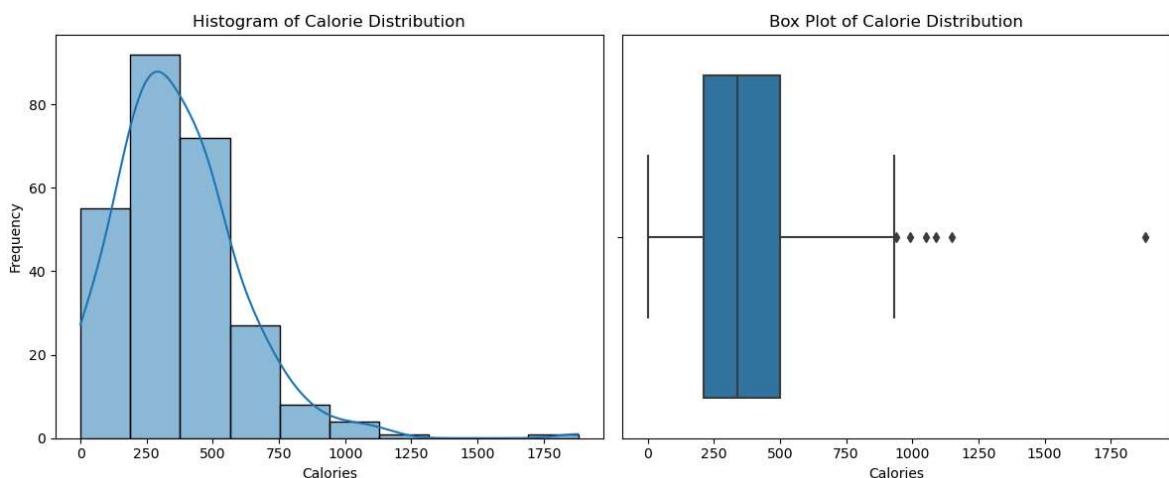
A. Distribution of Calories

The histogram and boxplot for the said distribution can be plotted together with the help of a subplot, so that we can compare both the visuals side by side to get more comprehensive insights about the distribution as well as the outliers.

```
In [21]: plt.figure(figsize=(12, 5))
plt.subplot(1, 2, 1)
sns.histplot(mcd_data['Calories'], bins=10, kde=True)
plt.title('Histogram of Calorie Distribution')
plt.xlabel('Calories')
plt.ylabel('Frequency')

plt.subplot(1, 2, 2)
sns.boxplot(x=mcd_data['Calories'])
plt.title('Box Plot of Calorie Distribution')
plt.xlabel('Calories')

plt.tight_layout()
plt.show()
```



The shape of the histogram is right-skewed, with a peak at approximately 125-500 calories and a long tail towards the higher values of calories. The majority of menu items fall on the lower end of the calorie count, and there are only a few high-calorie outliers. The observations are confirmed by the box plot, where the median is approximately 340 calories and the 25th and 75th percentiles are 210 and 500, respectively. The box plot reveals the presence of several outliers, some of which are associated with high calories, starting from the "McFlurry with Reese's Peanut Butter Cups (Medium)" at 810 calories.

