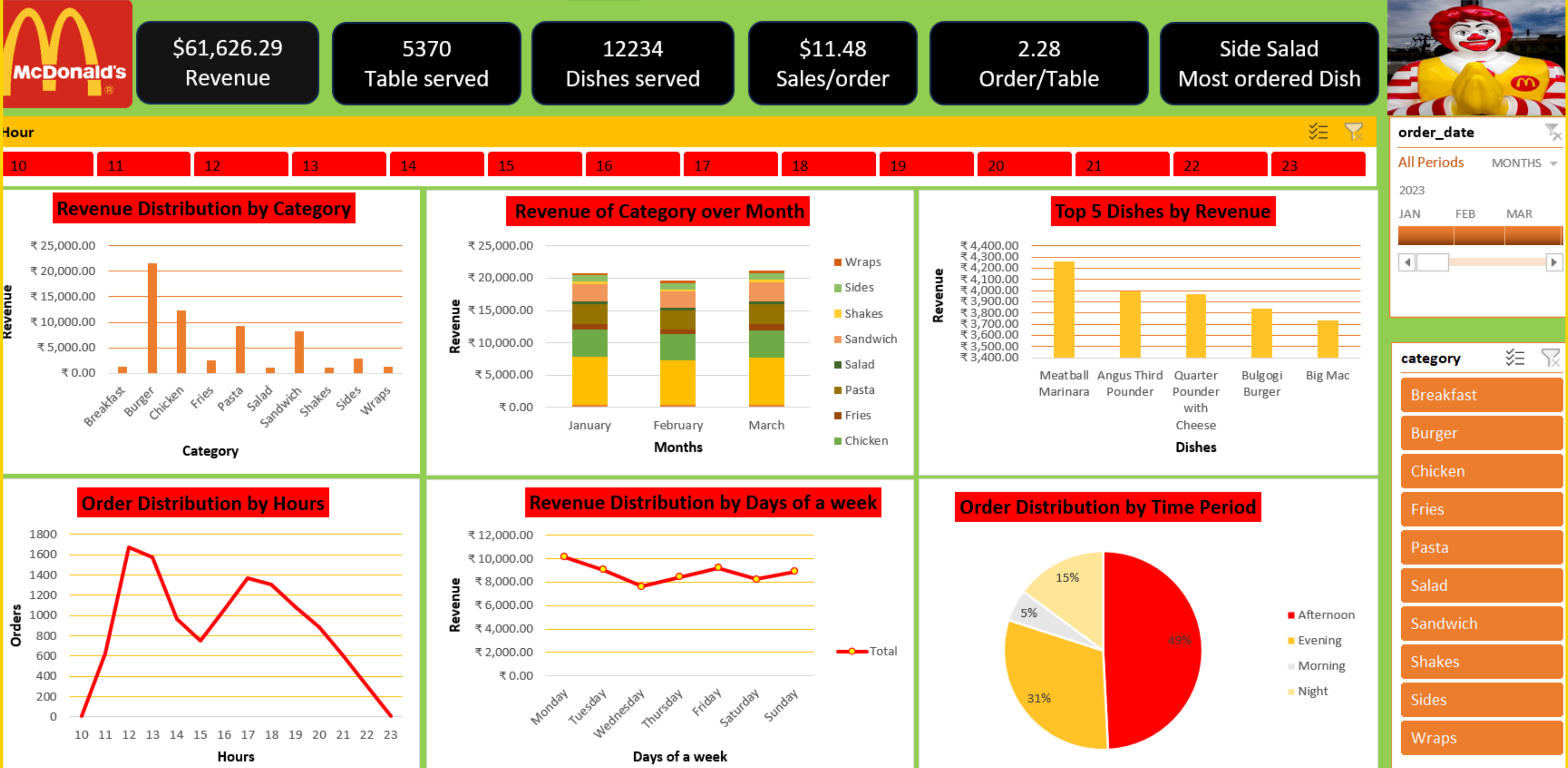


McDonald's Sales



**Presented By
Thomas Sangala**

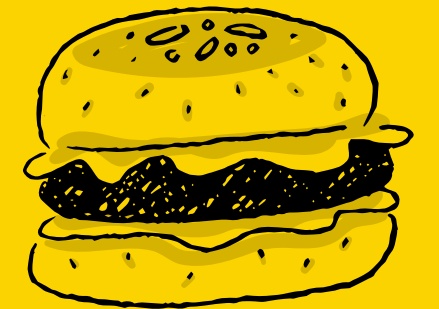
Dashboard



Executive Summary

This report provides a comprehensive analysis of McDonald's sales data, detailing key performance indicators, revenue distribution, and operational insights. The data was meticulously cleaned, transformed, and modeled using Power Query, followed by the creation of a detailed dashboard to visualize the findings.

Key Insights:



1. Revenue and Orders:

- **Total Revenue: \$61,626.29 with 5,370 tables served and 12,234 dishes served.**
- **Average Sales per Order: \$11.48 with an average of 2.28 orders per table.**
- **Most Ordered Dish: Side Salad.**

2. Revenue Distribution:

- **By Category: Burgers are the top revenue-generating category, significantly outperforming other categories such as Chicken, Fries, and Pasta.**
- **Over Months: Revenue across categories remained stable over the three months (January to March), with Burgers consistently leading in sales.**

3. Top Performing Dishes:

- **The top 5 dishes by revenue are Meatball Marinara, Angus Third Pounder, Quarter Pounder with Cheese, Bulgogi Burger, and Big Mac.**

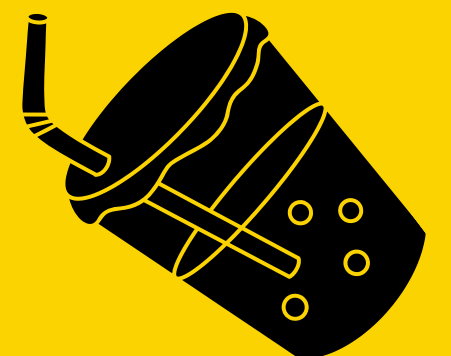
4. Order Patterns:

- **Hourly Distribution: Orders peak during lunch hours (12 PM - 2 PM), with a significant drop-off during the evening and night.**
- **Day of the Week: Revenue distribution is relatively consistent throughout the week, with a slight peak on Fridays and Saturdays.**
- **Time Period: The afternoon period (49%) accounts for nearly half of the total revenue, followed by evening and morning periods.**



Recommendations

- **High Traffic Hours:** The restaurant experiences the highest order volume during lunch hours. Strategies to optimize service during this period could enhance customer satisfaction and increase throughput.
- **Weekend Sales:** Although revenue is stable throughout the week, weekends, particularly Fridays and Saturdays, show a slight uptick, suggesting opportunities for targeted promotions or special offers.
- **Menu Optimization:** With Burgers dominating the revenue distribution, there may be potential to introduce new burger variants or promotions to capitalize on this category's popularity.



Conclusion

This analysis highlights McDonald's strong performance in key categories, with burgers being the dominant product. The insights derived from the dashboard provide actionable recommendations for optimizing operations during peak hours, enhancing menu offerings, and leveraging high-traffic periods to boost overall sales. Continued monitoring and analysis of these trends will be essential in maintaining and growing McDonald's market position.





**See You At The
McDonald's**

