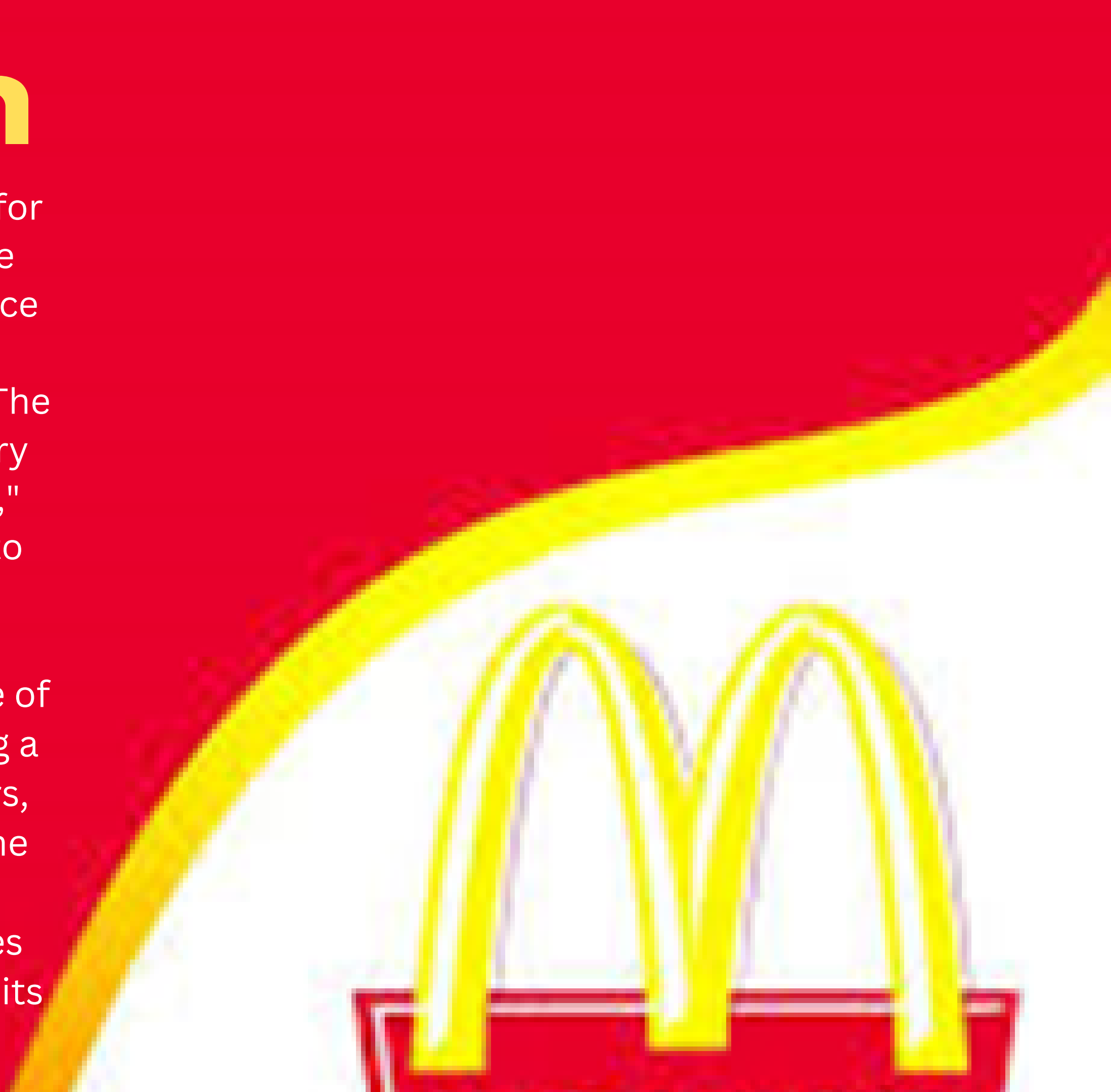# McDonald's Sales

Presented by : Sangeeta Rajput

Sangeeta Rajput

Introduction

McDonald's is a global fast-food chain known for its hamburgers, fries, and other quick-service meals. Founded in 1940 by Richard and Maurice McDonald in San Bernardino, California, it initially started as a small drive-in restaurant. The company revolutionized the fast-food industry by introducing the "Speedee Service System," which standardized the preparation of food to ensure quick service and consistency.
Today, McDonald's operates over 38,000 locations in more than 100 countries. It is one of the world's largest restaurant chains, offering a wide variety of menu items, including burgers, chicken, salads, breakfast, and beverages. The iconic golden arches of McDonald's are recognized worldwide. The brand emphasizes convenience, affordability, and innovation in its service and menu options.

Executive summary

- TOTAL REVENUE: $61,626.29
- TOTAL TABLES SERVED: 5,370
- TOTAL DISHES SERVED: 12,234
- AVERAGE ITEMS PER ORDER: 2.28

1.Revenue Distribution:

- Top Earning Categories:The major contributor to revenue is Burgers, generating around 42% of the total revenue. Other significant categories include Chicken and Fries, contributing 25% and 18%, respectively.

2.Order Distribution by Time:

- Orders peak around 1 PM and again at 7 PM, showing two primary meal periods, with a small dip during mid-afternoon.
- The highest order volumes are during the afternoon and evening, each contributing roughly 30% of total orders. The lowest volume is during the night hours (less than 10% of orders).

3.Revenue by Type of Day:

- Weekdays contribute around 65% of the total revenue, while weekends make up the remaining 35%.

4.Top-Selling Food Items:

- The Quarter Pounder with Cheese is the top-earning item, contributing nearly 15% of total revenue.Other popular items include the Angus Third Pounder and Big Mac, which together account for an additional 20% of the revenue.

5.Order Distribution by Day:

- Orders are relatively consistent throughout the week, with slight peaks on Fridays and Saturdays, contributing 18% and 17%, respectively, to total orders. Monday has the lowest volume, with around 12% of orders.

6. Bottom-Selling Food Items:

- Items like Apple Slices and Cherry Bacon Fries are the least ordered, making up less than 2% of total orders combined.

Thank you