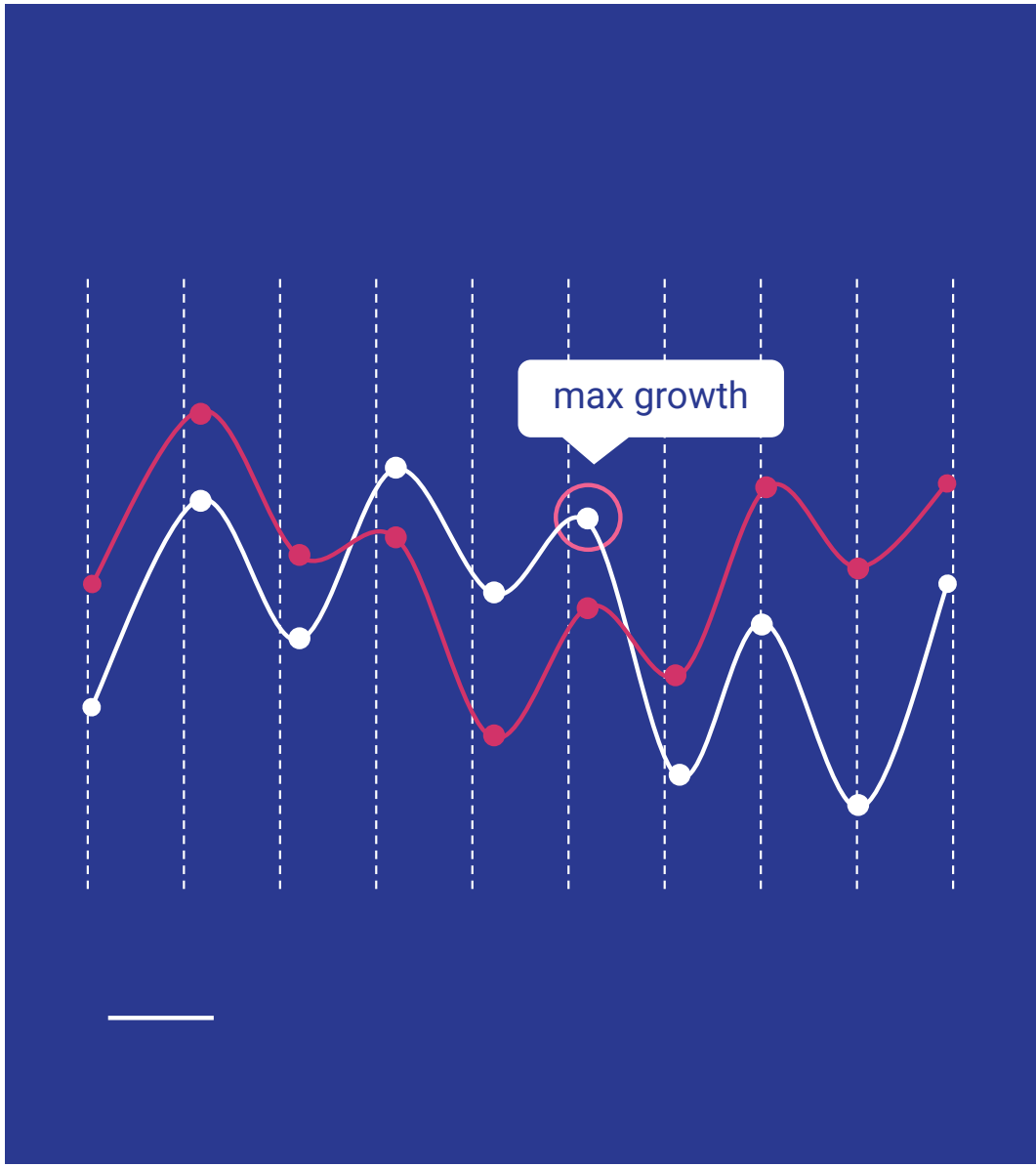
Project by

Md Rafi Islam

Contact

Email: rakars23@gmail.com

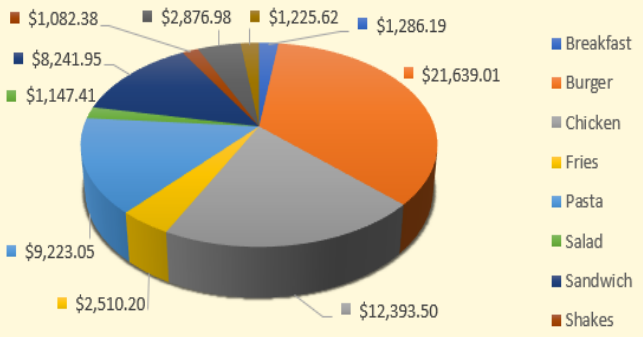
Github



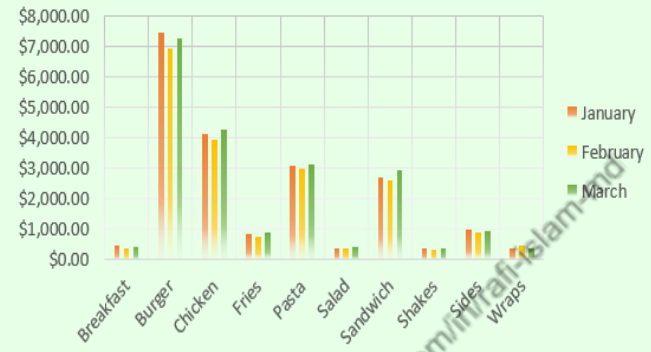
SALES DASHBOARD

$61,626.29	5370	Side Salad	1.06
Total Revenue	Total Orders	Most Orderd Item	Avg Items per Order

