

McDonald's Sales(Milestone Project 1)



By Fauziya Malik - Data Analyst mentee at WsCube Tech



In the above dashboard after doing cleaning and manipulation in power query and making pivot charts this is how the dashboard looks after designing.

Following questions were asked:

1. What is the total sales revenue for each category of menu items?

Category	Sum of price
Shakes	\$1,082.38
Salad	\$1,147.41
Wraps	\$1,225.62
Breakfast	\$1,286.19
Fries	\$2,510.20
Sides	\$2,876.98
Sandwich	\$8,241.95
Pasta	\$9,223.05
Chicken	\$12,393.50
Burger	\$21,639.01
Grand Total	\$61,626.29

Total Revenue
\$61,626.29 \$

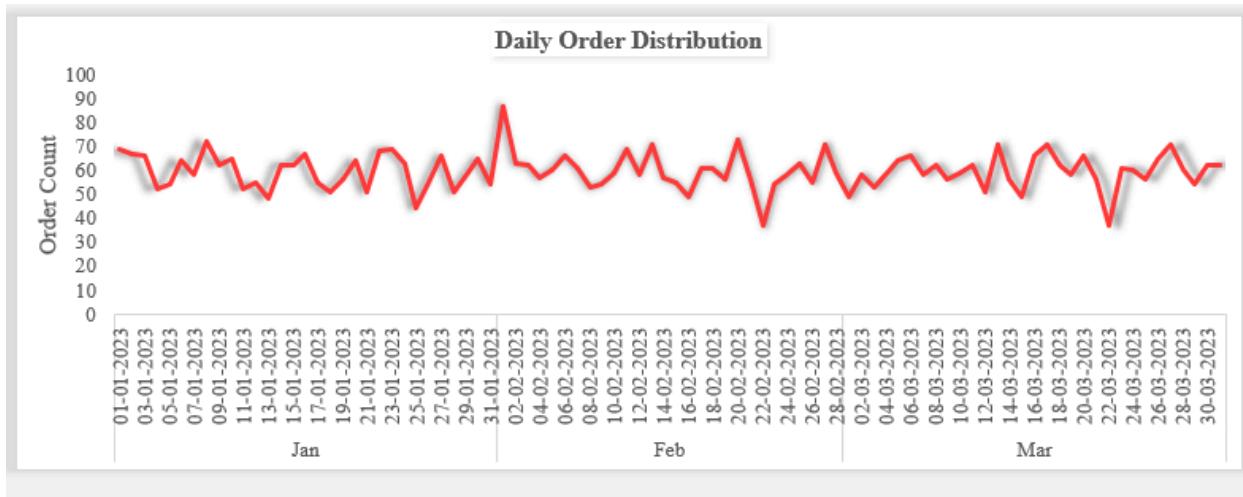
2. How many orders are placed each day?

Soln:

Months & Date	Distinct Count of order_id
Jan	
01-01-2023	69
02-01-2023	67
03-01-2023	66
04-01-2023	52
05-01-2023	54
06-01-2023	64
07-01-2023	58
08-01-2023	72
09-01-2023	62
10-01-2023	65
11-01-2023	52
12-01-2023	55
13-01-2023	48
14-01-2023	62
15-01-2023	62
16-01-2023	67
17-01-2023	55
18-01-2023	51
19-01-2023	56
20-01-2023	64
21-01-2023	51
22-01-2023	68
23-01-2023	69
24-01-2023	63
25-01-2023	44
26-01-2023	55
27-01-2023	66
28-01-2023	51
29-01-2023	58
30-01-2023	65
31-01-2023	54

Once you expand the the + icon next to month name it expands

Months & Date	Distinct Count of order_id
Jan	1845
Feb	1685
Mar	1840
Grand Total	5370



3. Which menu item is the most frequently ordered?

Item Names	Count of order_details_id
Angus Third Pou	500
Apple Slices	213
Bacon Clubhouse	357
Big Mac	623
Breakfast Burrito	461
Bulgogi Burger	592
Cheesy Bacon Fr	234
Chicken Alfredo l	251
Chicken McNugg	359
Chicken McNugg	471
Chicken Parm Sar	371
Chicken Snack W	123
Chocolate Shake	362
Double Cheesebu	275
Filet-O-Fish	331
French Fries (Lar	586
Grilled Chicken C	209
Guacamole Chick	240
McChicken	385
McDouble	259
McLobster Roll	242
McPlant	239
Meatball Marinar	474
Mozzarella Sticks	471
Quarter Pounder	584
Side Salad	631
Spaghetti Bologn	370
Spicy Chicken M	361
Steak & Cheese N	215
Sweet and Sour C	459
Teriyaki Chicken	565
Veggie Deluxe	421
Grand Total	12234

McLobster Roll 242 Breakfast Burrito \$1,286.19

Top 10 Filter (item_name)

