

McDonald's Nutritional Dashboard Analysis

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Agenda

01. Overview of the Dashboard

02. Dashboard Components

03. Detailed Nutritional Insights

04. Interactivity Features

05. Recommendations for Stakeholders

06. Beneficiaries and Importance



01

Overview of the Dashboard

Purpose and Objectives

Visualizing Nutritional Metrics



The dashboard provides a comprehensive visualization of key nutritional metrics such as calories, fat, cholesterol, and vitamins across McDonald's menu items.

Categorizing Menu Items



Menu items are categorized into food groups like Beef & Pork, Chicken & Fish, Breakfast, and Beverages to facilitate easier analysis and comparison.

Supporting Data-Driven Decisions



The dashboard aims to assist stakeholders in making informed, data-driven decisions regarding nutritional content and menu optimization.

Key Nutritional Metrics

01

Calories

Calorie content is visualized to highlight the energy contribution of different food categories, with Coffee & Tea contributing the highest at 28.1%.

02

Fat

Fat content is analyzed to identify high-fat categories like Beef & Pork, which have the largest bubble in the bubble chart visualization.

03

Cholesterol

Cholesterol levels are displayed to show that Beef & Pork items have the highest cholesterol, while Snacks and Beverages have significantly lower levels.

04

Vitamins

Vitamin contributions are highlighted, with Breakfast and Chicken items providing the highest levels of Vitamin A and C.

The background features a dark navy blue field with abstract, flowing shapes in shades of blue and teal. A large, semi-transparent sphere with a complex, multi-colored internal pattern (including red, orange, and green) is positioned on the right side. Small, light blue dots are scattered across the dark background.

02

Dashboard Components

Cholesterol and Fat Analysis

Cholesterol per Category (Bar Chart)

The bar chart displays average cholesterol levels per category, revealing Beef & Pork as the highest contributor.

Fat per Category (Bubble Chart)

The bubble chart represents fat content, with Beef & Pork items having the largest bubble, indicating high-fat content.

Insights on Cholesterol and Fat

Beef & Pork items dominate in both cholesterol and fat content, suggesting a need for healthier alternatives in this category.

Sugar and Calories Analysis

01

Sugar per Category (Bar Chart)

The bar chart illustrates average sugar content, with Smoothies & Shakes containing the highest sugar levels.

02

Calories per Category (Pie Chart)

The pie chart shows calorie contributions, with Coffee & Tea making up the largest proportion at 28.1%.

03

Insights on Sugar and Calories

Smoothies & Shakes and Coffee & Tea are significant contributors to sugar and calorie intake, respectively.

Vitamins and Protein Analysis

Vitamin per Category (Bar Chart)

The bar chart highlights vitamin contributions, with Breakfast and Chicken items providing the highest levels.

01

Protein per Category (Funnel Chart)

The funnel chart shows protein content, with Chicken & Fish contributing the highest protein levels.

02

Insights on Vitamins and Protein

Breakfast and Chicken items are rich in vitamins and protein, making them balanced options for health-conscious consumers.

03



03

Detailed Nutritional Insights

Sugar and Cholesterol per Item

Sugar per Item (Box Plot)



The box plot displays sugar distribution, with outliers indicating items with exceptionally high sugar content.

Cholesterol per Item (Box Plot)

