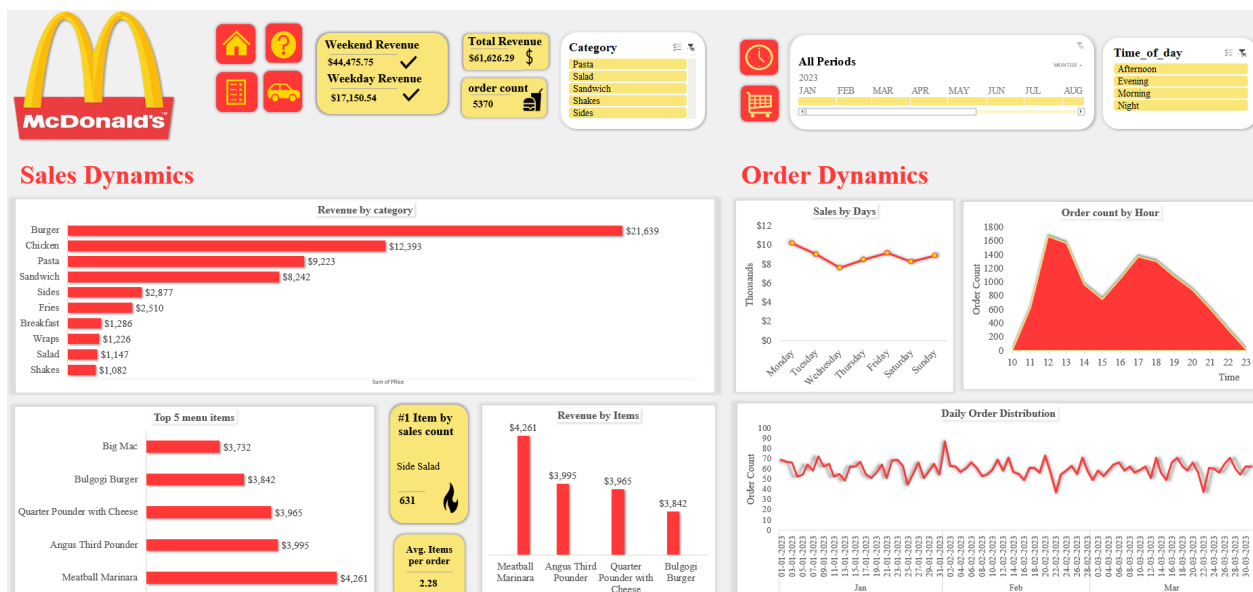


McDonald's Sales(Milestone Project 1)



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 |



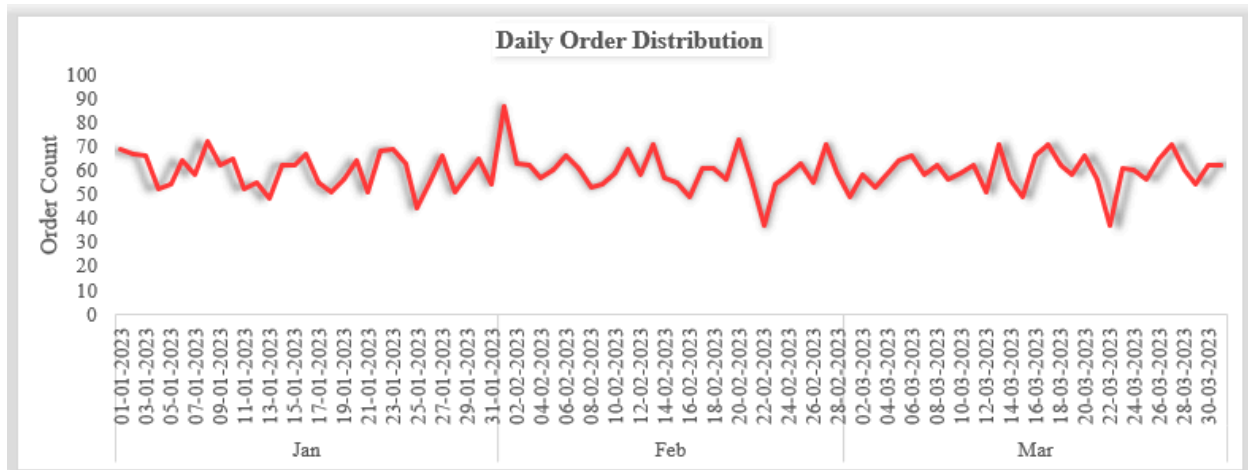
2. How many orders are placed each day?