Show

Top 1 Items by Count of order_details_id

OK Cancel

McLobster Roll	242	Breakfast Burrito	\$1,286.19
McPlant			
Meatball Marinar			
Mozzarella Sticks			
Quarter Pounder			
Side Salad			
Spaghetti Bologn			
Spicy Chicken M			
Steak & Cheese N			
Sweet and Sour C			
Teriyaki Chicken			
Veggie Deluxe			
Grand Total	12234	Grand Total	\$61,620.29
Item Names	Count of order_details_id		
Side Salad	631		
Grand Total	631		



4. What is the total revenue generated by menu items?

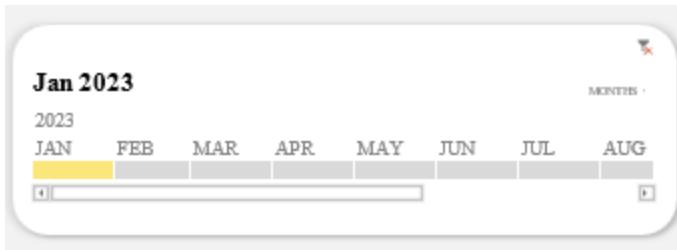
totalrev
\$61,626.29

Total Revenue
\$61,626.29 \$

5. How does the revenue of each category compare over months?

Rec_cat	Column Labels			Grand Total
	Jan	Feb	Mar	
Breakfast	\$471.51	\$396.18	\$418.50	\$1,286.19
Burger	\$7,444.05	\$6,941.28	\$7,253.68	\$21,639.01
Chicken	\$4,135.35	\$3,960.28	\$4,297.87	\$12,393.50
Fries	\$862.38	\$757.14	\$890.68	\$2,510.20
Pasta	\$3,071.35	\$2,998.44	\$3,153.26	\$9,223.05
Salad	\$367.83	\$351.36	\$428.22	\$1,147.41
Sandwich	\$2,699.51	\$2,589.67	\$2,952.77	\$8,241.95
Shakes	\$388.70	\$313.95	\$379.73	\$1,082.38
Sides	\$1,015.05	\$899.54	\$962.39	\$2,876.98
Wraps	\$368.99	\$470.71	\$385.92	\$1,225.62
Grand Total	\$20,824.72	\$19,678.55	\$21,123.02	\$61,626.29

The analysis for this pivot chart is shown with the help of time line as any particular month is selected

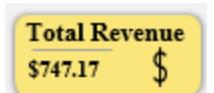
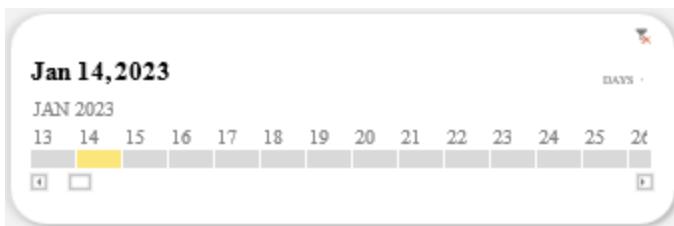


The card shows its total revenue



The above card shows the revenue for each day as weekday and weekend.

When a particular date is selected the card shows the total revenue of a particular date



6. What is the average number of items per order?

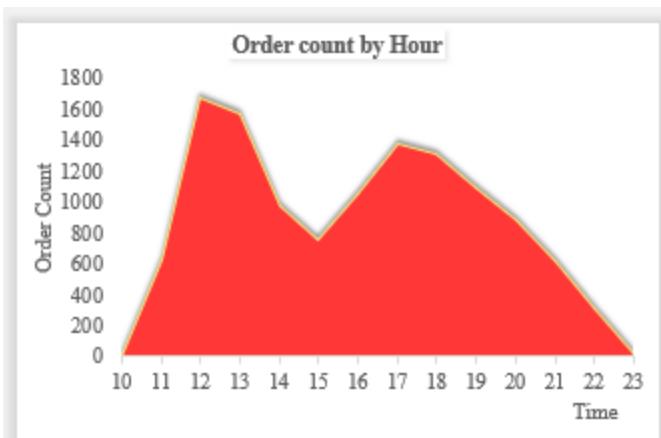
Soln: A measure was created for this question

KPI	Formula
itemPerOr	COUNT(orders[order_details_id])/DISTINCTCOUNT(orders[ord...]

Avg. Items per order
2.28

7. How do order volumes vary by time of day?

Time	Count of order_details_id
10	5
11	630
12	1672
13	1575
14	968
15	751
16	1054
17	1370
18	1307
19	1085
20	889
21	608
22	309
23	11
Grand Total	12234



8. How do sales trends differ across weekdays and weekends?

Soln: This is shown with the help of cards.

Row Labels	Sum of price
Weekday	\$44,475.75
Weekend	\$17,150.54
Grand Total	\$61,626.29

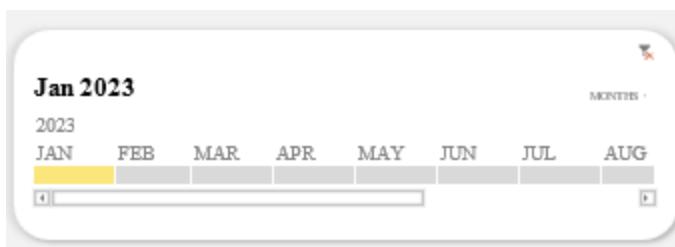


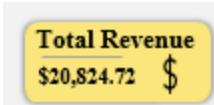
9. How does the sales performance vary by category over different months?