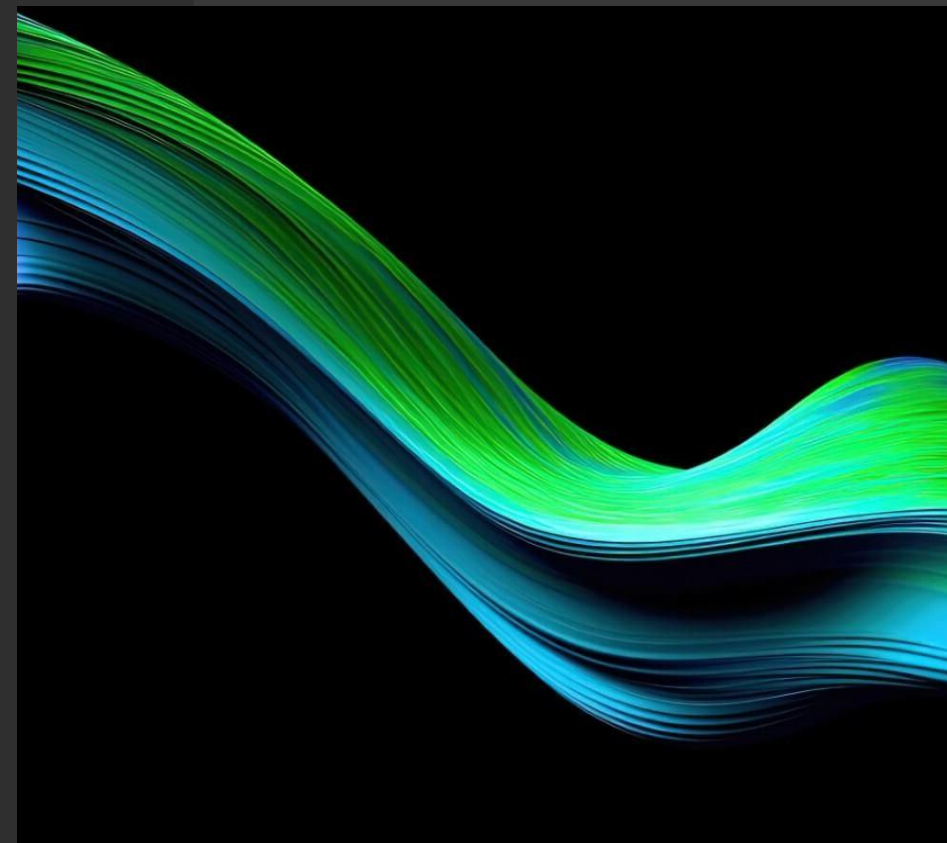


The box plot shows cholesterol distribution, with outliers representing items with extremely high cholesterol levels.

Insights on Individual Items



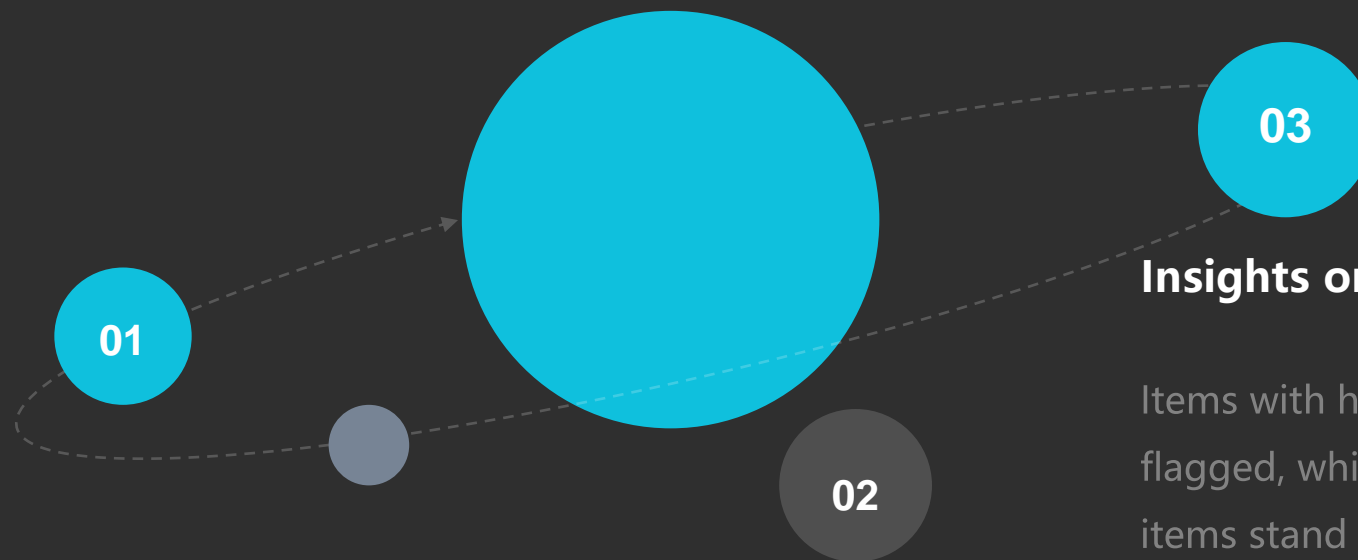
Outliers in sugar and cholesterol highlight items that may need reformulation to meet healthier standards.