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 M | 215 |
| Sweet and Sour C | 459 |
| Teriyaki Chicken | 565 |
| Veggie Deluxe | 421 |
| Grand Total | 12234 |

| | | | |
|--------------------|---------------------------|--------------------|--------------------|
| McLobster Roll | 242 | Breakfast Burrito | \$1,286.19 |
| McPlant | | | |
| Meatball Marinar | | | |
| Mozzarella Sticks | | | |
| Quarter Pounder | | | |
| Side Salad | | | |
| Spaghetti Bologn | | | |
| Spicy Chicken M | | | |
| Steak & Cheese M | | | |
| Sweet and Sour C | | | |
| Teriyaki Chicken | | | |
| Veggie Deluxe | | | |
| Grand Total | 12234 | Grand Total | \$61,626.29 |
| Item Names | Count of order_details_id | | |
| Side Salad | 631 | | |
| Grand Total | 631 | | |

Top 10 Filter (item_name)

Show

Top

1

Items

by

Count of order_details_id

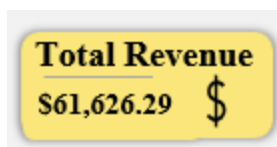
OK

Cancel



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

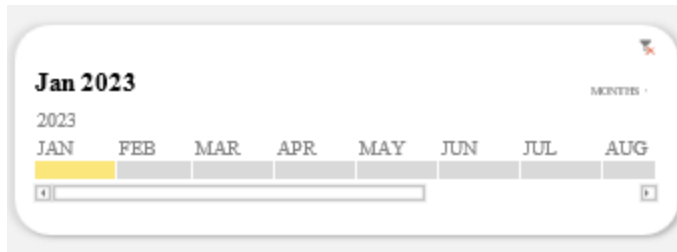
| |
|-------------|
| totalrev |
| \$61,626.29 |



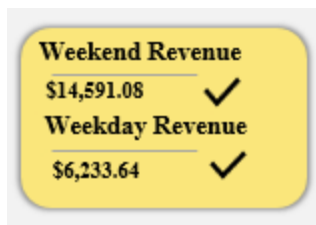
5. How does the revenue of each category compare over months?

| Sum of price | Column Labels | | | | |
|--------------|---------------|-------------|-------------|-------------|--|
| 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 | |
| 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

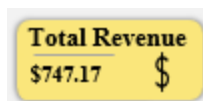
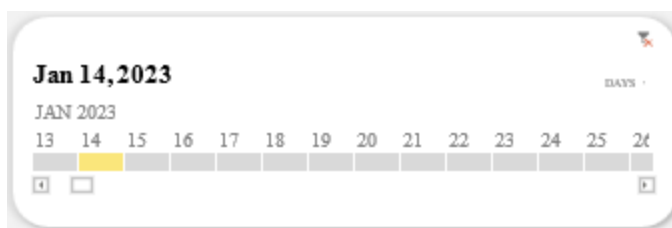


The card shows its total revenue



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

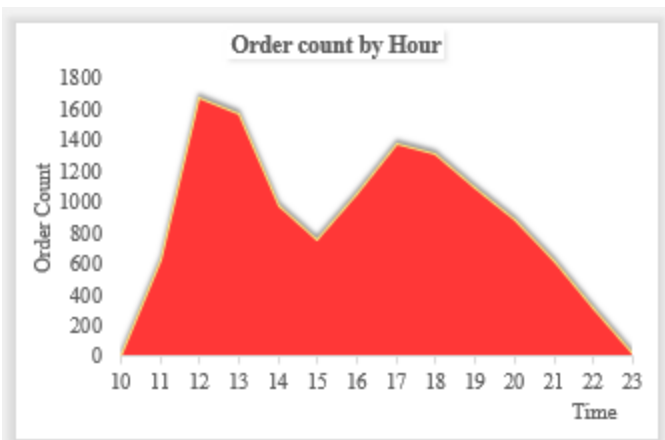
| KPI | Formula |
|-----------|---|
| itemPerOr | COUNT(orders[order_details_id])/DISTINCTCOUNT(orders[ord... |

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 hep of cards.