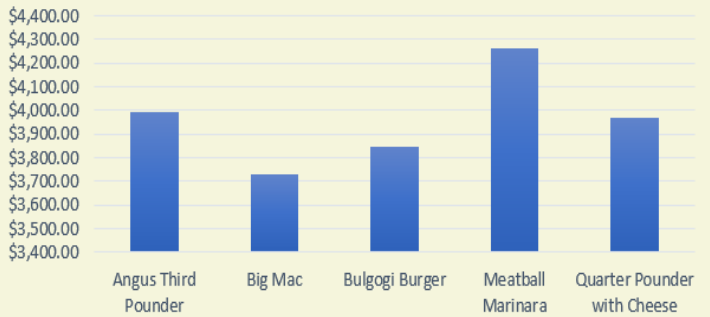
TOP EARNING CATEGORIES



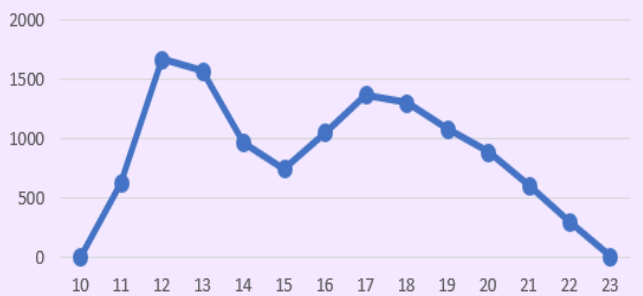
MONTHLY REVENUE TRENDS



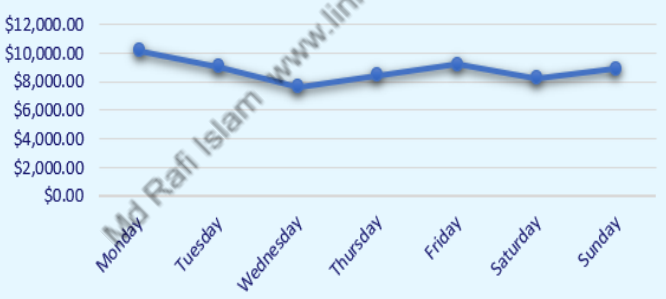
BEST-SELLING DISHES



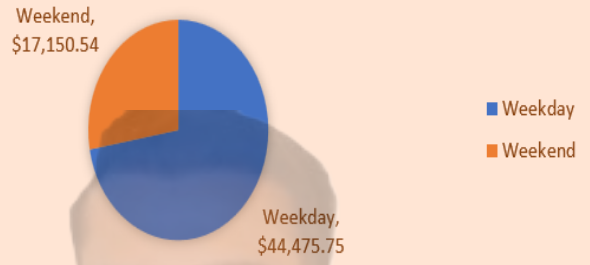
WHEN CUSTOMERS ORDER MOST

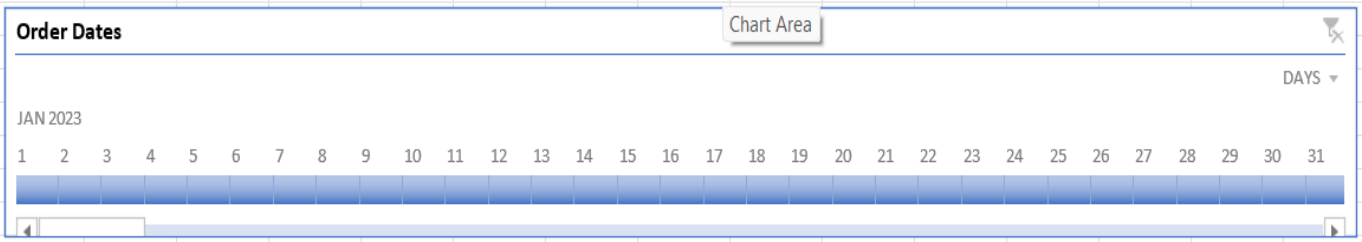