Fat and Protein per Item

Fat per Item (Box Plot)

The box plot displays fat distribution, with outliers flagging items with extremely high-fat content.



Protein per Item (Funnel Chart)

The funnel chart shows protein distribution, with Chicken & Fish items contributing the highest protein levels.

Insights on Fat and Protein

Items with high-fat content are flagged, while Chicken & Fish items stand out for their high protein content.

Count of Food Items per Category



Count of Items (Bar Chart)

The bar chart displays the number of items per category, with Coffee & Tea having the highest variety at 95 items.

Insights on Food Variety

Coffee & Tea offers the most variety, while categories like Salads and Desserts have limited options.



04

Interactivity Features

User Interaction Tools



01

Filters by Category

Users can filter the dashboard by category to focus on specific food groups, enhancing the relevance of the data.

02

Hover Tooltips

Hover tooltips provide additional details like exact values and item names, offering deeper insights into the data.

03

Cross-Filtering

Selecting a specific chart dynamically updates other sections of the dashboard, enabling a more interactive and cohesive analysis.

Enhancing User Experience

Dynamic Updates

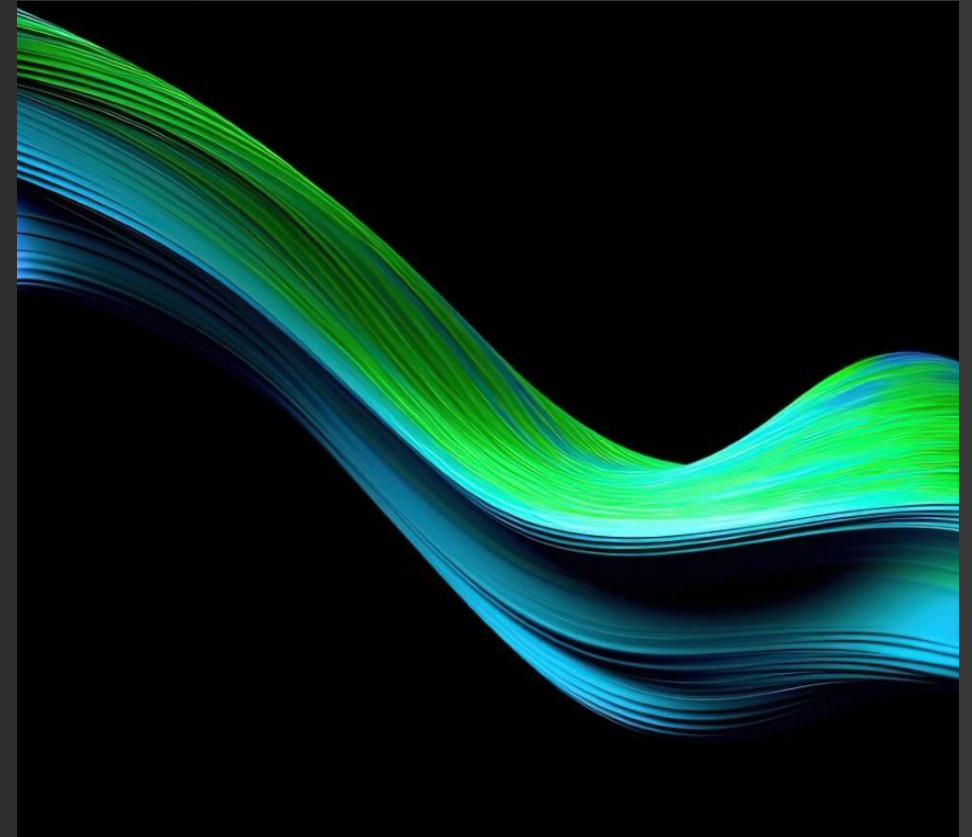


The dashboard updates dynamically based on user interactions, ensuring real-time data relevance and accuracy.

Detailed Information Access



Users can access detailed nutritional information through interactive features, making the dashboard a comprehensive tool for analysis.

