



MCDONALD'S SALES PRESENTATION

McDonald's is a world-famous fast-food chain known for its burgers, fries, and sandwiches like the Big Mac, Quarter Pounder, and Egg McMuffin



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PROJECT DESCRIPTION

Before performing analysis, check for duplicates and in case of null values, utilize forward/backward fill.

MCDONALD'S SALES DASHBOARD



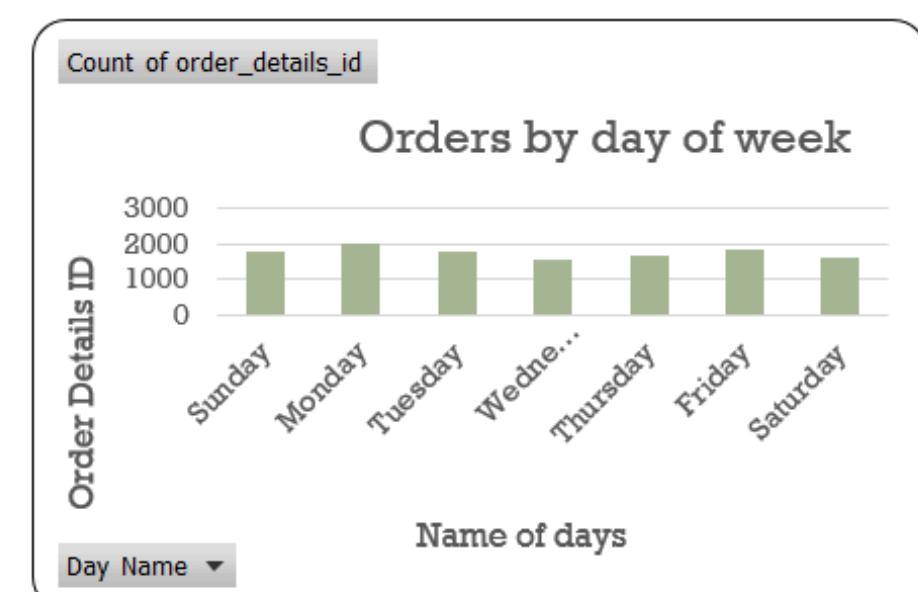
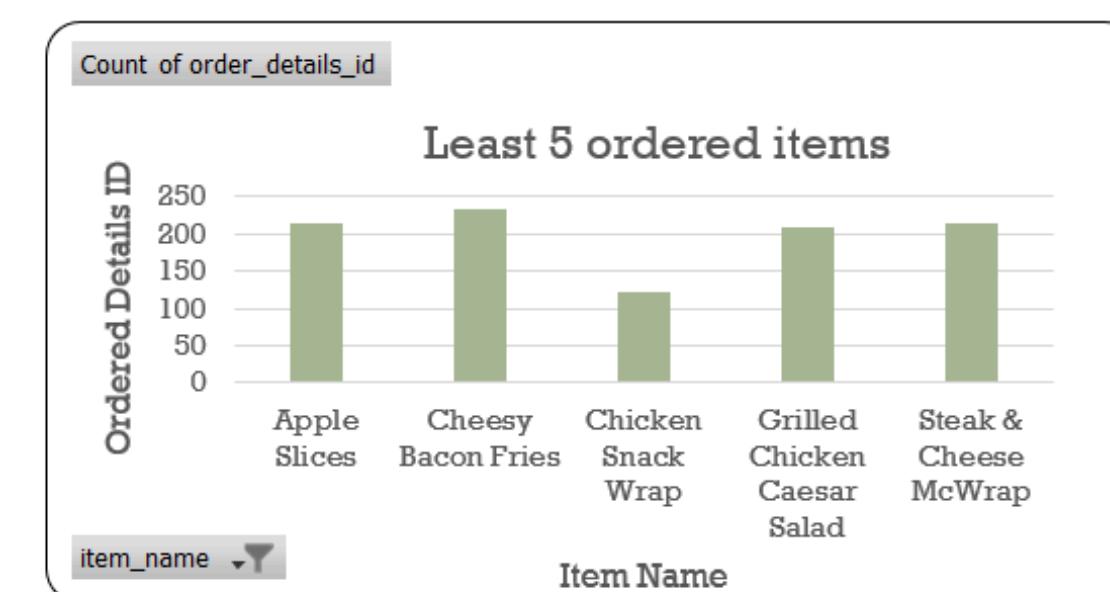
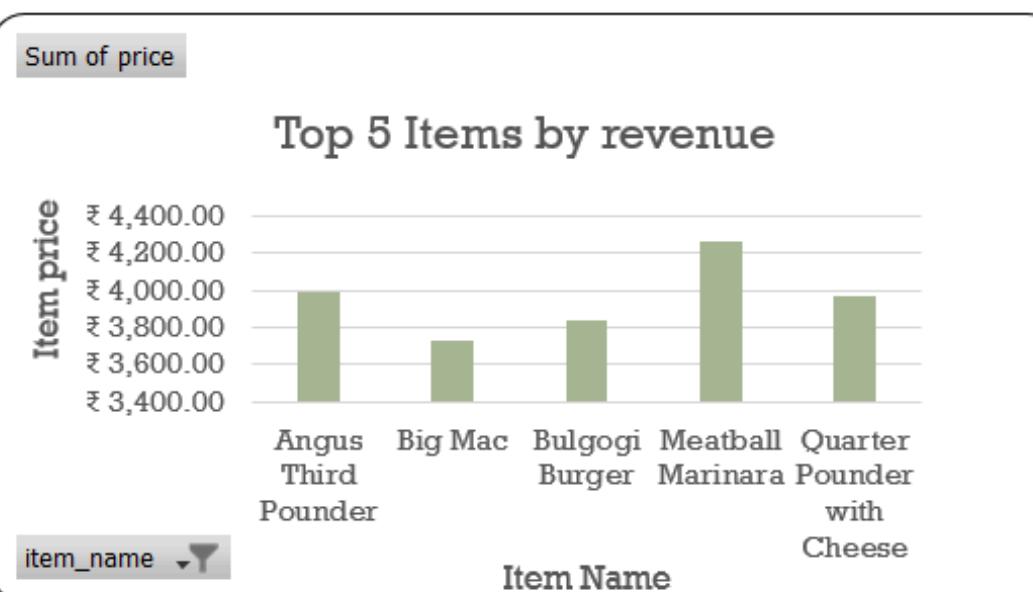
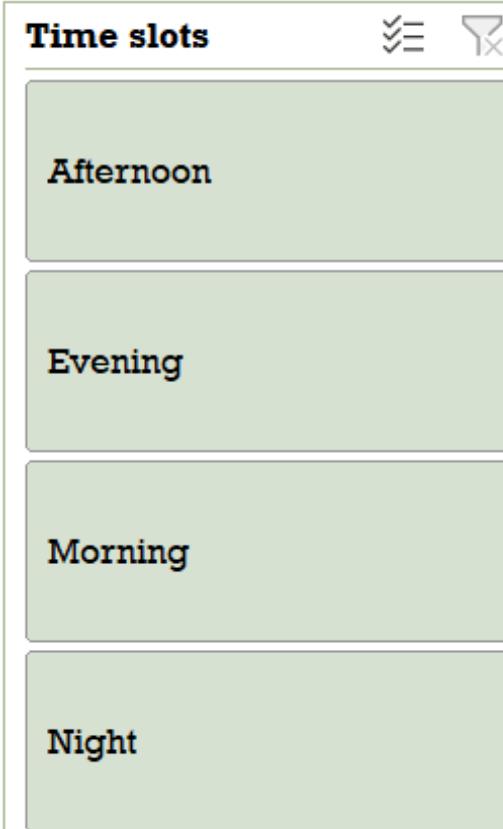
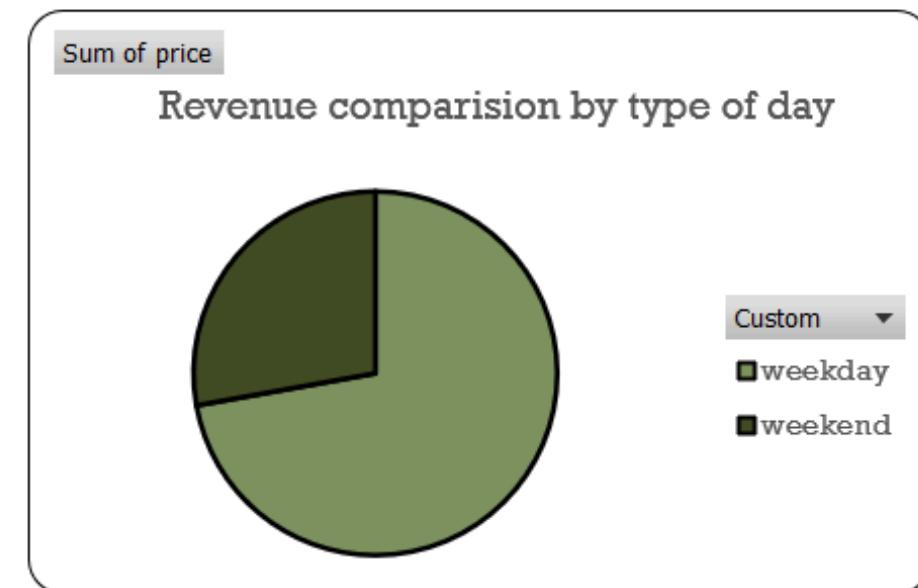
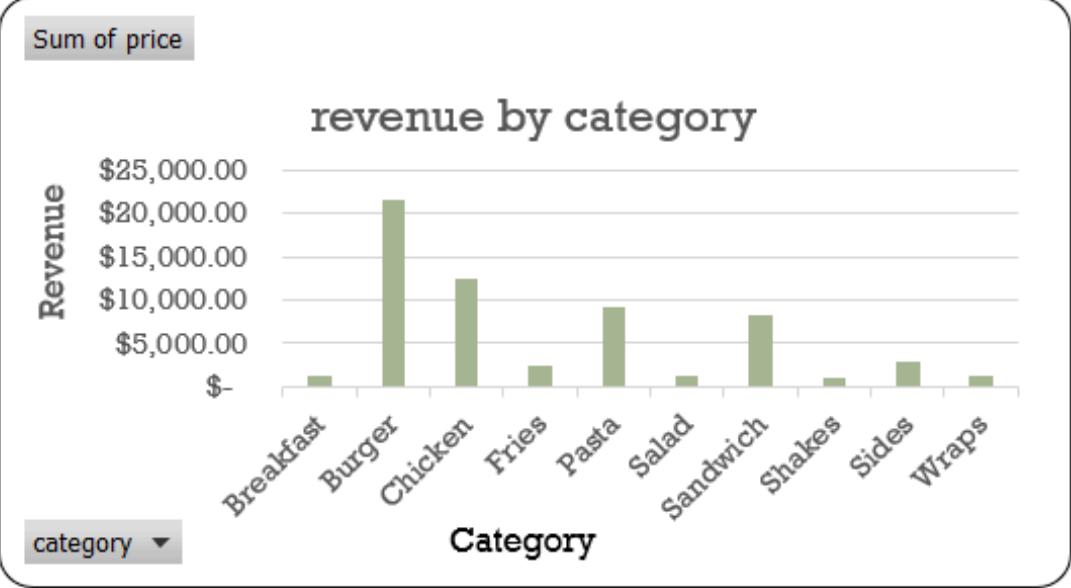
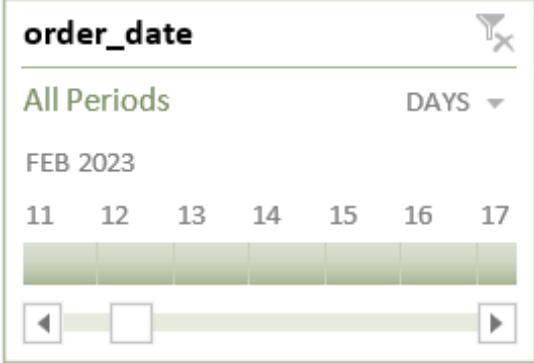
\$61,626.29
Total Revenue

