

# **McDonald's**

An analytical report based on sales trend and performance

**Change Your Taste, Make It Better** 

Go





#### Introduction

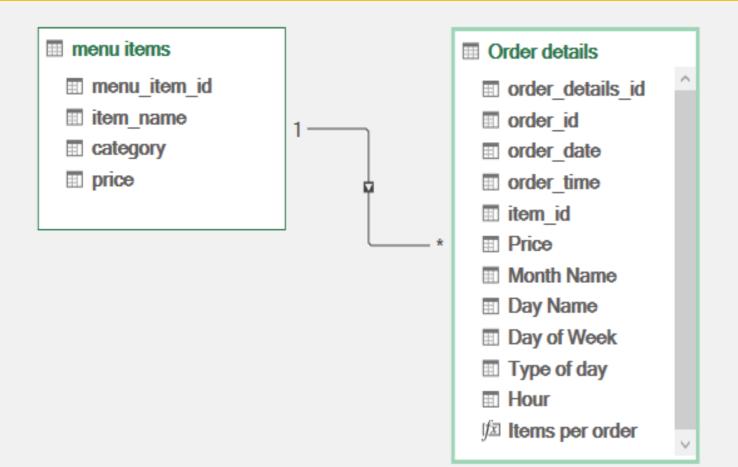
Mc Donald's Corporation is one of the worlds largest and most recogonised fastfood chains known for its hamburgures, french-fries and name brand sandwitches such as the Big Mac, Quarter Pounder, and Egg Mc Muffins as well as the child focus happy meals





## Pivot Table: Based on given dataset

- MS-1
  - Content
  - Name
  - Extension
  - Date accessed
  - Date modified
  - Date created
  - Folder Path



