

McDonald's Sales Analysis

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McDonald's

- McDonald's Corporation is an American-based multinational fast-food chain, founded in 1940 in San Bernardino, California, United States.
- McDonald's is the world's largest restaurant chain by revenue serving over 69 million customers daily in over 100 countries in more than 40,000 outlets as of 2021
- McDonald's is best known for its hamburgers, cheeseburgers and French fries, although their menus include other items like chicken, fish, fruit, and salads. McDonald's has been subject to criticism over the health effects of its products.

Executive Summary

This report highlights the key insights derived from analysing McDonald's operational and customer behaviour data. Using Power Query and Excel, an interactive dashboard was created to uncover trends and provide actionable recommendations for driving revenue and operational efficiency.

Excel file is included here:



Microsoft Excel
Worksheet

Dashboard



Total Sales

\$61,626.29

Total Orders

5370

Most ordered

Side Salad

Item/Order

2.28



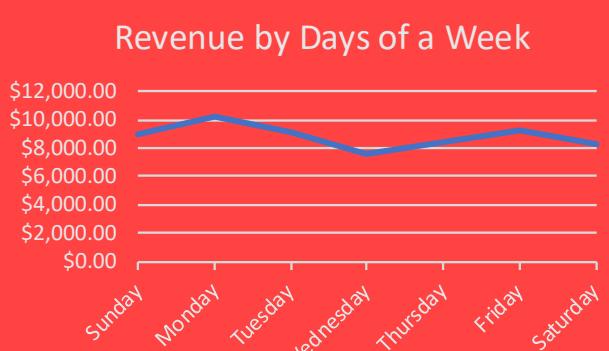
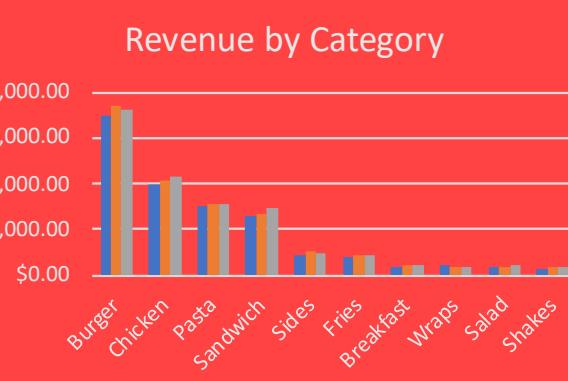
Time of day

AfterNoon

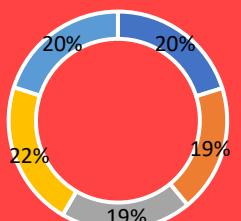
Evening

Morning

Night

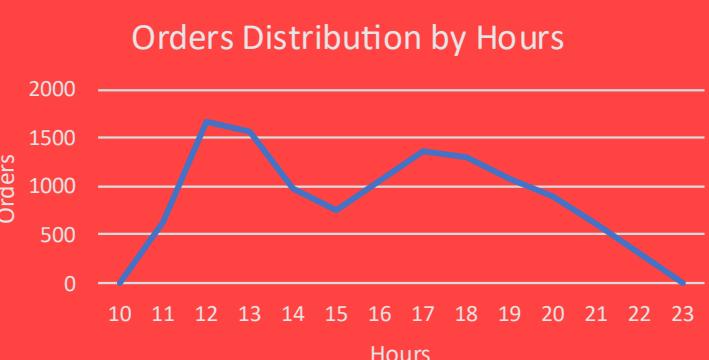


Top Contributor in Revenue



- Angus Third Pounder
- Big Mac
- Bulgogi Burger
- Meatball Marinara
- Quarter Pounder with Cheese

category
Breakfast
Burger
Chicken
Fries
Pasta
Salad
Sandwich
Shakes
Sides
Wraps



Data Analysis Journey

Data Cleaning: The dataset underwent comprehensive cleaning in Power Query, including converting headers, fixing data types and formats (from US standards), removing duplicates, and imputing null values.

- Transformation: Key features such as weekday, time of day, and specific time categories (morning, afternoon, evening, night) were extracted to better understand patterns.
- Modeling and Dashboarding: Datasets were merged, and measures, slicers, and visuals were created to build a robust and visually engaging dashboard.

Highlights

Total Revenue - \$61626

Total Orders - 5370

Total Item Served - 12234

Average Revenue/order - \$ 11.5

Average Item/Order -2.28



Highlights

Category Performance:

- Burgers are top revenue generating Category with \$21639 in revenue
- Chicken, Pasta and Sandwiches are significant contributors
- Shakes and Salad have lower revenue, Suggesting area for promotions.
- Side Salad is most ordered item.

Time Based Trends:

- Highest orders are on Mondays and Fridays, with a dip on Wednesday. Suggesting promotions or offers on Wednesday
- Highest ordered between 11AM to 1 PM



Thank You

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