B. Nutritional Content Comparison

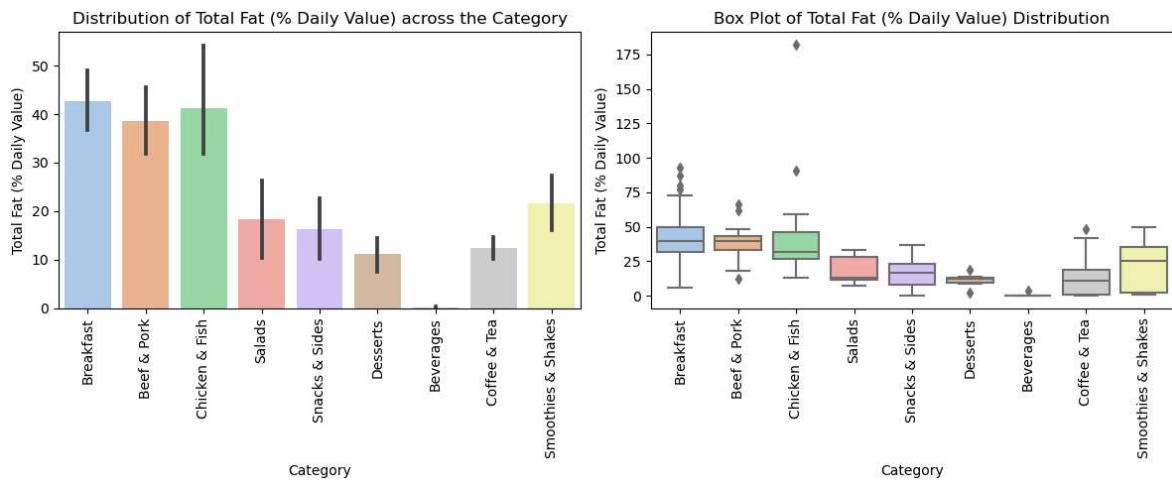
With the help of several bar-charts and boxplots we compare the nutritional characteristics of different food categories. As the count of nutrients is 22(which will not be as feasible), we create the visualizations for 4 selected list of nutrients namely,

1. Total Fat (% Daily Value)
2. Cholesterol (% Daily Value)
3. Sugars
4. Protein

B.1 Total Fat (% Daily Value)

```
In [22]: plt.figure(figsize=(12, 5))
plt.subplot(1, 2, 1)
sns.barplot(data= mcd_data, x= 'Category', y= 'Total Fat (% Daily Value)', palette='Set1')
plt.title('Distribution of Total Fat (% Daily Value) across the Category')
plt.xlabel('Category')
plt.ylabel('Total Fat (% Daily Value)')
plt.xticks(rotation= 90)

plt.subplot(1, 2, 2)
sns.boxplot(data= mcd_data, x= 'Category', y='Total Fat (% Daily Value)', palette='Set2')
plt.title('Box Plot of Total Fat (% Daily Value) Distribution')
plt.xlabel('Category')
plt.ylabel('Total Fat (% Daily Value)')
plt.xticks(rotation= 90)
plt.tight_layout()
plt.show()
```



1. From barplot- The bar plot indicates that the Breakfast category has the highest average Total Fat (% Daily Value) at approximately 43%, followed closely by the Chicken & Fish category at approx. 40%. The Beverages category has the lowest average Total Fat (% Daily Value) showing a negligible set of value.
2. From boxplot(For the top two categories having highest average Total Fat (% Daily Value)) -
 - Breakfast: The box plot shows a relatively even distribution of Total Fat (% Daily Value) across the breakfast items, with a median of 43%. The 25th percentile is

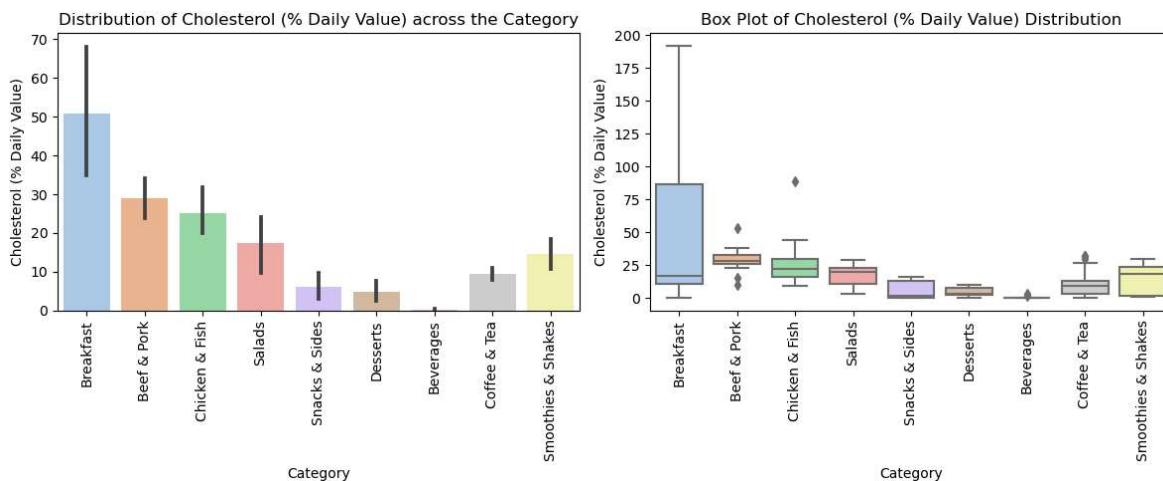
around 30%, and the 75th percentile is 50%. There are several outliers with higher Total Fat (% Daily Value) values.