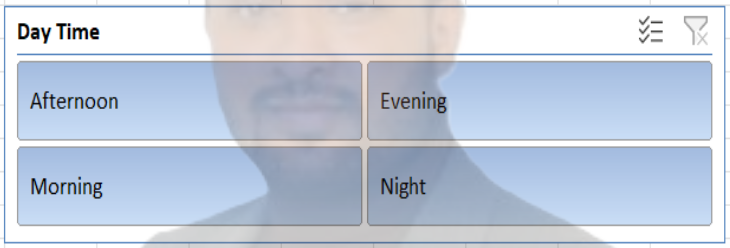
DAILY SALES INSIGHTS



WEEKDAY V/S WEEKEND PERFORMANCE







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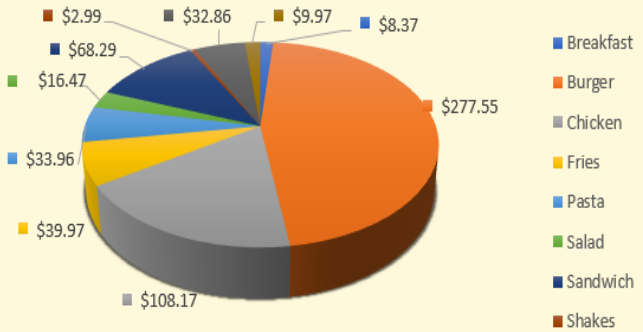
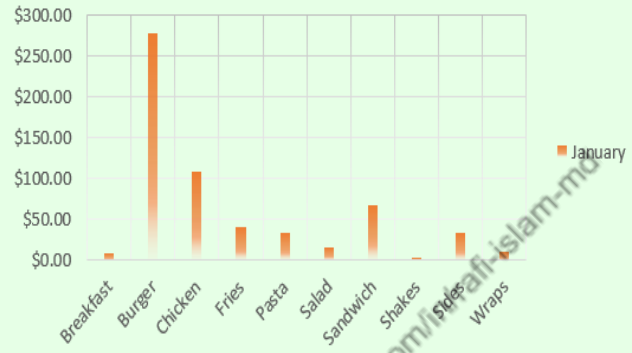
SALES DASHBOARD

$598.60	55	Big Mac	1.10
Total Revenue	Total Orders	Most Orderd Item	Avg Items per Order