5370
Total Tables Served

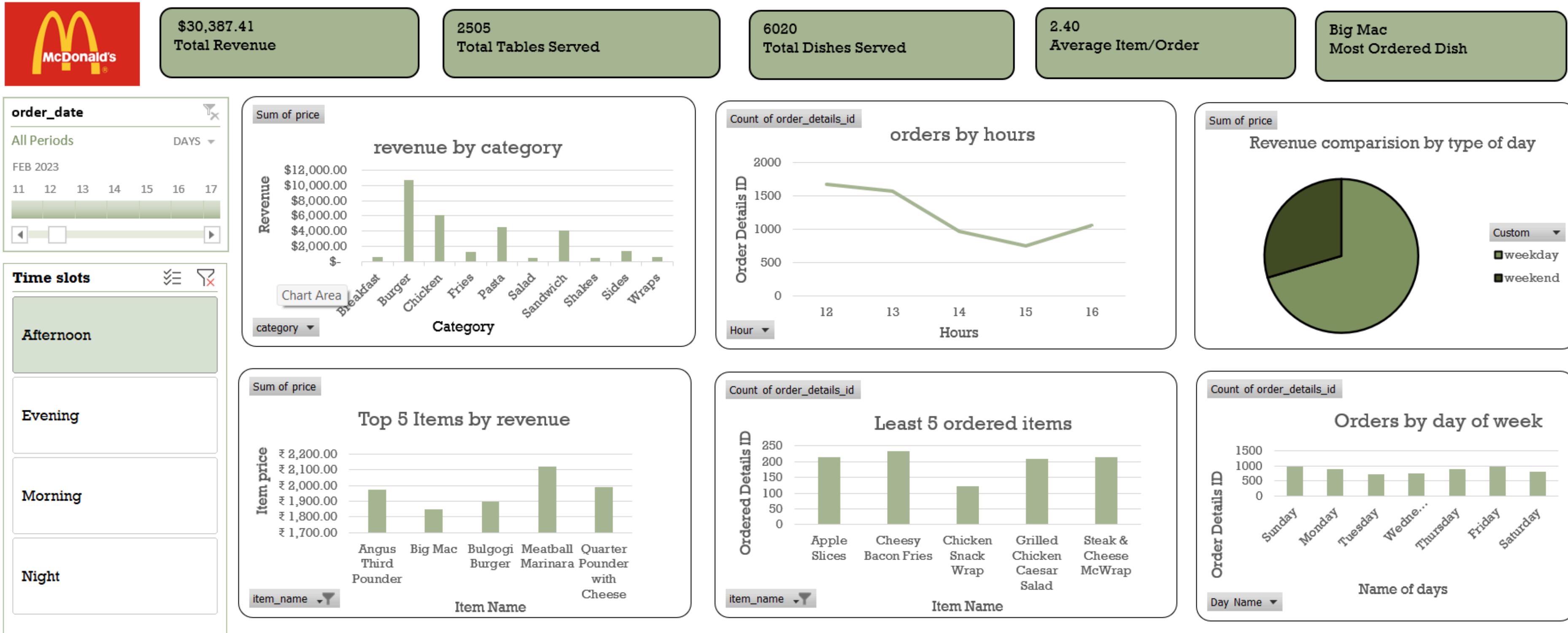
12234
Total Dishes Served

2.28
Average Item/Order

Side Salad
Most Ordered Dish



THIS DYNAMIC DASHBOARD OFFERS A COMPREHENSIVE VIEW OF MCDONALD'S SALES DATA, SHOWCASING TOTAL REVENUE, ORDERS, AND POPULAR MENU ITEMS. WITH FILTERS FOR TIME SLOTS, WEEKDAYS VS. WEEKENDS, AND CUSTOMER ACTIVITY BY HOUR, IT ENABLES DEEPER INSIGHTS INTO SALES TRENDS AND CUSTOMER BEHAVIOR.