- Chicken & Fish: The box plot shows a skewed distribution of Total Fat (% Daily Value) across the chicken & fish items, with a median of around 40%. The 25th percentile is roughly around 28%, and the 75th percentile is about 48%. There are a few outliers with higher Total Fat (% Daily Value) values..

B.2 Cholesterol (% Daily Value)

```
In [23]: plt.figure(figsize=(12, 5))
plt.subplot(1, 2, 1)
sns.barplot(data= mcd_data, x= 'Category', y= 'Cholesterol (% Daily Value)', palette='Set1')
plt.title('Distribution of Cholesterol (% Daily Value) across the Category')
plt.xlabel('Category')
plt.ylabel('Cholesterol (% Daily Value)')
plt.xticks(rotation= 90)

plt.subplot(1, 2, 2)
sns.boxplot(data= mcd_data, x= 'Category', y='Cholesterol (% Daily Value)', palette='Set1')
plt.title('Box Plot of Cholesterol (% Daily Value) Distribution')
plt.xlabel('Category')
plt.ylabel('Cholesterol (% Daily Value)')
plt.xticks(rotation= 90)
plt.tight_layout()
plt.show()
```



1. From barplot- The Breakfast category has the highest average Cholesterol (% Daily Value) at around 50%, followed by the Beef & Pork category at around 30%, and the Chicken & Fish category at around 25%. The Beverages category again stands out to be the category with lowest cholesterol content with a very deniable cholesterol values.
2. From boxplot(For the top two categories having highest average Cholesterol (% Daily Value))-
 - Breakfast: A more considerable range of cholesterol values is provided in the Breakfast category – some items reach approximately 90% of the daily value. Additionally, the median cholesterol level is also higher in comparison with the other categories.

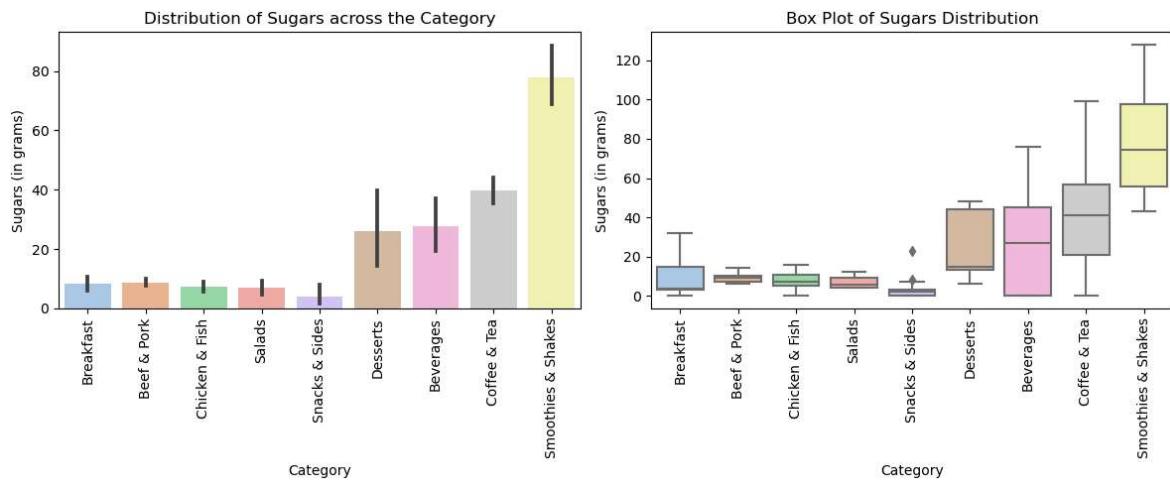
- Beef & Pork: The Beef & Pork category has a more compact distribution, as the majority of data falls between 25-35% of the daily cholesterol value.

