**McDonald's Food Nutrition Analysis**

## Problem Statement

Fast food is a convenient choice for millions of people worldwide, but customers often struggle to make informed dietary decisions due to a lack of easily accessible nutritional information. With McDonald's offering a wide range of menu items, it can be challenging for individuals to calculate the nutritional impact of their meals, especially when combining multiple items.

## Business Benefits

This project provides the following business benefits:

1. **Enhanced Customer Experience**: By offering an intuitive tool to analyze and customize meal choices, McDonald's can improve customer satisfaction and loyalty.
2. **Promotes Health Awareness**: Empowering customers to make informed nutritional decisions can enhance the brand's image as a health-conscious fast-food chain.
3. **Data-Driven Insights**: The dashboard can help McDonald's identify trends in customer preferences and tailor their menu offerings accordingly.
4. **Competitive Advantage**: Providing a transparent and user-friendly tool can set McDonald's apart from competitors in the fast-food industry.

## Tools and Technologies

* **Power BI**: Used for data visualization and dashboard creation.
* **Microsoft Excel**: Data preprocessing and cleaning.

## Project Highlights

1. **Data Cleaning**: The raw data was cleaned and structured using Excel to ensure accuracy and consistency.
2. **Dashboard Development**: The Power BI dashboard was designed to enable easy navigation and quick insights.
3. **Custom Meal Analysis**: Users can select items to create a meal and instantly view the total nutritional values.