



# MCDONALD'S SALES

PRESENTED BY  
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# McDonald's sales Dashboard



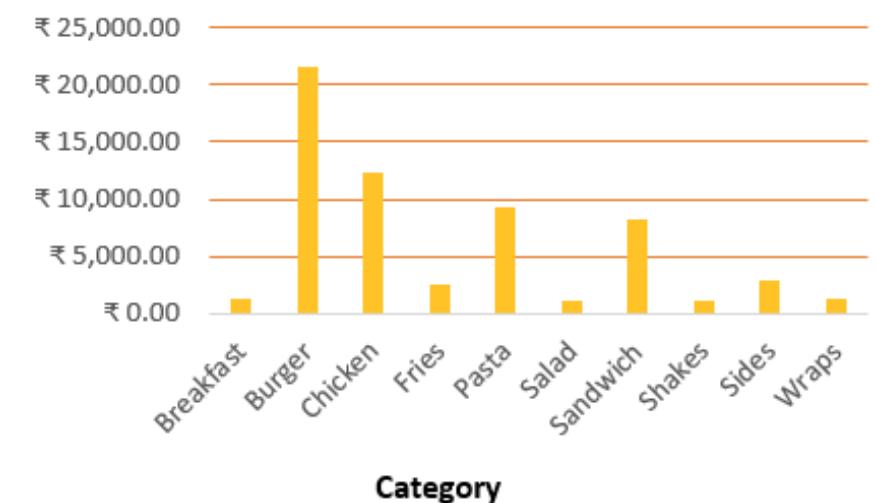
Hour

10 11 12 13 14 15 16 17 18 19 20 21 22 23

**\$61,626.29**  
Revenue

Revenue

## Revenue Distribution by Category



**5370**  
Table served

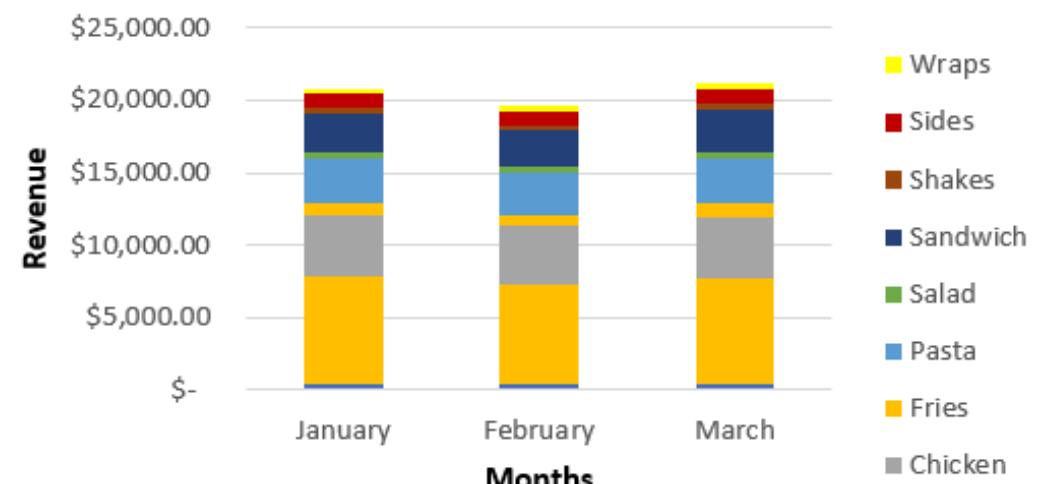
**12234**  
Dishes served

**\$11.48**  
Sales/order