In addition, there are a few outliers in the Chicken & Fish and Beef & Pork categories, indicating that some items in these categories have exceptionally high cholesterol content.

B.3 Sugars (in grams)

```
In [24]: plt.figure(figsize=(12, 5))
plt.subplot(1, 2, 1)
sns.barplot(data= mcd_data, x= 'Category', y= 'Sugars', palette= 'pastel')
plt.title('Distribution of Sugars across the Category')
plt.xlabel('Category')
plt.ylabel('Sugars (in grams)')
plt.xticks(rotation= 90)

plt.subplot(1, 2, 2)
sns.boxplot(data= mcd_data, x= 'Category', y='Sugars', palette= 'pastel')
plt.title('Box Plot of Sugars Distribution')
plt.xlabel('Category')
plt.ylabel('Sugars (in grams)')
plt.xticks(rotation= 90)
plt.tight_layout()
plt.show()
```



1. From barplot-

- The Smoothies & Shakes category has the highest average Sugars content, with around 80 grams of sugar per serving.
- The Coffee & Tea category has the second-highest average Sugars content, with around 40 grams of sugar per serving.
- The Snacks & Sides has the lowest average Sugars content, with around 8 grams of sugar per serving.

2. From boxplot(For the top two categories having highest average Sugars(in grams))-

- The Smoothies & Shakes category has the widest range of Sugars content, with some items reaching up to 100 grams of sugar per serving.

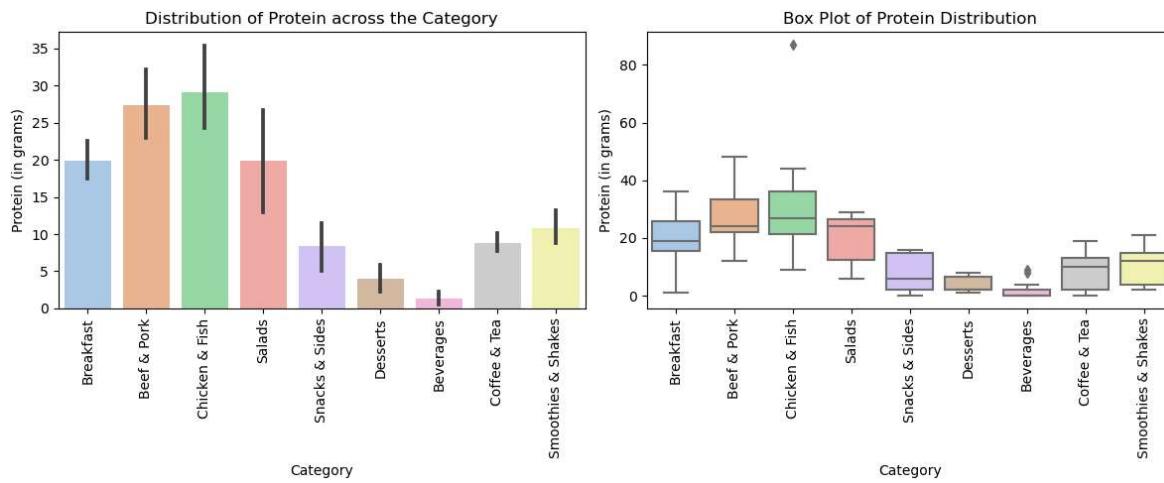
- The Coffee & Tea category also has a wide range of Sugars content, with some items reaching up to 60 grams of sugar per serving.