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

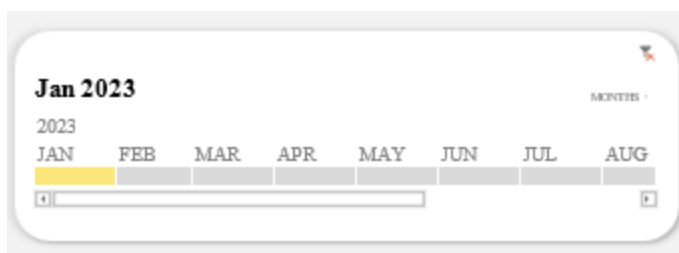
| | |
|------------------------|---|
| Weekend Revenue | |
| \$44,475.75 | ✓ |
| Weekday Revenue | |
| \$17,150.54 | ✓ |

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

Soln: This Question is same as Q5

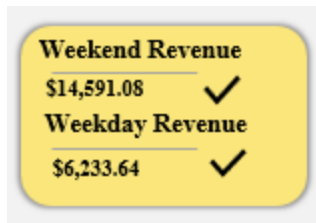
| Sum of price | Column Labels | | | | |
|--------------------|--------------------|--------------------|--------------------|--------------------|--|
| Rec_cat | Jan | Feb | Mar | Grand Total | |
| Breakfast | \$471.51 | \$396.18 | \$418.50 | \$1,286.19 | |
| Burger | \$7,444.05 | \$6,941.28 | \$7,253.68 | \$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 | |
| 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



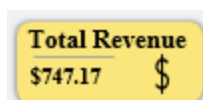
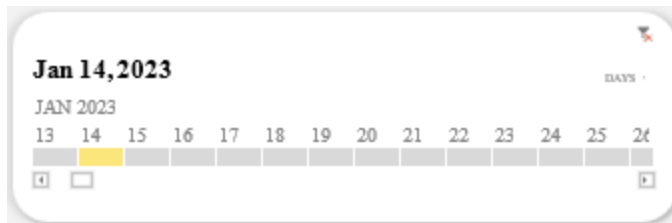


The card shows its total revenue



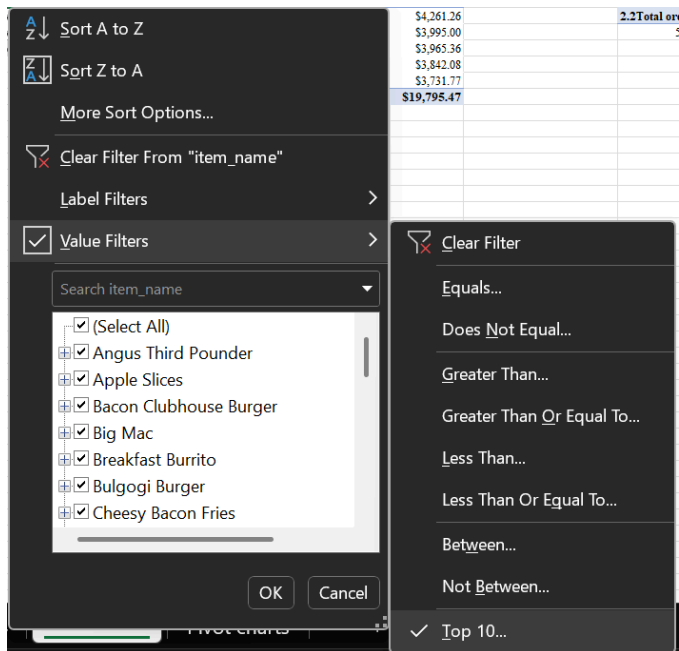
The above card shows the revenue for each day as weekday and weekend.