TOP EARNING CATEGORIES



MONTHLY REVENUE TRENDS



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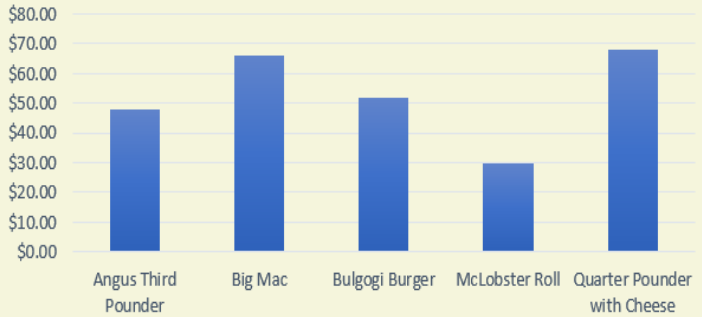

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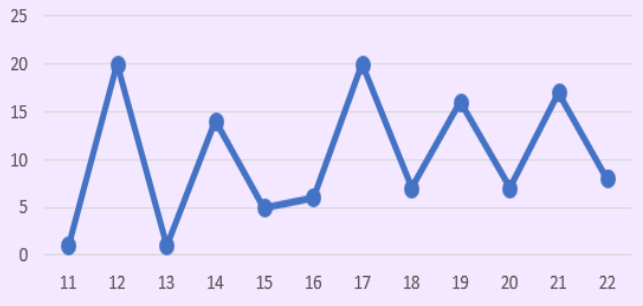

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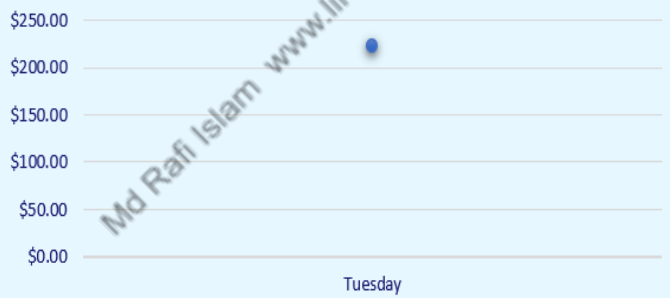

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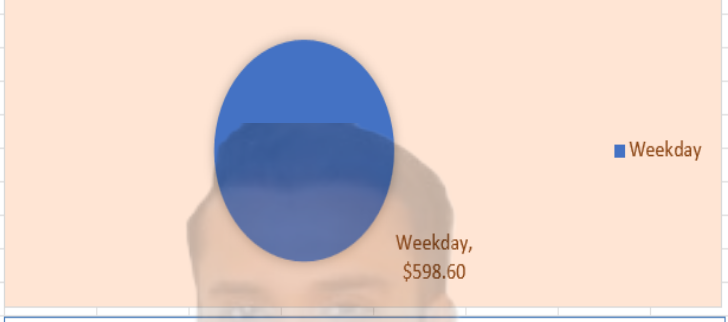
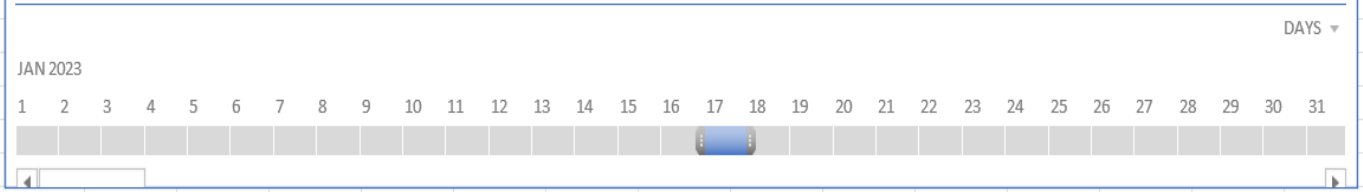


Order Dates



Day Time

Afternoon	Evening
Morning	Night

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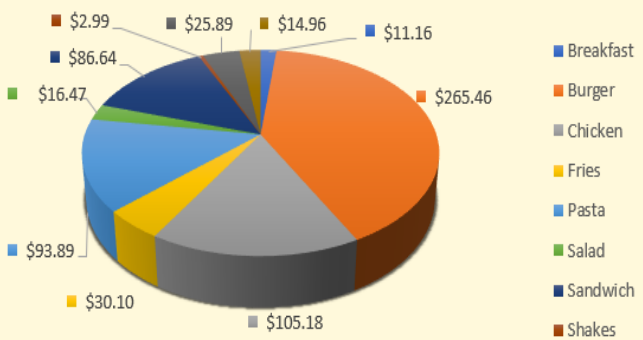
SALES DASHBOARD