Apart from the Snacks & Sides category which ironically happen to be the category with the lowest Sugars content, there are no major outliers for the sugars content throughout all categories.

B.4 Protein (in grams)

```
In [25]: plt.figure(figsize=(12, 5))
plt.subplot(1, 2, 1)
sns.barplot(data= mcd_data, x= 'Category', y= 'Protein', palette= 'pastel')
plt.title('Distribution of Protein across the Category')
plt.xlabel('Category')
plt.ylabel('Protein (in grams)')
plt.xticks(rotation= 90)

plt.subplot(1, 2, 2)
sns.boxplot(data= mcd_data, x= 'Category', y='Protein', palette= 'pastel')
plt.title('Box Plot of Protein Distribution')
plt.xlabel('Category')
plt.ylabel('Protein (in grams)')
plt.xticks(rotation= 90)
plt.tight_layout()
plt.show()
```



1. From barplot-

- The Chicken & Fish category has the highest average Protein content, with around 29 grams of protein per serving.
- The Beef & Pork category has the second-highest average Protein content, with around 27 grams of protein per serving.
- The Beverages category has the lowest average Protein content, with around 2-3 grams of protein per serving.

2. From boxplot(For the top two categories having highest average Proteins (in grams))-

- The Chicken & Fish category has the widest range of Protein content, with some items reaching up to 40 grams of protein per serving.

- The Beef & Pork category has a little compact distribution of Protein compared to the Chicken & Fish, with the majority of items falling between 22-37 grams of protein per serving.

There isn't really a huge set of noted outliers within the range of categories that necessarily indicate very high protein levels across the menu items. Although there is a very small portion of outliers in the Chicken & Fish category and Beverages category showing only a limited count of menu items with spiked protein levels.

5. Nutrition-Based Insights

The main motto is to analyze the data to identify the menu items with the highest and lowest values specifically focused towards the calorie counts, as well as determine the average nutritional content of popular menu categories. To achieve this we will use the .idxmax() & .idxmin() functions to determine the highest and lowest values, and to determine the average nutritional content we'll use the .describe() function.

A. Identify menu items with the highest and lowest calorie counts.

```
In [26]: highest_calorie_item = mcd_data.loc[mcd_data['Calories'].idxmax()]
print(f"The item with the highest calorie count: \n\t Item - {highest_calorie_it}
```

The item with the highest calorie count:
 Item - Chicken McNuggets (40 piece)
 Calorie Count- 1880

```
In [27]: lowest_calorie_item = mcd_data.loc[mcd_data['Calories'].idxmin()]
print(f"The item with the lowest calorie count: \n\t Item - {lowest_calorie_item}
```

The item with the lowest calorie count:
 Item - Diet Coke (Small)
 Calorie Count- 0

B. Determine the average nutritional content of popular menu categories.

We'll start by making a new dataframe to achieve this task. In this dataframe we will exclude the 'Item' & 'Serving Size' columns as they both contain categorical values and won't be suitable in an aggregation step.

```
In [28]: columns_to_drop = ['Item', 'Serving Size']
df_new = mcd_data.drop(columns_to_drop, axis=1)
df_new.head()
```

Out[28]:

	Category	Calories	Calories from Fat	Total Fat	Total Fat (% Daily Value)	Saturated Fat	Saturated Fat (% Daily Value)	Trans Fat	Cholesterol
0	Breakfast	300	120	13.0	20	5.0	25	0.0	260
1	Breakfast	250	70	8.0	12	3.0	15	0.0	25
2	Breakfast	370	200	23.0	35	8.0	42	0.0	45
3	Breakfast	450	250	28.0	43	10.0	52	0.0	285
4	Breakfast	400	210	23.0	35	8.0	42	0.0	50

5 rows × 22 columns

In [29]:

```
average_nutritional_content = df_new.groupby('Category').mean()
average_nutritional_content
```

Out[29]:

Category	Calories	Calories from Fat	Total Fat	Total Fat (% Daily Value)	Saturated Fat	Saturated Fat (% Daily Value)	Trans Fa
Beef & Pork	494.000000	224.666667	24.866667	38.600000	10.466667	52.000000	1.10000
Beverages	113.703704	0.740741	0.092593	0.148148	0.055556	0.296296	0.00000
Breakfast	526.666667	248.928571	27.690476	42.666667	10.654762	53.428571	0.10714
Chicken & Fish	552.962963	242.222222	26.962963	41.333333	6.166667	31.111111	0.12963
Coffee & Tea	283.894737	71.105263	8.021053	12.357895	4.921053	24.368421	0.14210
Desserts	222.142857	64.285714	7.357143	11.142857	4.285714	21.285714	0.00000
Salads	270.000000	108.333333	11.750000	18.333333	3.750000	18.500000	0.00000
Smoothies & Shakes	531.428571	127.678571	14.125000	21.714286	8.375000	41.785714	0.53571
Snacks & Sides	245.769231	94.615385	10.538462	16.230769	2.692308	13.384615	0.00000

9 rows × 21 columns

6. Summarizing the Analysis

Findings and Insights:

1. Menu Items Analysis

- The dataset includes various menu items categorized into Breakfast, Beef & Pork, Chicken & Fish, Coffee & Tea categories, etc. Items like the "Chicken McNuggets (40 pieces)" from the Chicken & Fish category have the highest calorie counts, while the "Diet Coke (small)" from the Beverages category has the lowest.
- The Beef & Pork category tends to have higher protein content, while the Breakfast category often has higher fat and carbohydrate levels.
- Other categories like Beverages, Smoothies & Shakes, Coffee & Tea although they have comparatively lower calorie, total fats & carbohydrates values, there appears to be a huge spike in their Sugar levels, and most importantly a very low average of protein values as well.

2. Average Nutritional Content:

Average Calories:

- The average calorie count for chicken & fish items is 552 calories, which is a very calorie-rich dietary option among all other categories

Average Total Fat:

- Both breakfast and chicken & fish categories show various items amounting to the higher total fat values averaging at 27.69 and 26.9 grams respectively.

Average Protein:

- The chicken and fish category items have the highest average protein values amounting to 29.11 grams.

Average Cholesterol:

- The breakfast category has a very high average cholesterol level calculated at 153 grams compared to the levels of other categories.

Average Carbohydrates:

- Even though protein rich categories having items comprised chicken, fish, beef, pork, etc. the smoothies and shakes category have much elevated carbohydrates levels spread across their variety of items averaging at 90.5 grams.

Conclusions

Healthier Options:

Access to the nutritional content of the menu items enables customers to identify and choose healthier options, such as the Egg White Delight, Premium Grilled Chicken Classic Sandwich, and Fruit & Maple Oatmeal without Brown Sugar, which have lower calorie, fat, and sodium levels. This promotes better eating habits and supports customers in maintaining a balanced diet.

Unhealthy Side of the table

Based on the detailed analysis of the nutritional information provided some of the unhealthy food categories include:

1. Breakfast Category:

This category contains items that are high in calories, total fat, saturated fat, cholesterol, and sodium. For example, the "Big Breakfast with Hotcakes (Large Biscuit)" has 1,150 calories, 60 grams of total fat, 20 grams of saturated fat, and 2,260 mg of sodium. Many breakfast sandwiches and biscuits in this category are also high in these unhealthy nutrients.

2. Beef & Pork Category: This category includes items like burgers and sandwiches that are high in calories, total fat, saturated fat, and sodium. For instance, the "Bacon Clubhouse Burger" has 720 calories, 40 grams of total fat, 15 grams of saturated fat, and 1,470 mg of sodium. Other items in this category, such as the "Double Quarter Pounder with Cheese," also have high levels of these unhealthy nutrients.

3. The Chicken & Fish category generally has lower levels of these unhealthy nutrients compared to the Breakfast and Beef & Pork categories, but some items in this category can still be considered less healthy due to their calorie, fat, and sodium content.

