



McDonald's

Data Sales Performance & Growth Strategy Dashboard

This report presents an interactive sales dashboard analyzing order trends, category performance, and top-selling items for McDonald's over a selected period. It highlights key insights from actual sales data and proposes focused, data-driven strategies to optimize revenue, product performance, and customer engagement.

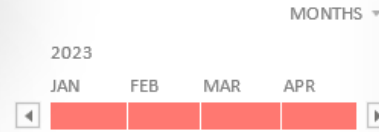
The Dashboard



Total Revenue
\$61,626.29

Total Orders
Per Day **5370**

AVG Items
Per Order **2**

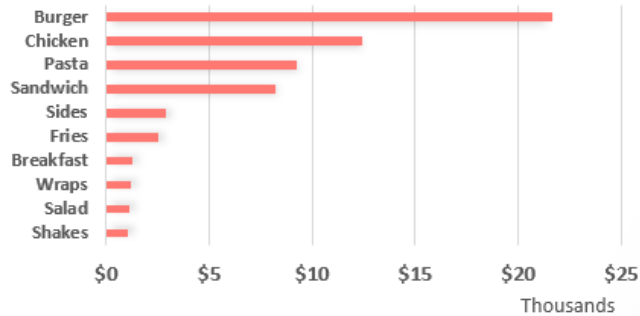


category

Sides

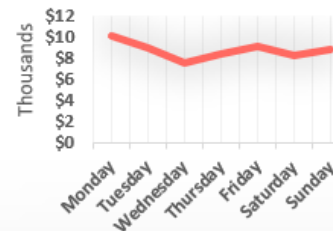
Wraps

Sales Performance

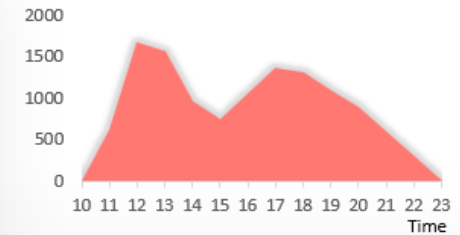


Revenue By Category

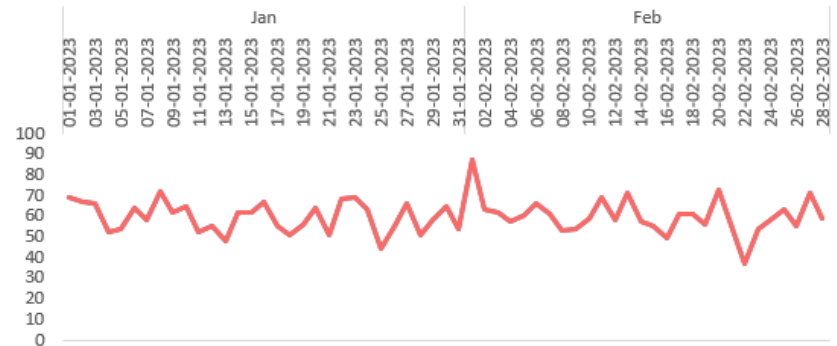
Order Trends



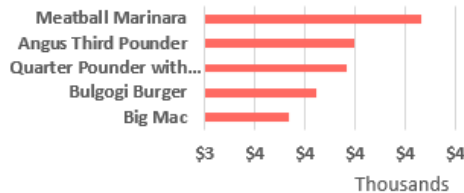
Sales By Days Of Week



Order Volume By The Hour



Count Of Orders By Days



Top 5 Items By Revenue

Side Salad

631

Most Sold
Item By
Count





Key Sales Insights

Metric	Value / Insight
• Total Revenue	\$61,626.29
• Avg Items per Order	2.8
• Total Orders per Day	5,370
• Top Revenue Category	Burger (~\$25,000)
• Most Sold Item	Side Salad (631 units)
• Top 3 Dishes by Revenue	<ul style="list-style-type: none">• Meatball Marinara• Angus Third Pounder• Quarter Pounder with Cheese
• Peak Hours	12–2 p.m. & 5–7 p.m.
• Peak Revenue Day	Monday (~\$11,000); dip on Tue–Wed
• Strongest Month	January
• Low-Performing Categories	Wraps, Shakes, Salad



Business Strategy

1. Focus on High-Value Combos

- Pair top earners (like Meatball Marinara) with low performers (wraps/shakes) in premium bundles. Push side salad as a free add-on to lift basket size.

2. Balance Demand Across Time

- Use lighter snack deals or loyalty bonuses during low-traffic hours (3-5 p.m.) and quieter midweek days (Tue-Wed) to smooth order volume.

3. Targeted Digital Engagement

- Deploy app-based rewards and personalized offers via SMS or email.
- Highlight high-margin items in flash deals and social media to drive interest.

4. Seasonal & Inventory Optimization

- Run fixed seasonal offers (e.g. Valentine's deals in Feb) and align kitchen operations to match demand trends from hourly/monthly sales data.