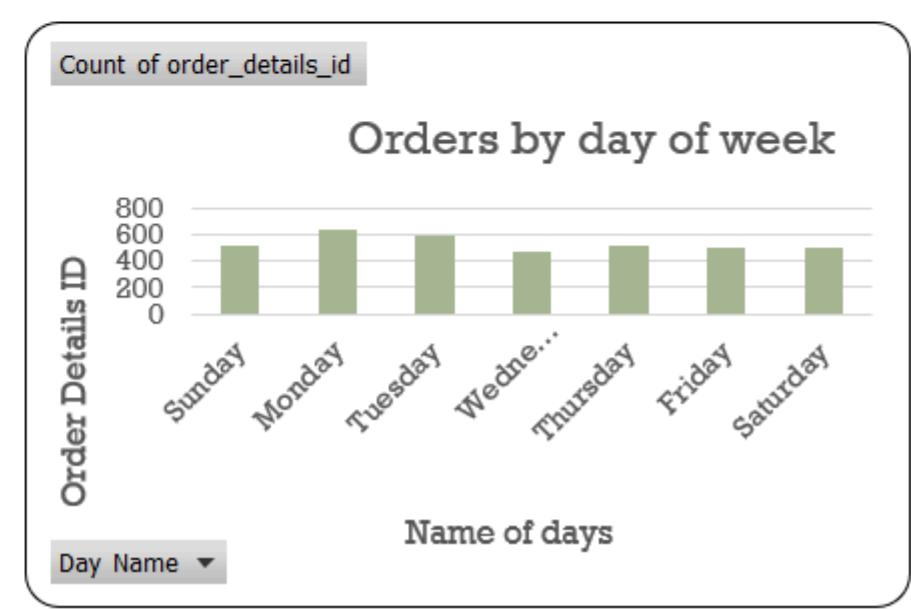
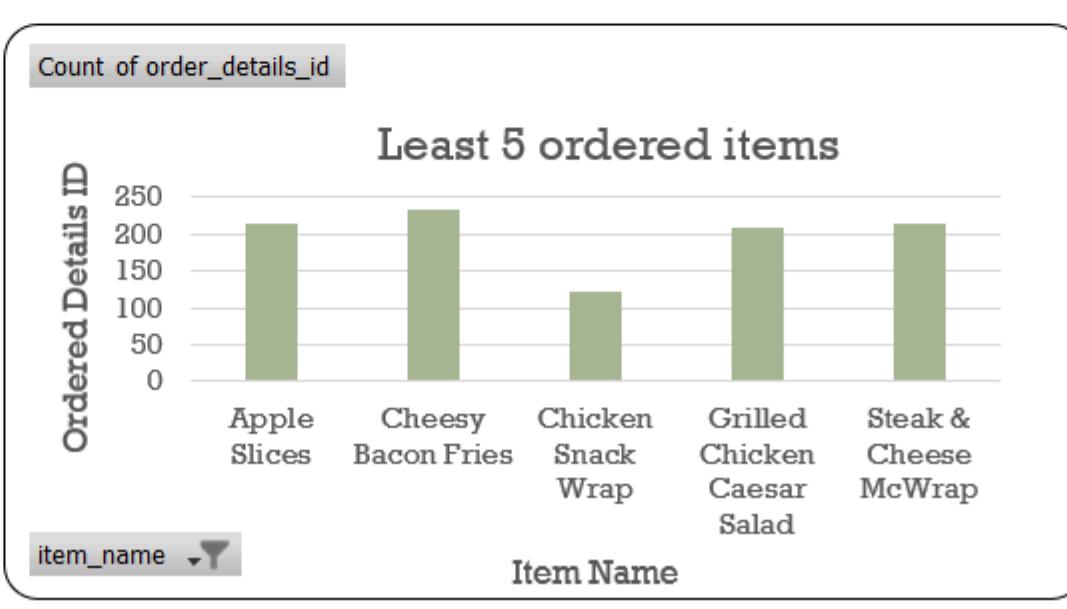
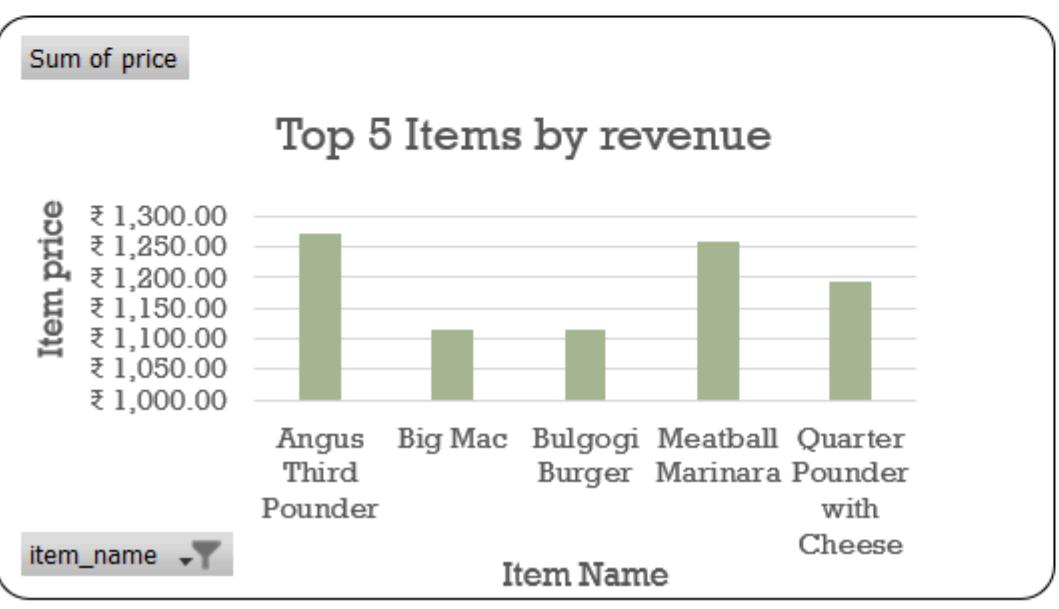
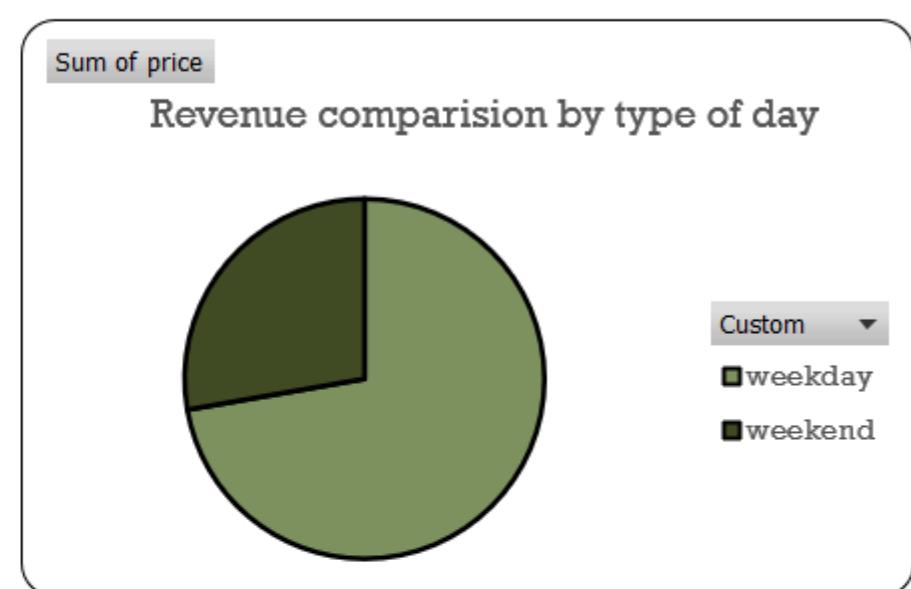
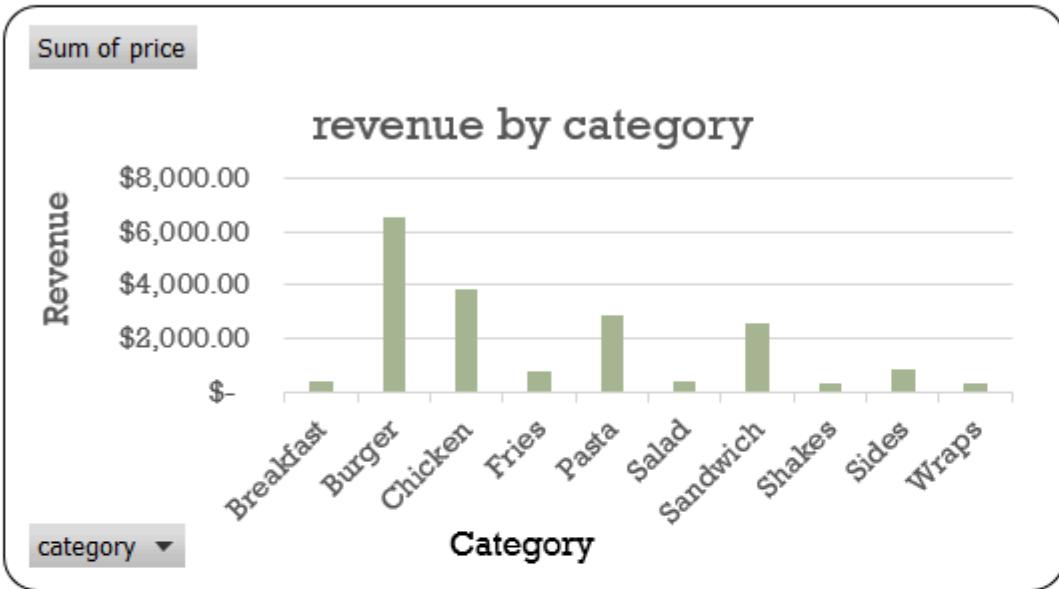
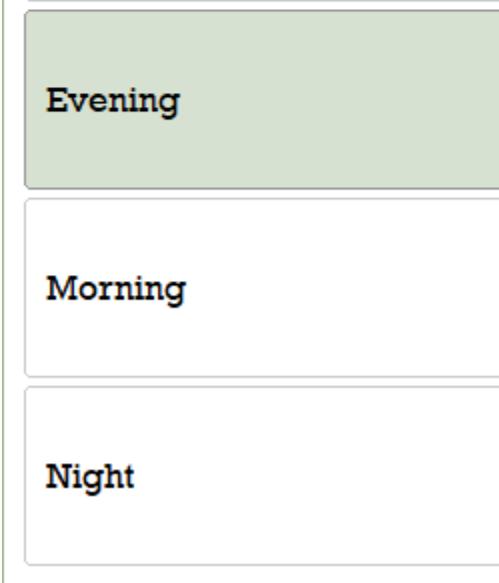
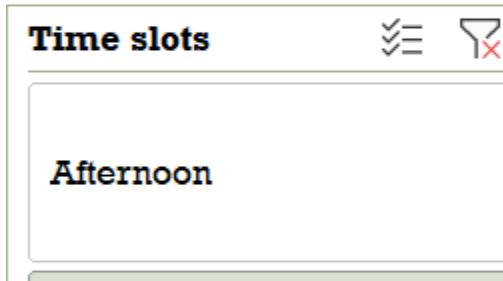
\$18,911.43
Total Revenue