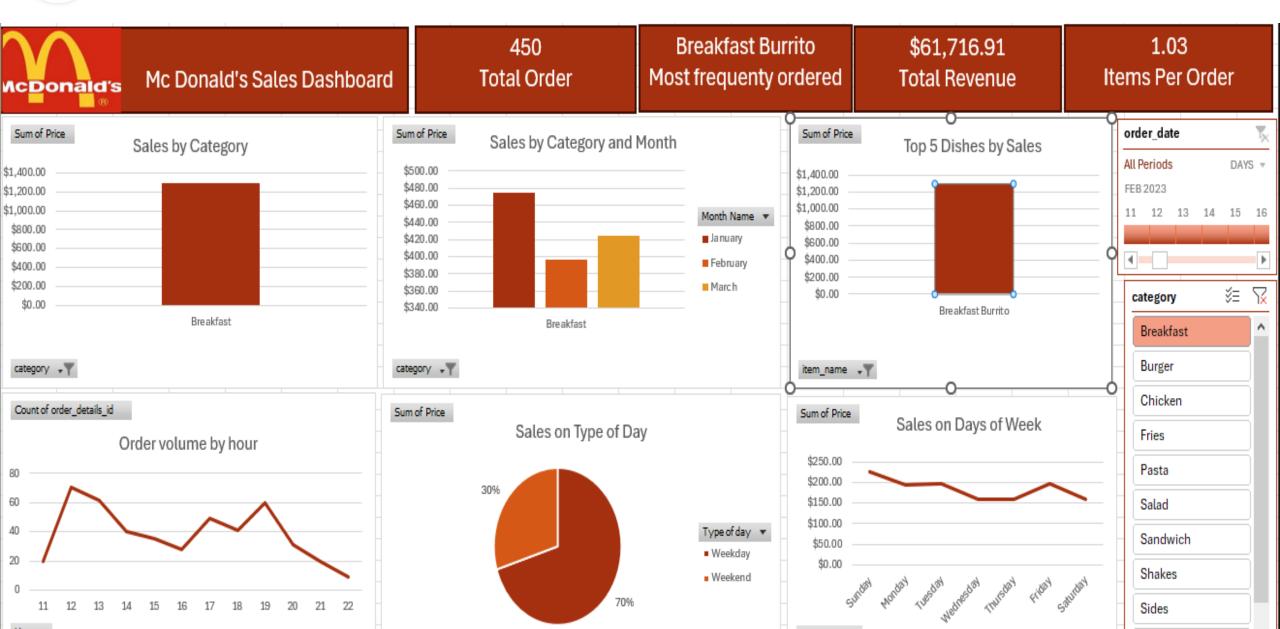


## Dashboard based on overall performace of year-2023





## Dashboard based on sales during breakfast



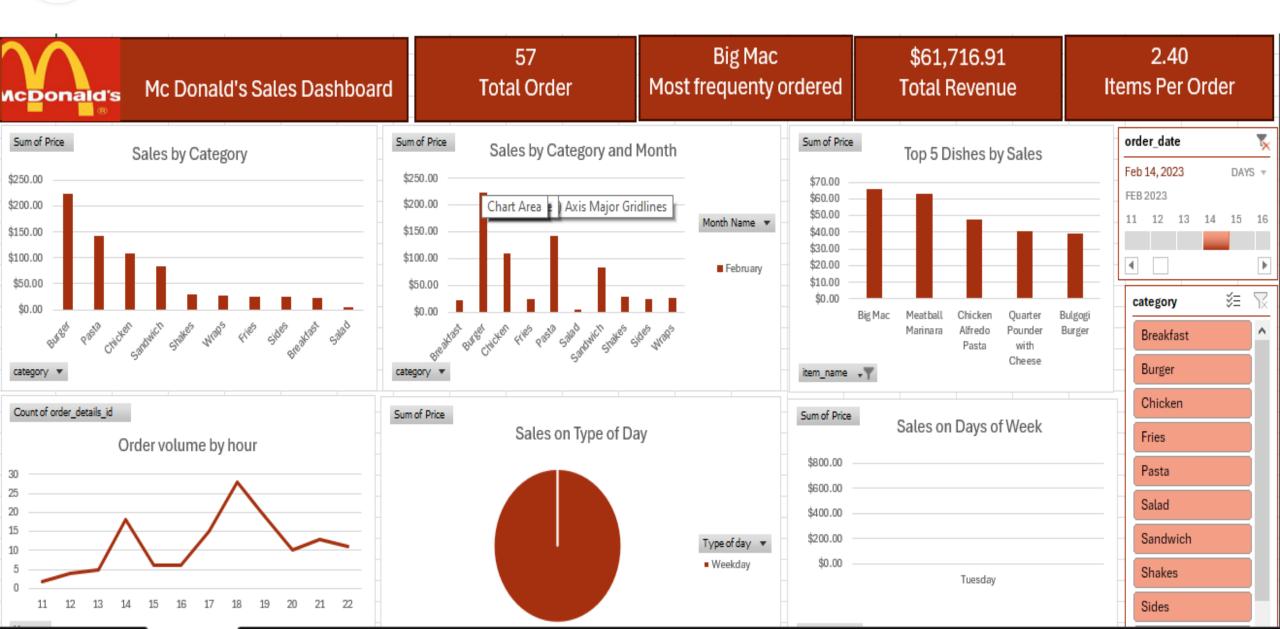


## Dashboard based on sales of burger





## Dashboard based on sales of Valentines day





#### Dashboard Analysis Executive Summary of McDonald's Sales

The McDonald's sales dashboard presents a comprehensive analysis of sales performance, order trends, and customer preferences based on the given dataset. The key insights include total revenue, most frequently ordered items, sales distribution by category, time-based trends, and order volume.

#### 1. Overall Performance:

- <u>Total Revenue:</u> \$61,716.91
- <u>Total Orders:</u> Varies across different filters, with a maximum of 5370 orders and a minimum of 57 orders in specific filtered views.
- Average Items Per Order: Ranges from 1.03 (Breakfast category) to 2.40.



## 2. Top-Selling Items & Categories

• Most Frequently Ordered Item: "Big Mac" appears as the most frequently ordered item in multiple views.

• <u>Top 5 Dishes by Sales:</u> Includes Big Mac, Quarter Pounder with Cheese, Bulgogi Burger, Angus Third Pounder, and Meatball Marinara.