$652.74	51	Angus Third Pounder	1.33
Total Revenue	Total Orders	Most Orderd Item	Avg Items per Order

TOP EARNING CATEGORIES



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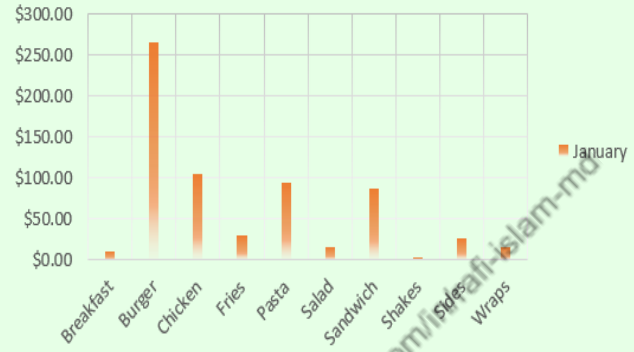

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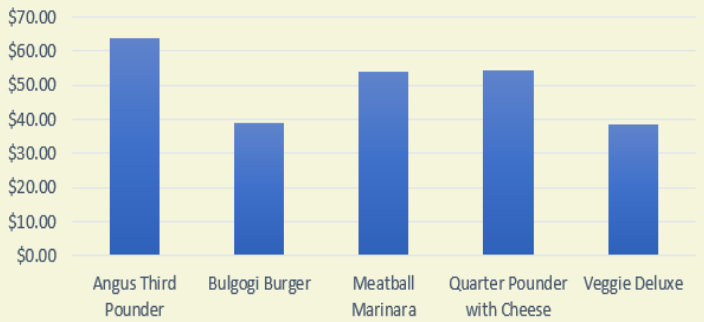

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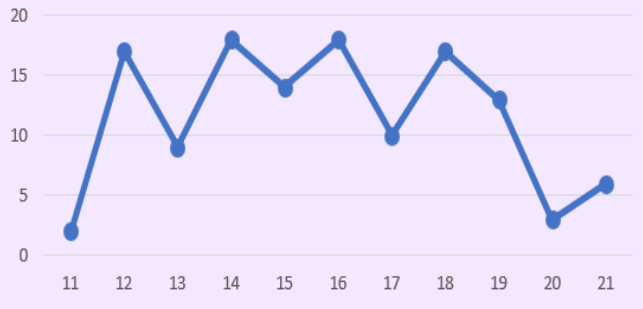

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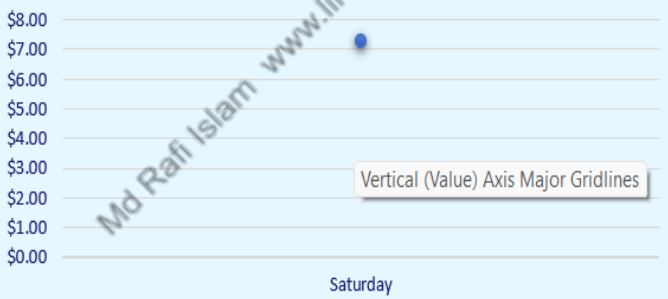