1717
Total Tables Served

3762
Total Dishes Served

2.19
Average Item/Order

Side Salad
Most Ordered Dish





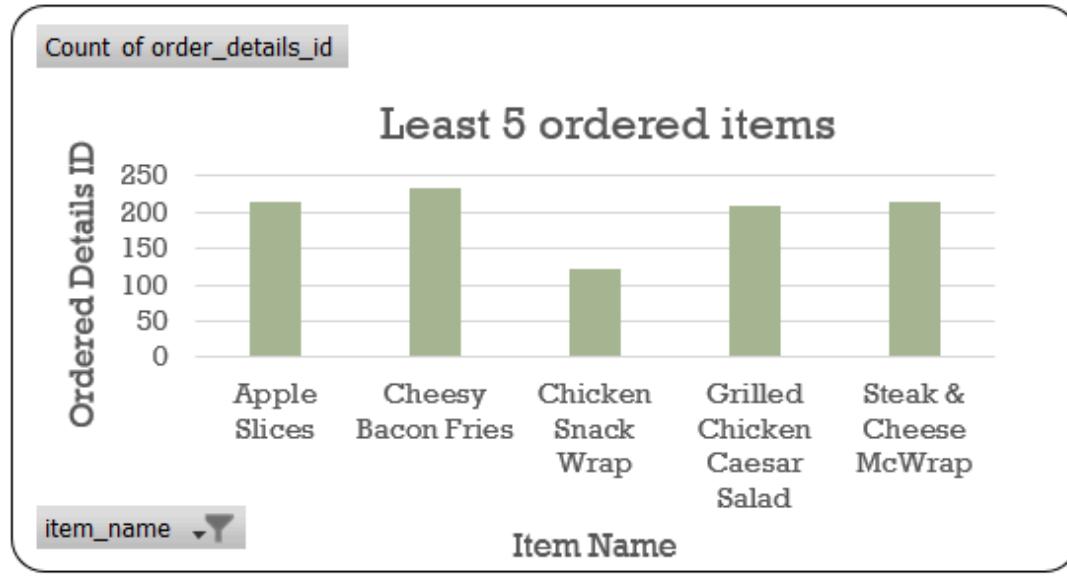
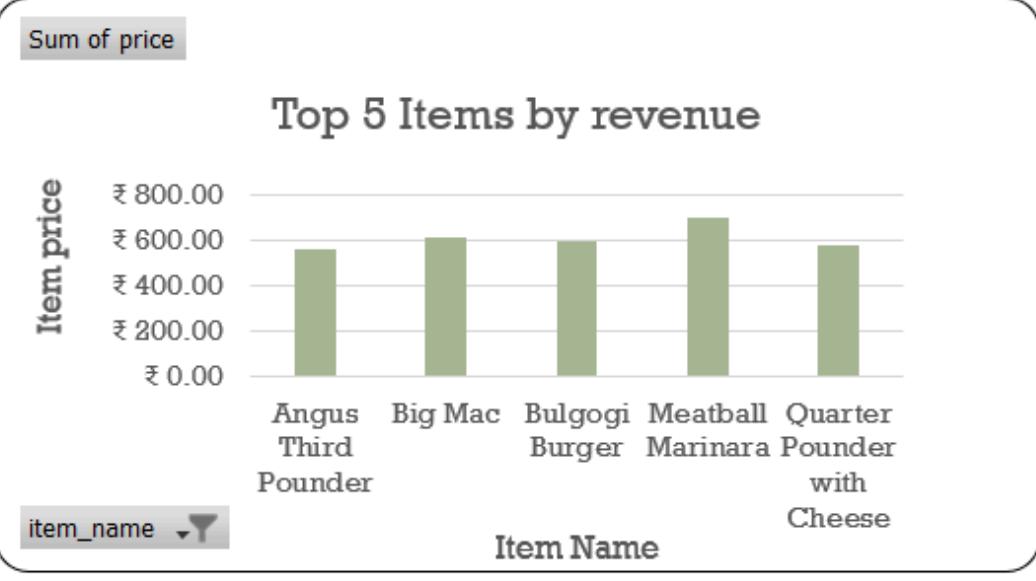
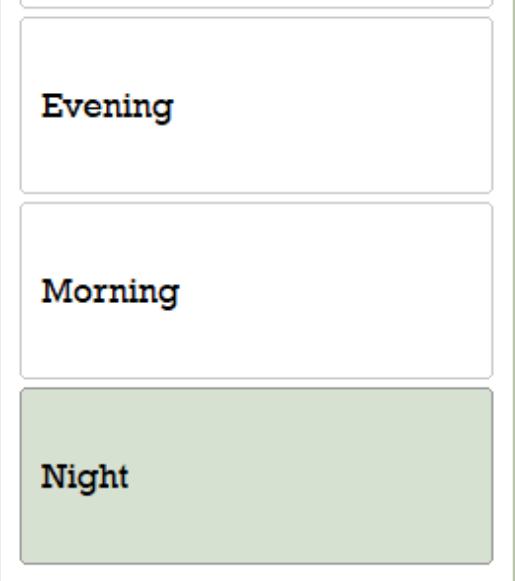
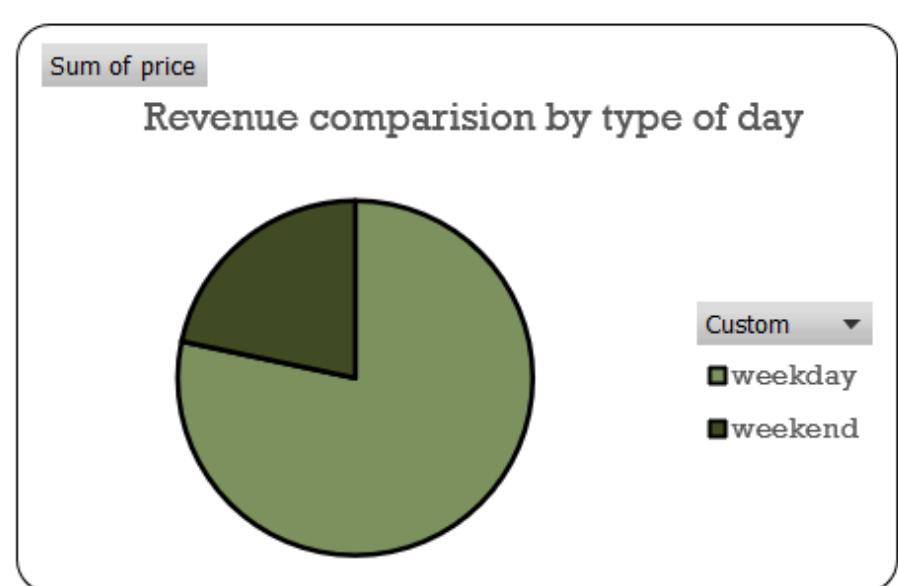
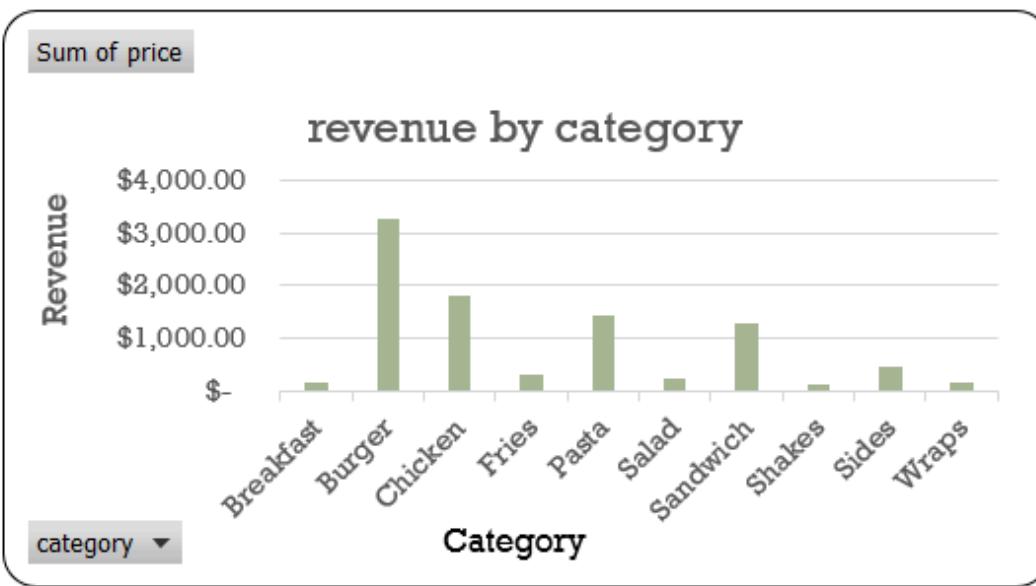
\$9,250.19
Total Revenue