 <u>Category-wise Sales:</u>Burger is the highest revenue-generating category, followed by Chicken and Pasta.

 When filtered by category, Breakfast sales are significantly lower compared to Burgers







## 3. Time-Based Analysis

- Order Volume by Hour: The peak order times are between 11 AM and 2 PM, with another slight rise in the evening around 6 PM to 8 PM.
- Sales on Type of Day: Weekdays account for 70-72% of total sales, with weekends contributing around 28-30%.
- Sales on Days of the Week: Sales remain relatively stable, with slight variations, peaking midweek and dipping slightly towards the weekend.

## **McDonald's**





## 4. Impact of Filtering by Category:

 Filtering to Breakfast significantly reduces total orders (450 orders vs. 5370 in overall data).

 Burger category drives the highest number of sales, with 2717 orders in a filtered view.

 Smaller categories like Pasta, Shakes, and Sides contribute minimal revenue.





#### 5. Date-Specific Insights (February 14, 2)

- Sales on this day were significantly lower (57 orders only) compared to the overall dataset.
- The average items per order were higher (2.40), indicating larger orders per customer.
- The Big Mac remained the most popular item.

#### Systematic Approach

Streamlined processes and standardized operations contributed to McDonald's consistency and success.

#### **Happy Meal And Family Focus**

The introduction of Happy Meals in 1979 targeted children, boosting family visits and brand loyalty.







### 5. Conclusion

- Burger and Chicken categories should be prioritized in promotions and menu expansions as they drive the most revenue.
- Peak order hours (11 AM 2 PM & 6 PM 8 PM) should be optimized for staffing and inventory management.
- Weekend sales should be boosted with special offers, as they contribute less than weekdays.
- Breakfast sales are relatively low; McDonald's may need to introduce new breakfast items or promotional campaigns to increase demand.
- Valentine's Day (Feb 14) saw a significant drop in orders, possibly indicating a trend where people prefer other dining options on special occasions.
- This summary provides a holistic view of the McDonald's sales data, offering actionable insights to optimize sales strategies and improve business performance.



# Happy Meal And Family Focus



The introduction of Happy Meals targeted children, fostering family visits and a family-friendly image.



## Based on the insights from the screenshots, here are some strategic solutions and offers McDonald's can implement to boost sales and improve customer engagement:

#### 1. Increasing Total Orders & Revenue

- ◆ **Solution:** Implement a **loyalty program** to encourage repeat purchases.
- ◆ Offer: Provide "Buy 5, Get 1 Free" deals on high-demand items like Big Mac and Quarter Pounder.

#### 2. Boosting Sales on Low-Performing Days

- ♦ **Solution:** Introduce **weekday meal combos** at a discounted price to attract more customers.
- ◆ Offer: "Happy Hour Deals" (2 PM − 5 PM) with discounted coffee, fries, or snack-sized burgers.

#### 3. Optimizing Order Volume by Hour

- ♦ **Solution:** Promote targeted discounts during non-peak hours to increase traffic.
- ◆ Offer: "Late Night Munchies" Discounted meals from 9 PM to closing time.

#### 4. Enhancing Breakfast Sales

- ◆ **Solution:** Offer **bundle deals** for breakfast items with coffee to boost sales.
- ◆ Offer: "Morning Rush Combo" Breakfast Burrito + Coffee at a special price.





#### 5. Driving More Sales in the Burger Category

- ◆ **Solution:** Introduce **limited-time specialty burgers** to create excitement.
- ◆ Offer: "Exclusive Burger of the Month" featuring new flavors to attract food enthusiasts.

#### **6.** Increasing Items Per Order

- ◆ **Solution:** Encourage upselling with **meal customization options** (extra cheese, bacon, larger fries).
- ◆ Offer: "Super-Size Your Meal for \$1" to increase order value.

#### 7. Strengthening Weekend Sales Performance

- ♦ **Solution:** Launch **family meal packs** and promote them during weekends.
- ◆ Offer: "Weekend Family Feast" A combo for 4 at a discounted rate.

## Thank You!!