# **Nutrition Facts for McDonald's Menu**

**About Dataset Context**

Ray Kroc wanted to build a restaurant system that would be famous for providing food of consistently high quality and uniform methods of preparation. He wanted to serve burgers, buns, fries and beverages that tasted just the same in Alaska as they did in Alabama. To achieve this, he chose a unique path: persuading both franchisees and suppliers to buy into his vision, working not for McDonald’s but for themselves, together with McDonald’s. Many of McDonald’s most famous menu items – like the Big Mac, Filet-O-Fish, and Egg McMuffin – were created by franchisees.

**Content**

This dataset provides a nutrition analysis of every menu item on the US McDonald's menu, including breakfast, beef burgers, chicken and fish sandwiches, fries, salads, soda, coffee and tea, milkshakes, and desserts.

**Acknowledgements**

The menu items and nutrition facts were scraped from the McDonald's website.

**Inspiration**

How many calories does the average McDonald's value meal contain? How much do beverages, like soda or coffee, contribute to the overall caloric intake? Does ordered grilled chicken instead of crispy increase a sandwich's nutritional value? What about ordering egg whites instead of whole eggs? What is the least number of items could you order from the menu to meet one day's nutritional requirements?

**Visualization Using Power BI and Tableau:**

**Overview Dashboard**: Create an overview dashboard to provide a summary of the dataset, including the total number of menu items and key nutritional statistics.

**Caloric Analysis:** Develop visualizations to analyze the calorie content of different menu items. Use bar charts, pie charts, and heat maps to display the distribution of calories across different food categories.

**Beverage Contribution:** Create visualizations to show how beverages contribute to the overall caloric intake. Compare the calorie content of sodas, coffees, and other beverages.

**Nutritional Comparisons:** Use comparison charts to analyze the nutritional differences between grilled and crispy chicken sandwiches, and between egg whites and whole eggs.

**Optimal Menu Selection:** Develop a dashboard to identify the least number of items required to meet one day's nutritional requirements, using interactive filters and selection tools.

**Strategy Development:**

* **Customer Awareness**: Develop strategies to inform customers about the nutritional content of menu items, promoting healthier choices.
* **Menu Optimization**: Suggest modifications to the menu based on nutritional analysis, such as offering more grilled options or highlighting lower-calorie beverages.
* **Marketing Campaigns:** Create targeted marketing campaigns to promote healthier menu options and educate customers on making informed choices.

**Deliverables:**

* **Code:** Submit the code used for data preprocessing.
* **Visualizations:** Provide Power BI and Tableau visualizations that illustrate the nutritional analysis of the menu items.
* **Presentation:** Create a presentation summarizing the business outcomes and strategies based on the visual analysis of the dataset.