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



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 |

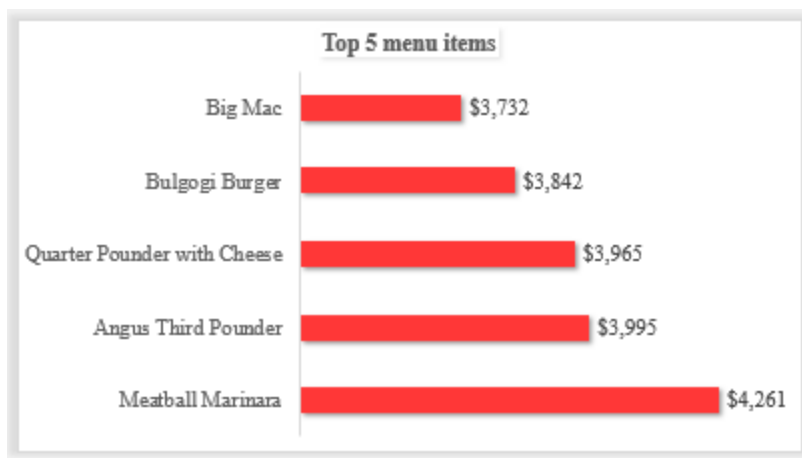


Top 10 Filter (item_name) ? X

Show

Top 5 Items by Sum of price

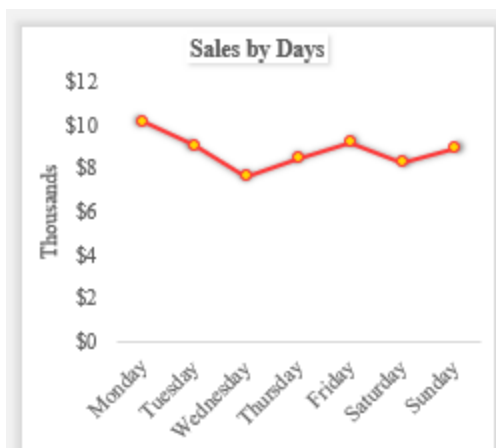
OK Cancel



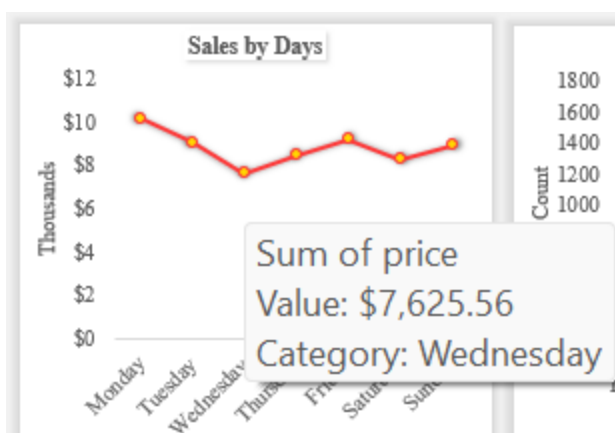
Extra Analysis done by me

Q1. Revenue categorization by day of the week

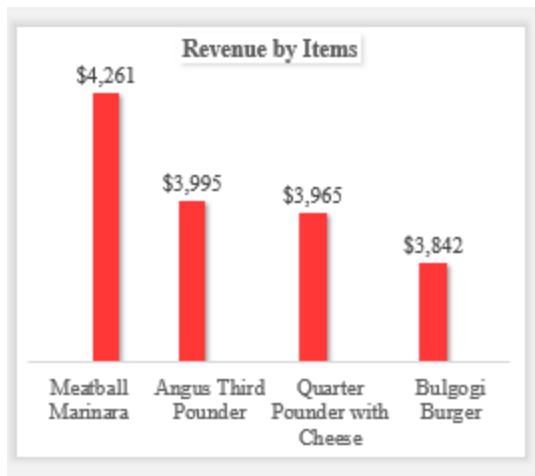
| Weekday & Weekends ▾ | Sum of price |
|----------------------|--------------------|
| Monday | \$10,152.77 |
| Tuesday | \$9,046.91 |
| Wednesday | \$7,625.56 |
| Thursday | \$8,450.05 |
| Friday | \$9,200.46 |
| Saturday | \$8,241.10 |
| Sunday | \$8,909.44 |
| Grand Total | \$61,626.29 |



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

