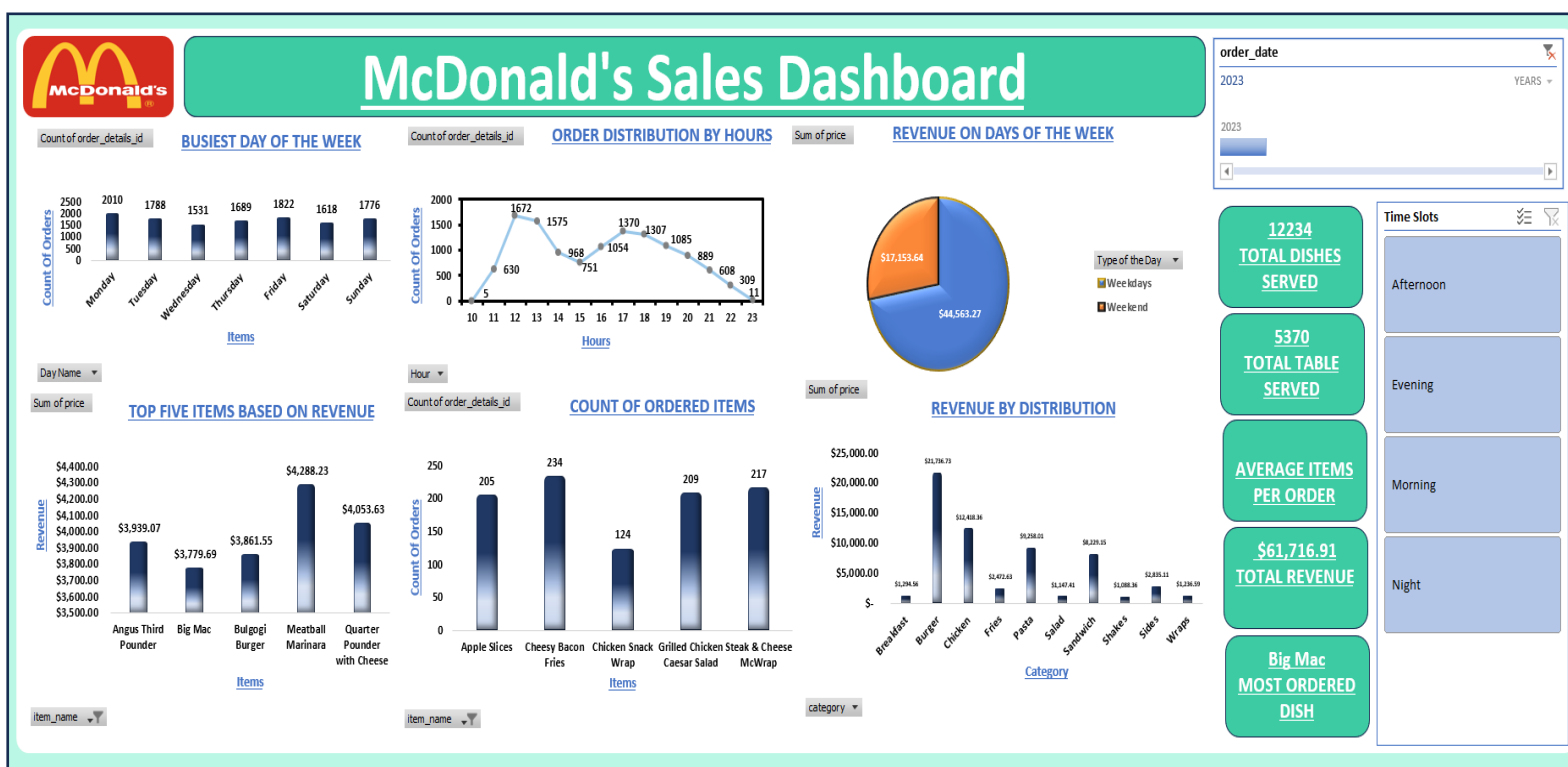


This is the screenshot of the dashboard that I have created using the McDonald's dataset provided to me. I am attaching the executive summary with key findings and insights also.



Based on the data provided, here's an executive summary of McDonald's sales analysis:

This McDonald's sales analysis provides an in-depth look at sales performance over time, key revenue-driving items, and customer preferences.

### Key Sales and Operational Metrics

#### 1. Total Sales Overview:

- The **total revenue** generated is **\$61,716.91**, from a total of **12,234 dishes served** across **5,370 tables**.
- The **average number of items per order** is approximately **2.3**.

#### 2. Peak Sales Times:

- **The busiest day of the week: Monday**, with **2,010 orders**, which constitutes **16.4%** of the total weekly orders.
- **Order distribution by hours** shows that the busiest time is around **12 PM (noon)**, with **1,672 orders**, which accounts for **13.7%** of the daily orders.

### 3. Revenue Distribution:

- **Weekdays** contribute significantly to revenue with **\$44,563.27** (approximately **72.2%** of total sales), while **weekends** account for **\$17,153.64** (about **27.8%**).
- The **breakfast category** drives the highest revenue at **\$21,786.73**, which is **35.3%** of total revenue, followed by the **burger category**, which brings in **\$12,418.36** (around **20.1%**).

### 4. Top-Selling Items:

- The **top five items by revenue** are led by the **Meatball Marinara** at **\$4,288.23** (about **6.9%** of total revenue), followed by the **Quarter Pounder with Cheese** at **\$4,053.63** and the **Angus Third Pounder** at **\$3,939.07**.
- The most ordered dish, however, is the **Big Mac**, indicating its popularity despite not being the highest revenue generator.

### 5. Customer Preferences:

- **Cheesy Bacon Fries** had the highest number of orders with **234 servings**, followed by the **Grilled Chicken Caesar Salad** with **209 orders**.
- In terms of distribution, the **afternoon** and **evening time slots** saw the most sales, particularly between **12 PM and 4 PM**.

## Conclusion

This dashboard paints a picture of McDonald's operational performance, with **strong weekday sales** and peak demand around lunchtime, highlighting the busiest periods, top-selling items, and key revenue streams for McDonald's sales. The diverse mix of popular items, including both traditional burgers and healthier options, shows the chain's ability to cater to a broad customer base. The top-selling categories and items highlight where future promotions and operational efficiencies can be focused.