858
Total Tables Served

1817
Total Dishes Served

2.12
Average Item/Order

Big Mac
Most Ordered Dish





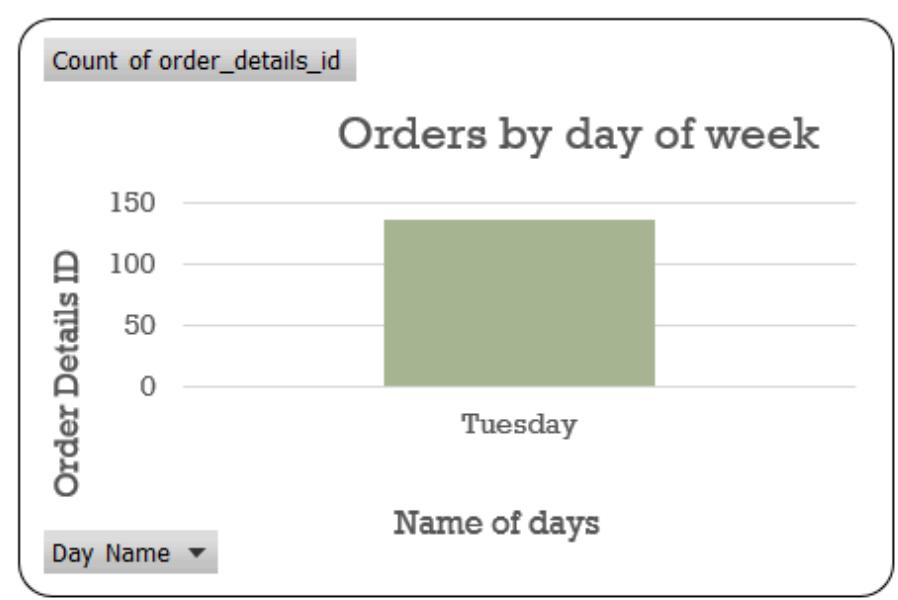
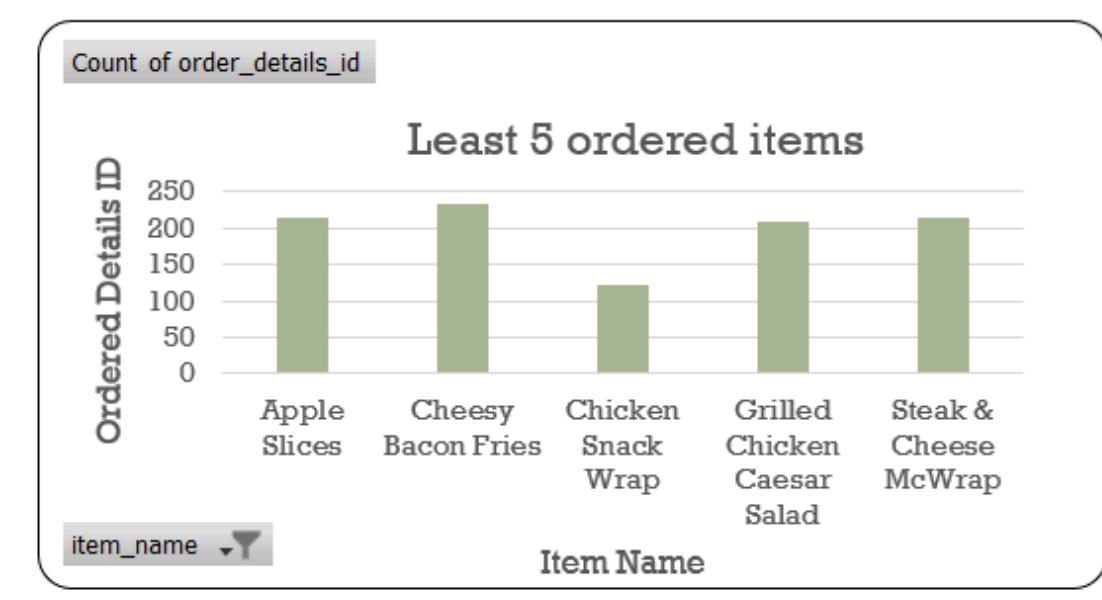
