Data Processing:

- **Data Cleaning**: Missing values were filled using a forward-fill method.
- **Data Transformation**: The price column from the `menu_items` table was merged into the `order_details` table using a left join on `item_id`. Additionally, new columns such as `day_of_the_week`, `day_name`, and `hour_of_the_day` were added to classify data into weekday/weekend and time slots (morning, afternoon, evening, night) for better analysis.

Executive Summary

This dashboard provides a comprehensive analysis of McDonald's sales performance, focusing on key metrics such as revenue, orders, and popular menu items. The insights help identify customer preferences and trends across different time periods and categories.

Key Metrics:

- **Total Revenue**: $61,626.29
- **Total Tables Served**: 5,370
- **Total Dishes Served**: 12,234
- **Average Items per Order**: 2.28

Top Insights:

1. **Revenue Distribution**:
   - The **highest revenue-generating category** is **Burgers**, contributing over **$20,000**.

- ○ **Breakfast items** and **Chicken** are the next top earners, with revenue between **$10,000 and $15,000**.

2. **Order Timing**:
   - ○ **Peak order hours** are from **12:00 PM to 3:00 PM**, with more than **1,500 orders** during this period.
   - ○ There is a steady decline in orders after **8:00 PM**, suggesting lower activity during late-night hours.

3. **Most Ordered Items**:
   - ○ The most popular item is **Side Salad**, followed by **Big Mac** and **Bulldog Burger**.
   - ○ The top 5 most ordered items contribute significantly to overall sales.

4. **Least Ordered Items**:
   - ○ **Cheesy Bacon Fries** and **Apple Slices** rank among the least ordered items, indicating potential areas for menu reevaluation.

5. **Sales by Day**:
   - ○ Sales are relatively steady across weekdays, with a slight dip on **Friday** and an increase during weekends.
   - ○ The analysis shows that **weekend revenue** is slightly higher, accounting for approximately **$17,150.54** from weekend sales alone.

6. **Customer Behaviour**:
   - ○ **Afternoon** is the most popular time of day for dining, followed by **Evening**.
   - ○ **Weekdays** generate more orders compared to weekends, though weekend revenue per order seems to be higher.