McDonald's Dashboard

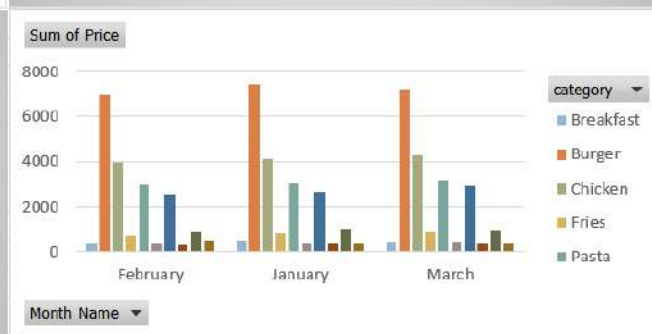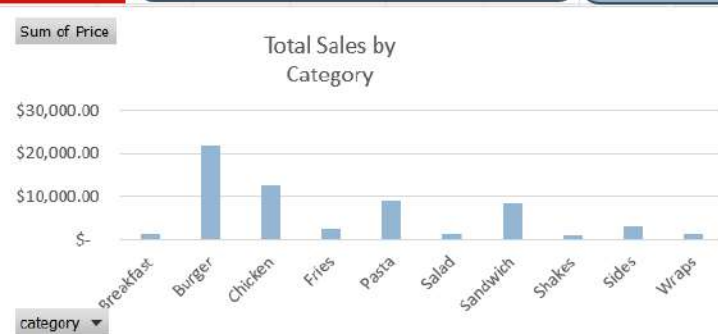| $61,626.29 Total Revenue	5370 Total Table Served	12234 Total Dishes Served	2.28 Average Items per Order	Side Salad Most Ordered Dish

Total Sales by Category
Sum of Price

Category	
$30,000.00	
$20,000.00	
$10,000.00	
$-	

Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, Wraps

category ▼

Count of Orders by Hour
Count of order_details_id

5, 630, 1672, 1575, 968, 751, 1054, 1370, 1307, 1089, 889, 608, 309, 11

10 11 12 13 14 15 16 17 18 19 20 21 22 23

Hour ▼

Total Sales by part of Week
Sum of Price

17150.54

44475.75

Part of Week ▼
- Weekday
- Weekend

order_date
All Periods   DAYS ▼

JAN 2023

1 2 3 4 5 6 7 8 9

◄ ■ ►

Time of Day

Afternoon
Evening
Morning
Night

Top 5 Ordered Dishes
Sum of Price

ANGUS THIRD POUNDER	BIG MAC	BULGOGI BURGER	MEATBALL MARINARA	QUARTER POUNDER WITH CHEESE
3995	3731.77	3842.08	4261.26	3965.36

item_name ▼

Sum of Price (by Month)

	February	January	March
8000			
6000			
4000			
2000			
0			

category ▼
- Breakfast
- Burger
- Chicken
- Fries
- Pasta

Month Name ▼

Comparision of Order based on Days
Count of order_details_id

1776, 2010, 1788, 1531, 1689, 1822, 1618

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Day Name ▼

Executive Summary

This report provides an analysis of sales performance for a McDonald's outlet over a specified period, offering insights into revenue, customer behaviour and product demand. The dashboard highlights key performance indicators such as total revenue, order patterns, and popular items, following cleaning and transformation steps to ensure data accuracy and relevance.

Key Metrics:

- **Total Revenue**: **$61,626.29**, generated from all sales during the period.

- **Total Tables Served**: **5,370** tables served, reflecting overall customer visits.

- **Total Dishes Served**: **12,234** dishes sold across various categories.

- **Average Items per Order**: **2.28**, showing that customers typically purchase more than two items per transaction.

- **Most Ordered Dish**: The **Side Salad** ranks as the most frequently ordered item, indicating high demand for this dish.

Sales Breakdown:

- **Sales by Category**:

  - Burgers account for the highest portion of sales, contributing approximately **40.6%** of the total revenue.

  - Chicken and fries follow, collectively making up around **32.5%** of sales.

- **Top 5 Ordered Dishes**:

  - The **Meatball Marinara** tops the list of high-revenue items, contributing **6.9%** of total sales with $4,261.26 in revenue.

  - The **Quarter Pounder with Cheese** and the **Angus Third Pounder** account for **6.4%** and **6.5%** of total sales, respectively.

Time-based Insights:

- **Peak Hours**:

  - The busiest times are between **11 AM and 2 PM**, with nearly **40%** of orders occurring during this time, suggesting a significant lunchtime rush.

- **Weekday vs. Weekend Sales**:

  - Weekdays contribute **72.2%** of total sales ($44,475.70), significantly outperforming weekends, which account for just **27.8%** of sales ($17,150.50).

- **Day-wise Order Distribution**:

  - **Tuesday and Wednesday** are the busiest days of the week, contributing around **32.1%** of the total orders.

  - Friday and Saturday see lower sales volume, with orders dropping by **14%** compared to mid-week.

Cleaning and Transformation Steps:

- **Data Cleaning**: Null values were handled using forward fill techniques to ensure completeness in the dataset.

- **Data Transformation**: Merged data from the menu items and order details tables using item IDs, and new columns (hour, day of the week, weekday/weekend, time of day) were created for detailed analysis.

Key Takeaways:

1. **Burgers are the highest-selling category**, contributing over 40% to total revenue, indicating strong customer preference.

2. **Weekdays outperform weekends** significantly in terms of sales, with peak sales occurring on **Tuesday and Wednesday**.

3. **Lunchtime hours (11 AM – 2 PM)** are the busiest, contributing the most to daily sales, suggesting that promotions or staffing adjustments could be optimized during these hours.

4. The **Side Salad**, though the most ordered dish, is not one of the highest revenue generators, suggesting a possible opportunity to promote high-margin items.

By focusing on peak times, popular items, and weekday strengths, McDonald's can further enhance its sales and operational efficiency.