4. Overall, the Breakfast and Beef & Pork categories stand out as the most unhealthy based on the nutritional information provided in the dataset.

Advice for the customers:

- Be cautious with items in the Breakfast category:

Many breakfast items are high in calories, fat, and sodium. Opt for lighter options like the "Fruit & Maple Oatmeal" or "Hash Brown" that have significantly lower calorie and fat content.

- Opt for leaner protein sources in the Beef & Pork category:

Burgers and sandwiches in this category can be high in calories, fat, and sodium. Choose leaner protein options like the "Hamburger" or "Cheeseburger" if selecting from this category.

- Prioritize the Chicken & Fish category for healthier choices:

The Chicken & Fish category generally has lower calorie, fat, and sodium content compared to the Breakfast and Beef & Pork categories. Options like the "Premium Crispy Chicken Classic Sandwich" and "Premium Grilled Chicken Ranch BLT Sandwich" can be good choices for those looking for a healthier meal.

- Be mindful of portion sizes:

Many menu items come in different serving sizes. Opt for smaller portions to limit your intake of unhealthy nutrients. Supplement with side items:

- Consider adding a side item like a "Hash Brown" or "Fruit & Maple Oatmeal" to your meal to balance out the nutritional profile and increase your intake of healthier

options.

By following these tips, customers can make more informed choices and select menu items that align with their dietary needs and health goals.

Recommendations to Improve McDonald's Menu Nutritional Profile:

1. Increase Healthy Options: Introduce more low-calorie, low-fat, and low-sodium menu items to cater to health-conscious customers.

- Expand the selection of salads, grilled chicken options, and fruit-based sides to provide healthier alternatives.

2. Nutritional Information Transparency:

- Enhance transparency by prominently displaying nutritional information on menus and packaging to help customers make informed choices.
- Include allergen information to assist individuals with dietary restrictions or food allergies.

3. Reduce Added Sugars:

- Decrease the amount of added sugars in menu items, especially in beverages, desserts, and breakfast items, to align with dietary guidelines.

4. Promote Balanced Meals:

- Create meal deals that include balanced options like lean protein, whole grains, and vegetables to encourage healthier eating habits.
- Offer combo meals with side salads or fruit instead of fries to increase the availability of nutritious choices.

Benefit of Nutritional Analysis

Benefit for Customers:

1. Informed Food Choices:

Customers can make informed decisions about their food choices based on the detailed nutritional information provided in the dataset. Understanding the calorie, fat, protein, and other nutrient contents of menu items can help customers select options that align with their dietary preferences and health goals.

2. Health Conscious Decisions:

The nutritional analysis allows customers to be more health-conscious when selecting items from the menu. Customers can identify healthier options with lower calorie, fat, and sodium content, promoting better eating habits and overall well-being.

3. Dietary Restrictions and Preferences:

Customers with specific dietary restrictions or preferences, such as low-fat, low-sodium, or high-protein diets, can easily identify menu items that meet their nutritional needs. This information empowers customers to tailor their meal choices to suit their individual dietary requirements.

Benefit for Organization:

1. Benefits for McDonald's Organization:

Menu Development: The nutritional analysis can guide McDonald's in developing a more diverse and balanced menu that caters to a wider range of customer preferences. By understanding the nutritional profiles of menu items, McDonald's can introduce healthier options and adjust existing recipes to meet customer demands for healthier choices.

2. Customer Satisfaction:

Providing transparent and detailed nutritional information demonstrates McDonald's commitment to customer well-being and transparency. Customers appreciate having access to this information, which can enhance their overall dining experience and satisfaction with the brand.

3. Health and Wellness Initiatives:

Utilizing the nutritional analysis data, McDonald's can align with health and wellness trends by promoting healthier menu options and supporting customers in making healthier food choices. This proactive approach can position McDonald's as a health-conscious brand and attract customers who prioritize nutritious eating habits.

In conclusion, the nutritional analysis benefits both McDonald's customers and the organization by promoting informed food choices, health-conscious decisions, and menu development strategies that cater to diverse dietary needs and preferences.