WEEKDAY V/S WEEKEND PERFORMANCE

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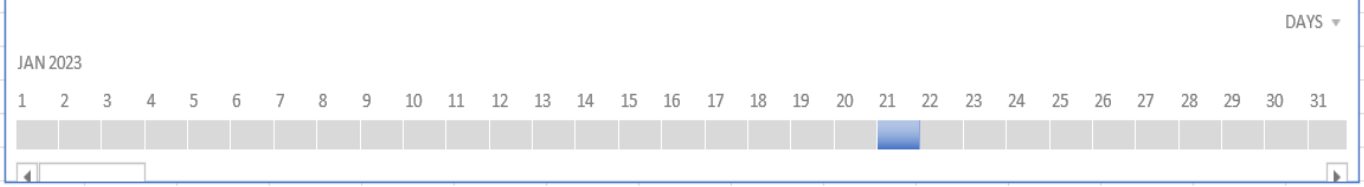
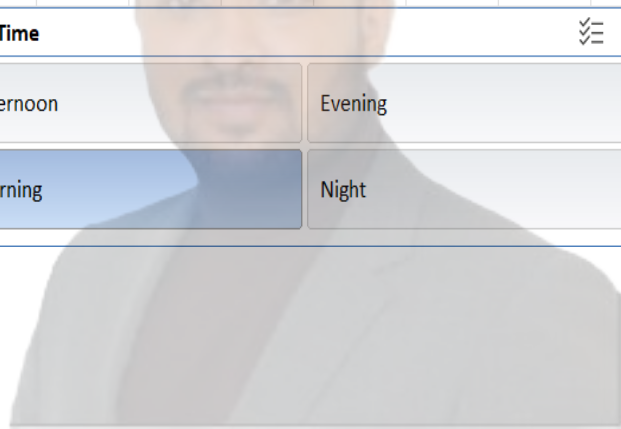
Order Dates



Day Time

Afternoon	Evening
Morning	Night



McDonald's Business Insights Report

This professionally curated report highlights key trends and performance insights from McDonald's operations, focusing on revenue generation, top-selling items, and customer behaviour patterns.

1. Top Earning Categories:

- Breakfast and Burgers consistently lead in revenue generation, contributing significantly to monthly sales.
- Sandwiches, salads, and fries maintain a stable performance, complementing the main categories.

2. Monthly Revenue Trends:

- Steady growth in revenue is observed across multiple months, with notable peaks in January and March.
- Seasonal fluctuations and promotional campaigns likely impact these trends.

3. Best-Selling Items:

- Top-performing menu items include:
  - Big Mac
  - Quarter Pounder with Cheese
  - Bulgogi Burger
  - Angus Third Pounder
- Consistent demand for Chicken items and Fries further supports sales.

4. Customer Ordering Patterns:

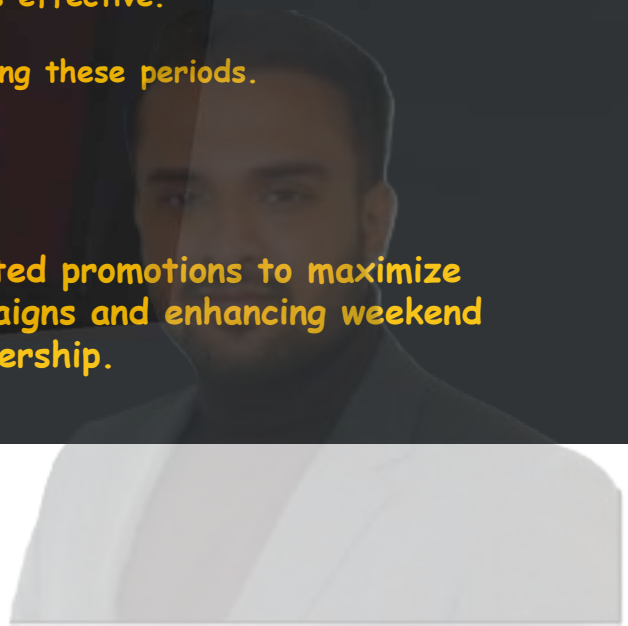
- Afternoons and evenings witness the highest customer activity, aligning with meal timings.
- Weekends outperform weekdays in overall sales, reflecting increased leisure dining.

5. Daily Sales Insights:

- Weekends, particularly Saturdays, show the highest sales volumes, attributed to family outings and gatherings.
- Weekday trends are stable, with peak sales around lunch and dinner hours.

6. Key Observations:

- The strategic focus on breakfast and burgers as revenue pillars proves effective.
- High weekend sales indicate opportunities for targeted promotions during these periods.

Conclusion:

Peaks in weekend and evening sales highlight opportunities for targeted promotions to maximize customer engagement. To sustain growth, focusing on seasonal campaigns and enhancing weekend offers could further boost profitability while solidifying market leadership.