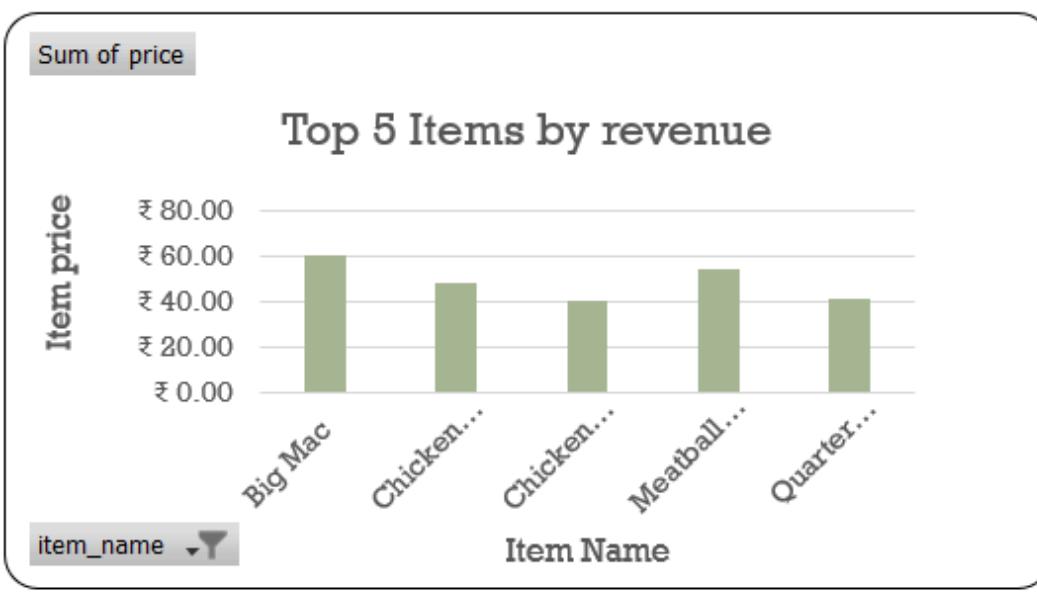
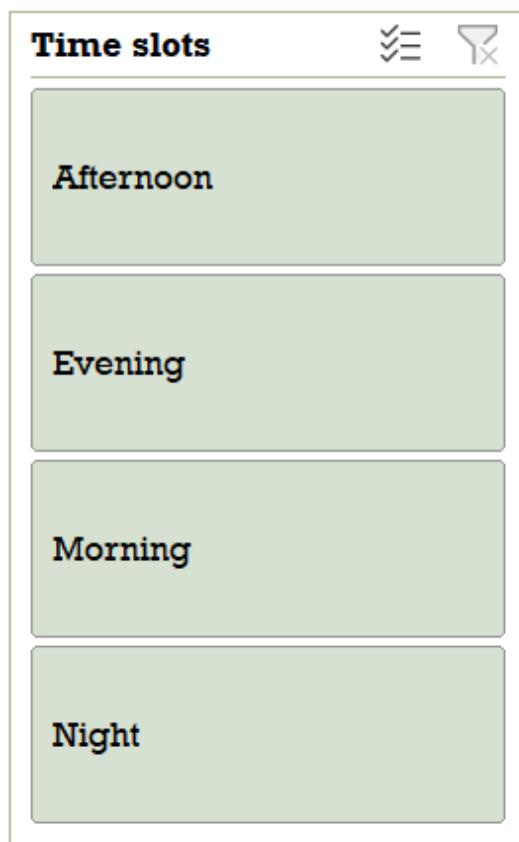
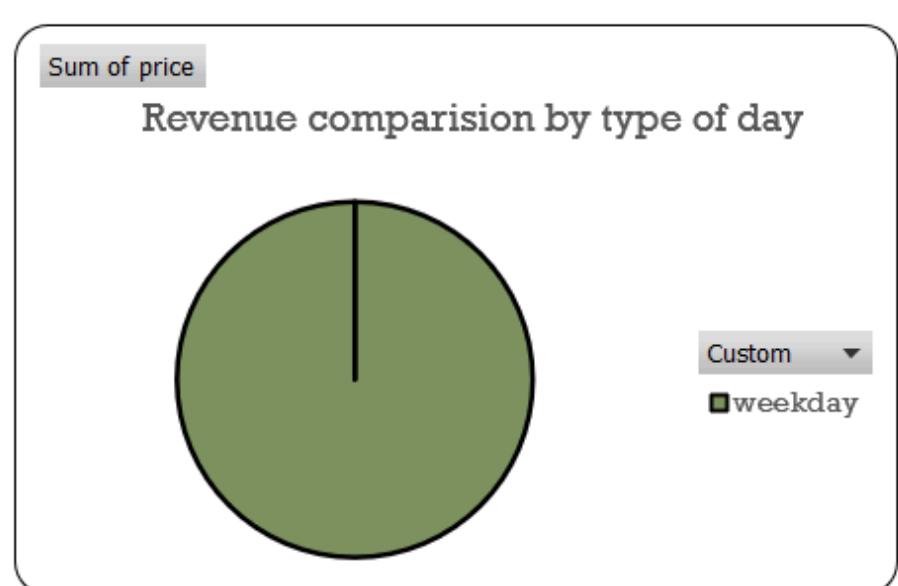
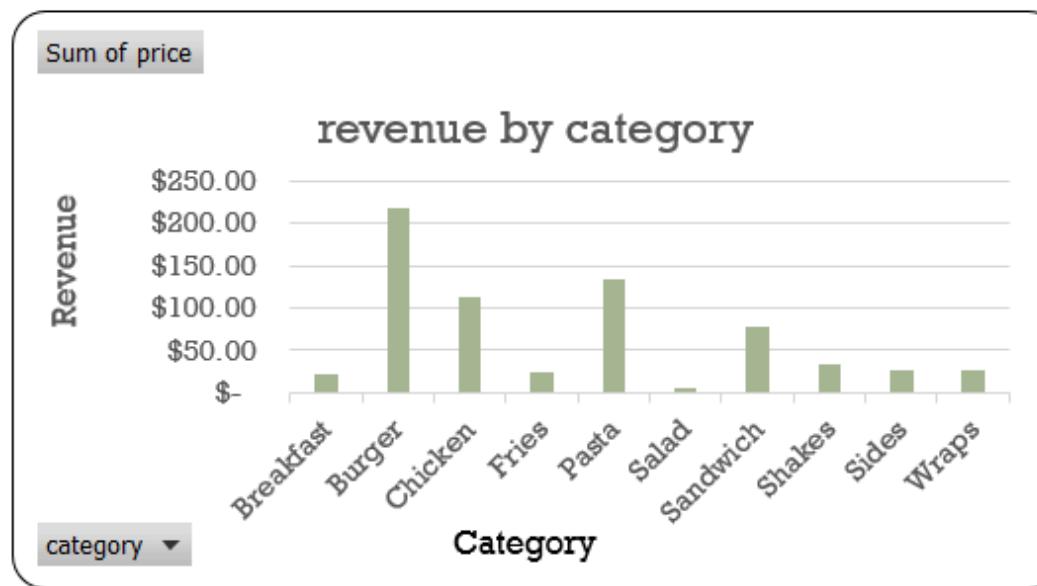
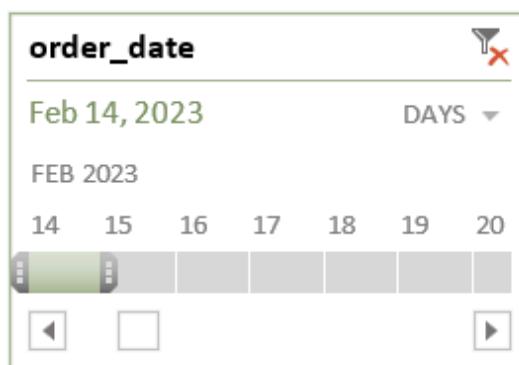
\$683.76
Total Revenue

