McDonald’s Sales Analysis

Milestone Project

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Objective

Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyze various aspects of sales performance, item popularity, customer preferences, and time-based trends. The dashboard should provide actionable insights and allow for easy data exploration.

Targeted Area:

- What is the total sales revenue for each category of menu items?
- How many orders are placed each day?
- Which menu item is the most frequently ordered?
- What is the total revenue generated by menu items?
- How does the revenue of each category compare over months?
- What is the average number of items per order?
- How do order volumes vary by time of day?
- How do sales trends differ across weekdays and weekends?
- Compare the sales of top 5 menu items.

Executive Summary

Our sales dashboard gives a clear picture of how customers are ordering, which items are the most popular and how revenue is spread out over time and across different product categories.

Between **January and March 2023**, we received a total of **5,370** orders. On average, each order included about **2.3** items. The **Side Salad** was the top-selling item during this time, standing out as a customer favorite.

Most of the revenue comes from **burgers**, followed by **chicken dishes** and **salads**, with **fries and shakes** also making a solid contribution.

Order volume tends to **peak around lunchtime (12 PM–2 PM)** and again in the **early evening (5 PM–7 PM)**. Weekdays are especially busy, with **about 160% more dishes ordered compared to weekends**.

This analysis helps us identify the **top-performing menu items**, understand the **busiest hours**, and spot opportunities for targeted promotions based on **product category and time of day**.

McDonald's Sales Analysis

i'm lovin' it

Select to filter the Data

Order Date

MONTHS

2023

JAN FEB MAR APR MA

Day Type

- Weekday
- Weekend

Category

- Breakfast
- Burger
- Chicken
- Fries
- Pasta
- Salad
- Sandwich
- Shakes
- Sides

Side Salad
Hot Selling Dish

5370
Total Orders

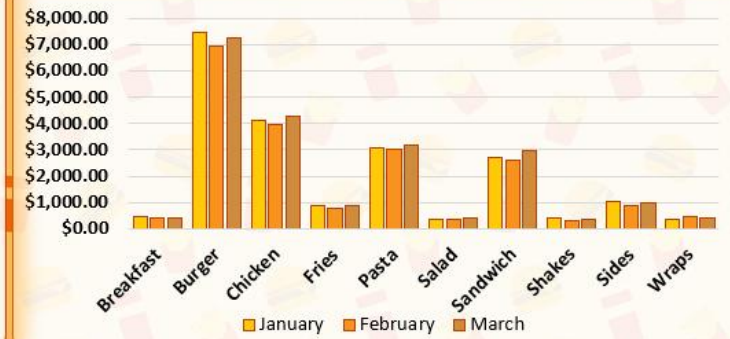
2.28
Average Order value

$61,626.29
Total Revenue

SALES PERFORMANCE BY CATEGORY

COMPARISON OF TOP 5 MENU ITEMS

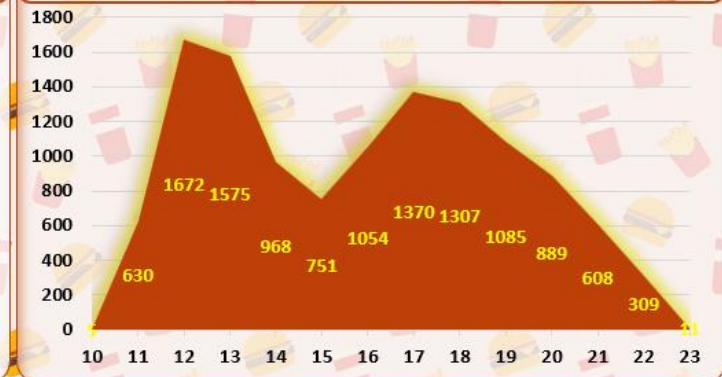
CATEGORY REVENUE TRENDS OVER MONTHS



SALES TRENDS ACROSS DAYS OF WEEK

ORDER VOLUME & DAILY TRENDS

ORDER VOLUME BY TIME OF DAY



Key Findings for Sales Analysis 2023(Jan-Mar)

- Total sales revenue during the period: **$61,626.29**
- Top-performing category: **Burger ($21,639.01 revenue)**
- Most popular item: **Side Salad(631 orders)**
- Average items per order: **2.28**
- Peak order times: **12–2 PM and 5–7 PM**
- Top revenue generated item: **Meatball Marinara**
- Strongest Sales on: **Monday**
- Highest and Lowest revenue months:
  Highest - March **Lowest - February**

Insights & Suggestions

Customer Spending Behaviour:

With an average of 2.28 items per order, it is likely that combo deals or bundled meals are already being utilized.

Suggestion:

I'm seeing an opportunity here so I would suggest to encourage meal upgrades or add-on purchases, particularly during peak hours.".

High Revenue Reliance on Burgers:

Burger category leads significantly in both revenue and volume.

Suggestion:

I would suggest to enhance the menu or introduce rotating seasonal burger offers as it may help sustain customer interest and reduce category fatigue.

Opportunity in Consistently Popular Items:

The Side Salad, while not high in unit price, leads in quantity.

Suggestions:

I would suggest Promoting it in value meals or driving add on sales with mains could increase overall AOV (Average Order Value).

Insights & Suggestions

Time-Based Promotions Potential:

Orders peak at lunch and evening snacks i.e. (12 PM–2 PM) and (5 PM–7 PM)

Suggestion:

I would suggest a focused promotions or loyalty rewards during slower hours (3–5 PM and post-8 PM) could help spread demand more evenly.

Weekday Business Dominance:

Weekdays drive significantly more volume.

Suggestion:

I would suggest to introduce some weekend-specific offers as it could boost off-peak sales and balance operational load.

Promotions or Seasonality?

higher revenue month across all categories may point to effective promotions or seasonal effects.

Suggestion:

I would suggest to analyze campaign effectiveness as it could guide future strategies for slower months.

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