Soln: This Question is same as Q5

Rec_cat	Jan	Feb	Mar	Grand Total
Breakfast	\$471.51	\$396.18	\$418.50	\$1,286.19
Burger	\$7,444.05	\$6,941.28	\$7,253.68	\$21,639.01
Chicken	\$4,135.35	\$3,960.28	\$4,297.87	\$12,393.50
Fries	\$862.38	\$757.14	\$890.68	\$2,510.20
Pasta	\$3,071.35	\$2,998.44	\$3,153.26	\$9,223.05
Salad	\$367.83	\$351.36	\$428.22	\$1,147.41
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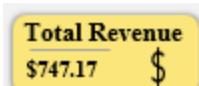
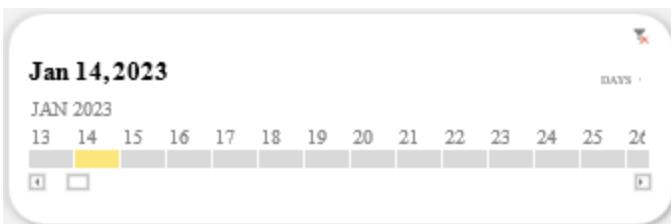


The card shows its total revenue



The above card shows the revenue for each day as weekday and weekend.

When a particular date is selected the card shows the total revenue of a particular date



10. Compare the sales of top 5 menu items.

Top 5 Menu Items	Sum of price
Meatball Marinara	\$4,261.26
Angus Third Pounder	\$3,995.00
Quarter Pounder with Cheese	\$3,965.36
Bulgogi Burger	\$3,842.08
Big Mac	\$3,731.77
Grand Total	\$19,795.47

A screenshot of a Power BI interface showing a table with columns: item_name, Price, and Total. A context menu is open over the table, displaying sorting options (Sort A to Z, Sort Z to A, More Sort Options...), a clear filter option (Clear Filter From "item_name"), and a Value Filters dialog. The Value Filters dialog shows a search bar for "item_name" and a list of items with checkboxes. Below the list are OK and Cancel buttons. To the right of the main table, a secondary filter dialog is open, titled "Clear Filter", listing various comparison operators like Equals..., Does Not Equal..., Greater Than..., etc., with "Top 10..." also listed.

A screenshot of the "Top 10 Filter (item_name)" dialog. It has a title bar with a question mark icon, a close button, and a cancel button. The main area is labeled "Show" and contains a "Top" dropdown set to "5", a "Items" dropdown set to "by Sum of price", and an "OK" button. The "Cancel" button is also visible.



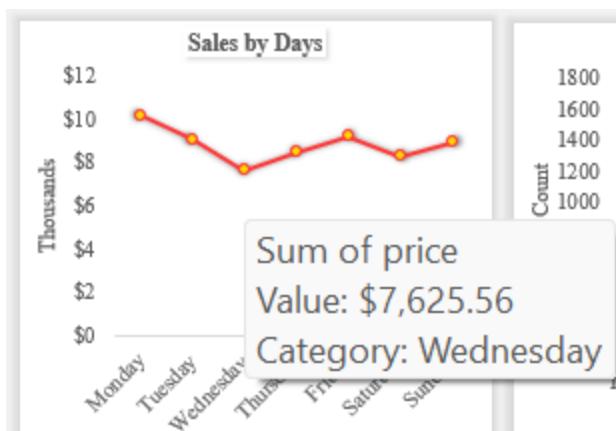
Extra Analysis done by me

Q1. Revenue categorization by day of the week

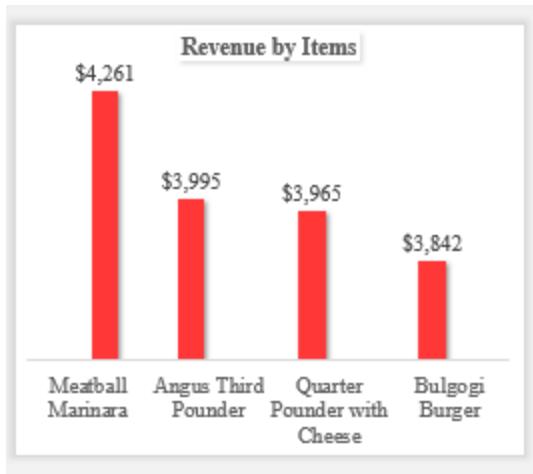
Weekday & Weekends	Sum of price
Monday	\$10,152.77
Tuesday	\$9,046.91
Wednesday	\$7,625.56
Thursday	\$8,450.05
Friday	\$9,200.46
Saturday	\$8,241.10
Sunday	\$8,909.44
Grand Total	\$61,626.29



The line chart basically includes an overview of price when we hover on datapoints its shows the values



Q2. Revenue by items which changes depending upon the conditions applied



Q3. Added a new slicer for time of the day