57
Total Tables Served

137
Total Dishes Served

2.40
Average Item/Order

Chocolate Shake (Large)
Most Ordered Dish





EXECUTIVE SUMMARY

FOR THE PERIOD SHOWN IN THE DASHBOARD, MCDONALD'S RECORDED A **TOTAL REVENUE OF \$61,626.29** BY SERVING **5,370 TABLES** AND DELIVERING **12,234 DISHES**, WITH AN AVERAGE OF 2.28 ITEMS PER ORDER. THE MOST FREQUENTLY ORDERED DISH WAS THE SIDE SALAD.

REVENUE DISTRIBUTION BY CATEGORY:

BURGERS ACCOUNT FOR \$22,500, CONTRIBUTING 36.5% OF TOTAL REVENUE, MAKING IT THE MOST PROFITABLE CATEGORY. - CHICKEN DISHES GENERATED \$13,000, WHICH REPRESENTS 21.1% OF TOTAL REVENUE. - FRIES CONTRIBUTED APPROXIMATELY 8% OF REVENUE WITH SALES NEARING \$5,000. - OTHER CATEGORIES SUCH AS PASTA, SALAD, AND SANDWICHES COLLECTIVELY CONTRIBUTED AROUND 15% TO TOTAL REVENUE.

TOP-SELLING ITEMS:

THE MEATBALL MARINARA WAS THE HIGHEST-GROSSING INDIVIDUAL ITEM, WITH \$4,400 IN SALES, ACCOUNTING FOR 7.1% OF TOTAL REVENUE. - THE ANGUS THIRD POUNDER AND QUARTER POUNDER WITH CHEESE EACH GENERATED AROUND \$3,400 TO \$4,000, MAKING THEM SIGNIFICANT CONTRIBUTORS.

SALES BY TIME SLOT:

PEAK SALES OCCURRED DURING THE AFTERNOON AND EVENING TIME SLOTS, WHICH ALIGN WITH TRADITIONAL MEAL PERIODS. - THE BUSIEST HOURS FOR SALES WERE BETWEEN 12 PM AND 2 PM MAKING UP AROUND 30% OF TOTAL SALES. - A SECONDARY PEAK OCCURRED BETWEEN 5 PM AND 7 PM, CAPTURING ANOTHER 25% OF DAILY SALES.

WEEKDAY VS WEEKEND PERFORMANCE:

75% OF SALES OCCURRED ON WEEKDAYS, WHILE WEEKENDS ACCOUNTED FOR THE REMAINING 25%. - WEEKDAY REVENUE WAS SIGNIFICANTLY HIGHER, PARTICULARLY ON MONDAY, WHICH SAW THE LARGEST NUMBER OF ORDERS.

ORDERS BY HOUR AND DAY:

ORDERS PEAK DURING LUNCHTIME FROM 11 AM TO 3 PM AND TAPER OFF TOWARDS THE EVENING. - MONDAY CONSISTENTLY SHOWED THE HIGHEST NUMBER OF ORDERS, MAKING UP ABOUT 17% OF WEEKLY SALES, WHILE OTHER DAYS OF THE WEEK SAW MORE EVEN DISTRIBUTION.

THIS SUMMARY PROVIDES AN OVERVIEW OF THE BUSINESS'S KEY PERFORMANCE METRICS, HIGHLIGHTING PERCENTAGE CONTRIBUTIONS AND TRENDS THAT CAN HELP INFORM FUTURE OPERATIONAL AND MARKETING STRATEGIES.



THANK YOU

Thank you for exploring the world of burgers with us. Whether you prefer a classic cheeseburger or a gourmet creation, McDonald's has something to satisfy every burger lover.



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