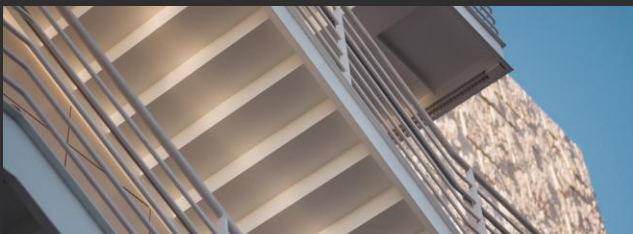


The background features a large, semi-transparent blue sphere on the right side, with internal lines suggesting a globe or a complex structure. To the left of the sphere, there are several flowing, ribbon-like shapes in various shades of blue and teal, creating a sense of movement. The overall color palette is dominated by blues and teals, with a dark background in the upper left corner.

05

Recommendations for Stakeholders

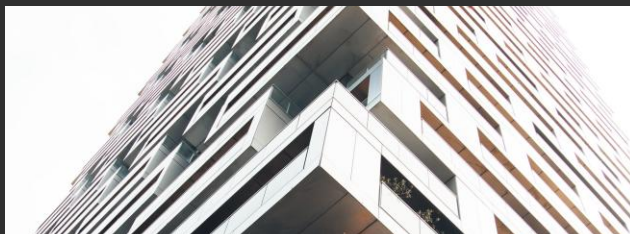
Healthier Menu Options



01

Reducing Cholesterol in Beef & Pork

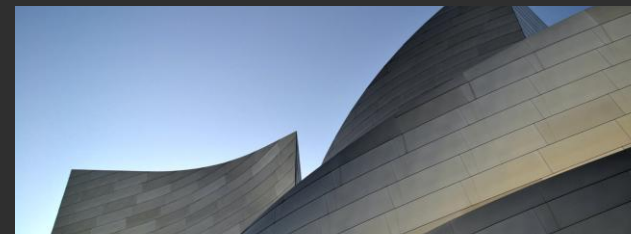
Stakeholders should focus on reducing cholesterol levels in Beef & Pork items by exploring healthier ingredient alternatives.



02

Lowering Sugar in Smoothies & Shakes

Reformulating Smoothies & Shakes to lower sugar content can make them healthier options for consumers.



03

Highlighting Balanced Breakfast Items

Breakfast items, which are rich in vitamins and protein, should be promoted as balanced and nutritious choices.




Expanding Low-Calorie and Low-Fat Options

Introducing More Varieties

Expanding the variety of low-calorie and low-fat options in high-fat categories can cater to health-conscious consumers.

Promoting Healthier Choices

Marketing strategies should emphasize healthier menu items to encourage better nutritional choices among consumers.





06

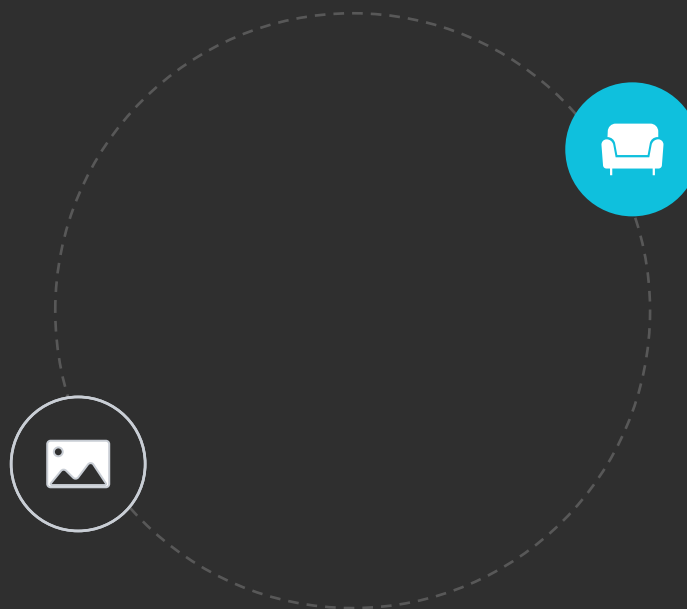
Beneficiaries and Importance

Health-Conscious Consumers

Informed Food Choices

The dashboard empowers consumers to make informed food choices by providing detailed nutritional insights.

01



02

Nutritional Impact Awareness

Consumers gain awareness of the nutritional impact of their food choices, helping them maintain a balanced diet.

Restaurant Management and Nutritionists



Menu Optimization

The dashboard aids restaurant management and nutritionists in optimizing the menu to meet nutritional standards and consumer preferences.

Nutritional Strategy Development

Insights from the dashboard support the development of nutritional strategies that align with health trends and consumer demands.



Thank you

Dharmik Shah