



Executive Summary for Sales Dashboard

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The background of the slide features a dark blue field filled with vertical columns of white binary digits (0s and 1s). Interspersed among these columns are numerous out-of-focus, glowing bokeh lights in shades of blue and orange, creating a sense of depth and digital activity.

01

Key Insights

Total Revenue

The total revenue generated is \$61,626.29, with a total of 5,370 orders completed during the reporting period.





Category Performance

Top Category

Burgers are the top-performing category, contributing \$21,639.01 to total revenue.

High-Performing Categories

Other high-performing categories include:

- Chicken: \$12,393.50
- Fries: \$9,223.05

Most Ordered Item

Sides rank as the most ordered item overall.

Top Dishes by Sales



The Meatball Marinara leads with the highest sales among dishes.



Other popular items include:

- Angus Third Pounder
- Quarter Pounder with Cheese
- Big Mac



Revenue Trends

Revenue peaks on Mondays and remains strong throughout the week, with slightly lower performance noted on Wednesdays.

The busiest hours for sales are identified as:

- 12 PM to 1 PM (lunch peak)
- 6 PM to 7 PM (dinner peak)

Average Item per Order



On average, customers order 2.28 items per order.



02

Additional Considerations



Customer Segmentation

Analyze customer data to identify key demographics and preferences. This information can be utilized to tailor marketing efforts and enhance product offerings.



Inventory Management

Optimize inventory levels to minimize waste and ensure popular menu items are always in stock.



Customer Feedback

- 1 Collect customer feedback through surveys or online reviews to identify areas for improvement in service and product quality.
- 2 By implementing these recommendations, the restaurant can further enhance its sales performance and achieve its business goals.

03

Recommendations

Focus on High-Performing Categories



Expand marketing efforts for Burgers and Chicken to capitalize on their popularity.



Introduce limited-time offers or combo deals featuring top dishes like Meatball Marinara and Angus Third Pounder.



Improve Midweek Revenue

Introduce promotions or loyalty programs to boost sales on Wednesdays, identified as the lowest-performing day.

Optimize Operations During Peak Hours

Ensure adequate staffing and inventory during peak periods, especially during lunchtime (12 PM - 1 PM) and dinnertime (6 PM - 7 PM).



Upsell Side Items

With Sides being the most ordered, focus on bundling side items with meals to enhance revenue per order.





Targeted Marketing Campaigns

Segment customers based on order time (e.g., morning, afternoon, evening) and create tailored promotions for each segment.



04

*Executive Summary for Sales Dashboard
(Filtered: February 14)*



Key Insights

Total Revenue: The total revenue for February 14 is \$683.76, generated from 57 orders, which is significantly lower than the regular reporting total of \$61,626.29.



Category Performance

Burgers remain the top-performing category with \$218.44 revenue, consistent with overall trends.

Chicken (\$133.84) and Pasta (\$113.36) follow as the next best-performing categories.

Top Dishes by Sales



The Big Mac leads sales, followed by Chicken Alfredo Pasta and Meatball Marinara.



The most ordered item overall is the Chocolate Shake (Large).



Revenue Trends

All revenue is recorded on Tuesday, based on the filter applied.

Peak order volume occurs between 1 PM and 2 PM, aligning with lunchtime trends.

Average Items per Order



Customers ordered an average of 2.4 items per order on February 14, slightly higher than the regular average of 2.28 items.



Additional Insights Compared to Regular Days

Revenue Analysis

Overall Revenue:
Revenue on February 14 is significantly lower, highlighting the need for promotions or campaigns to boost sales on specific days.

Pasta Trends

Category Trends:
Pasta shows notable revenue for February 14 compared to its usual position, indicating its potential for seasonal or one-day promotions.

Order Insights

Order Patterns:
The higher average number of items per order suggests a preference for bundling on this special day, potentially informing future combo meal strategies.



05

Recommendations

Recommendations

Valentine's Day Promotions

- Launch special Valentine's Day promotions or create themed menu items to increase customer interest and revenue.

Pasta Promotion

- Actively promote Pasta dishes, particularly for special occasions.

Peak Time Strategy

- Focus staffing and inventory during peak lunchtime (1 PM - 2 PM) to optimize service efficiency and maximize sales.



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Milestone Project Agenda



Project Overview

Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyze aspects of sales performance, item popularity, customer preferences, and time-based trends.

Dataset Link

[McDonald's Sales Dataset](#)





Pre-Analysis Checks

Before performing the analysis, check for duplicates and, in the case of null values, utilize forward/backward fill.

Key Questions to Address

1 Total Sales Revenue

What is the total sales revenue for each category of menu items?

2 Daily Orders

How many orders are placed each day?

3 Most Frequently Ordered Item

Which menu item is the most frequently ordered?

4 Total Revenue from Menu Items

What is the total revenue generated by menu items?

5 Monthly Revenue Comparison

How does the revenue of each category compare over months?

6 Average Items per Order

What is the average number of items per order?

7 Order Volume Variation

How do order volumes vary by time of day?

8 Sales Trends Comparison

How do sales trends differ across weekdays and weekends?

9 Category Sales Performance

How does sales performance vary by category over different months?

10 Top 5 Menu Items Sales

Compare the sales of top 5 menu items.

Feel free to add additional insights or generate an executive summary of the solutions!



Thank You