




MC DONALD'S SALES ANALYSIS

Milestone Project - 1

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The goal of this project is to design and develop an **interactive and dynamic dashboard in Excel** using McDonald's sales dataset. The dashboard provides a comprehensive analysis of sales performance, item popularity, customer preferences, and time-based trends. It enables stakeholders to explore data easily and derive actionable insights for decision-making.

Data Preparation



Duplicate Removal:

Identified and removed duplicate records to ensure accuracy in order counts and revenue calculations.

Handling Null Values:

Applied forward/backward fill for missing values to maintain continuity in time-series data.

Whitespace Removal:

Trimmed leading and trailing spaces in text fields (e.g., `item_name`, `category`) to avoid mismatches during grouping and filtering.

Text Standardization:

Capitalized the first letter of item names and categories for consistency.

Data Type Corrections:

Converted `order_date` to **Date format** for proper time-based analysis.

Ensured price field is in **decimal format** for accurate aggregation.

Changed categorical fields (`category`, `time_of_day`, `day_type`) to **text format** for filtering and grouping.

Derived Columns:

Added Month and Weekday/Weekend flags for trend analysis.

Validation Checks:

Verified that totals matched across raw data and pivot outputs.

Ensured slicers and filters responded correctly after cleaning.

Dashboard Features & Analysis



The below dashboard answers key business questions through interactive charts, slicers, and KPIs:

1. Total Sales Revenue by Category

Bar chart comparing revenue across categories (Breakfast, Burger, Fries, etc.).

2. Orders Placed Each Day

Line chart showing daily order volumes to identify peaks and dips.

3. Most Frequently Ordered Item

KPI card highlighting the single most popular item.

4. Total Revenue by Menu Items

Bar chart ranking items by revenue contribution.

5. Revenue by Category Over Months

Multi-series line chart showing category trends across months.

Dashboard Features & Analysis



6. Average Items per Order

KPI card summarizing customer ordering behavior.

7. Order Volumes by Time of Day

Pie chart showing distribution across Morning, Afternoon, Evening, Night.

8. Sales Trends: Weekdays vs Weekends

Bar chart comparing revenue split between weekdays and weekends.

9. Category Performance Over Months

Stacked column chart showing how each category contributes monthly.

10. Top 5 Menu Items Sales Comparison

Clustered bar chart highlighting the top 5 items by revenue.



McDonald's Sales Dashboard

Frequently Ordered Item

Side Salad - 631

Total Revenue

\$61,626.29

Average Items Per Order

2

Total Orders Placed

5370

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

Shakes

Sides

Wraps

day_type

Weekday

Weekend

time_of_day

Afternoon

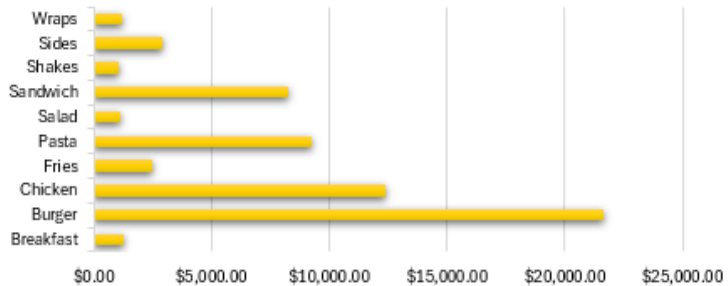
Evening

Morning

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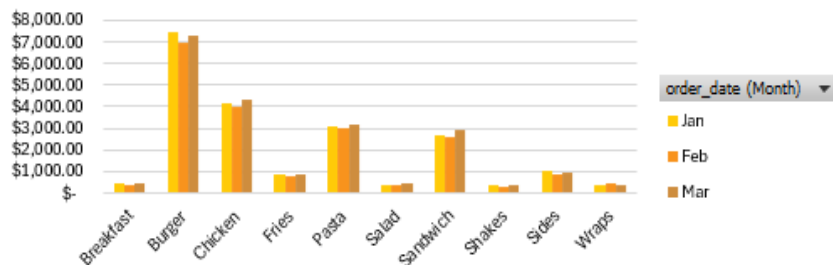
sales

Total Sales Revenue For Each Category Of Menu Items



Sum of _mcdonal's menu items.price

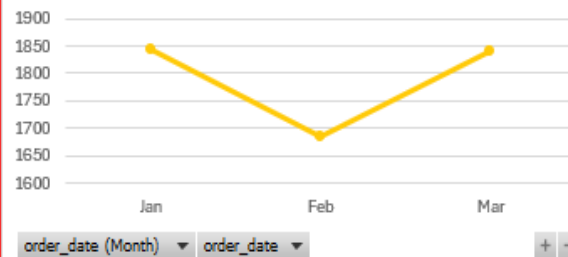
Revenue Of Each Category Over Months



category

total_orders

Total Orders Placed Each Day



order_date (Month)

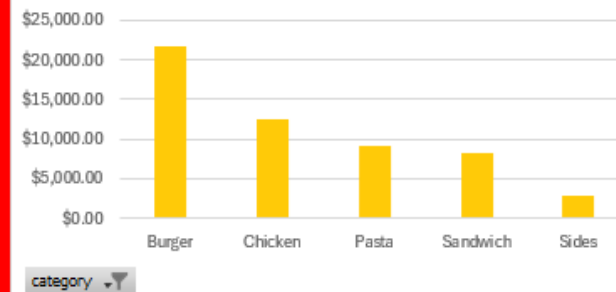
order_date

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sales

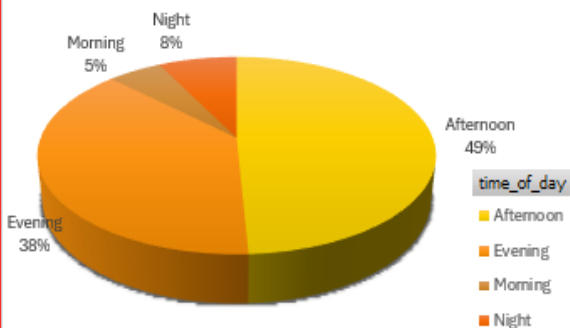
Sales Of Top 5 Menu Items



category

Count of order_id

Order Volume By Time Of Day



time_of_day

Afternoon

Evening

Morning

Night

sales

Sales Trends Across Weekdays And Weekends



day_type

order_date

All Periods

JAN 2023

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FEB 2023

1 2 3

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72

73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92

93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111

112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130

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THIS DASHBOARD REVEALS SEVERAL ACTIONABLE INSIGHTS:

- ✓ **Afternoon orders dominate (≈49%)**, making it the prime sales window.
- ✓ **Weekdays outperform weekends** significantly in revenue contribution.
- ✓ **Side Salad is the most frequently ordered item**, but burgers and fries drive the highest revenue.

- **Top 5 items account for a major share of sales**, highlighting menu concentration.
- **Revenue trends vary by category across months**, suggesting seasonal or promotional influences.
- **Average items per order = 2**, indicating opportunities for upselling combos.





FEATURED



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Customer Ordering Behavior



Insight:

Afternoon accounts for nearly **half of all orders (49%)**, making it the prime sales window.



Growth Trajectory

Suggest targeted promotions (lunch combos, upselling drinks) during peak hours.



THANK YOU!