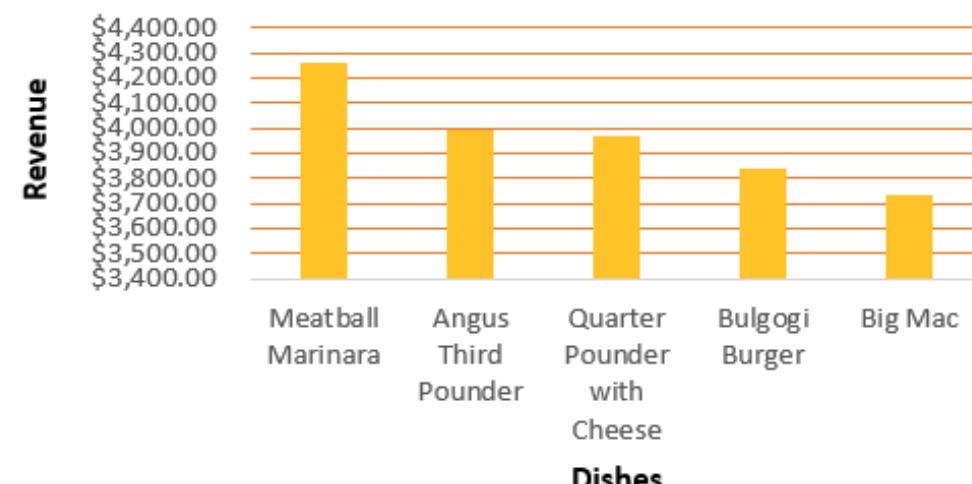
**2.28**  
Order/Table

**Side Salad**  
Most ordered

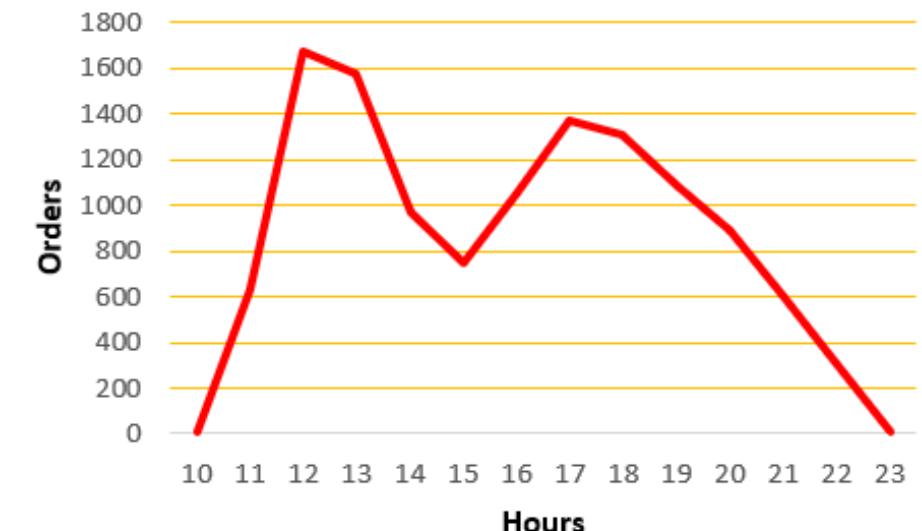
## Revenue of Category over Month



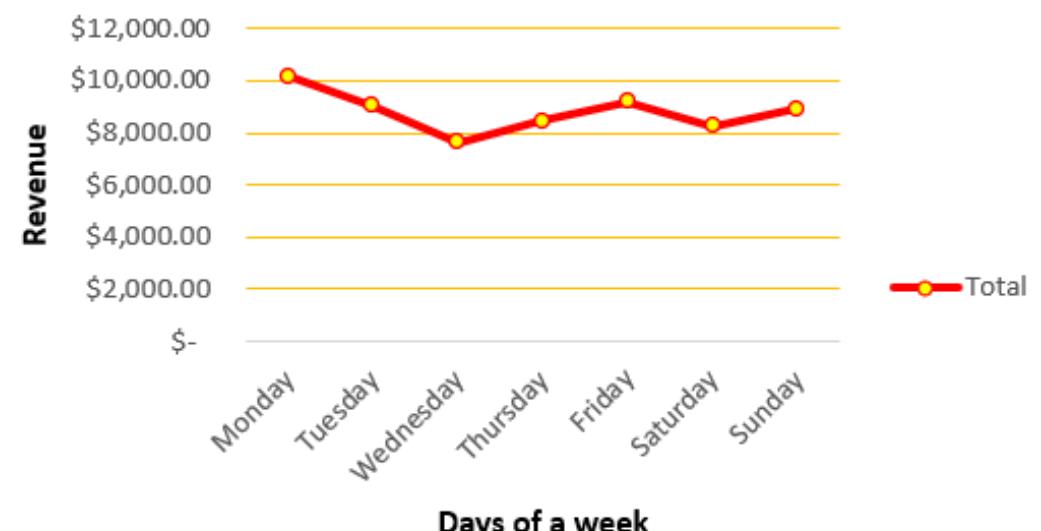
## Top 5 Dishes by Revenue



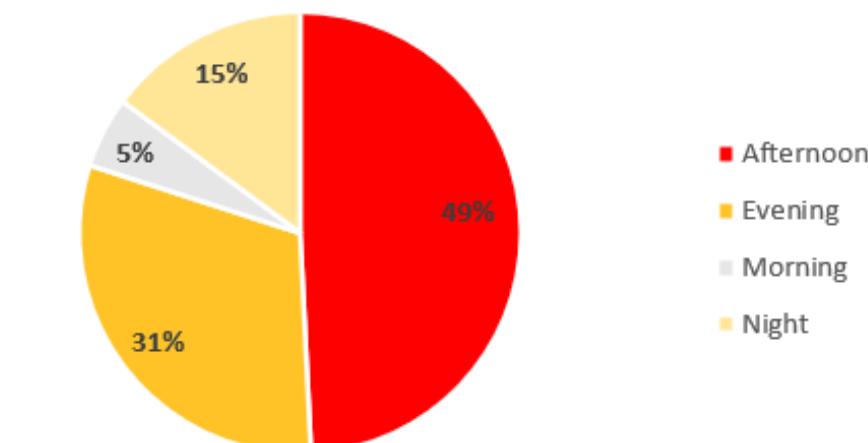
## Order Distribution by Hours



## Revenue Distribution by Days of a week

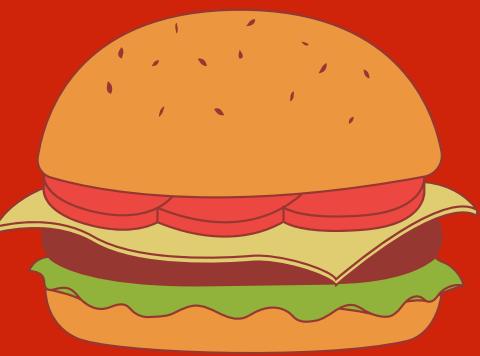


## Order Distribution by Time Period

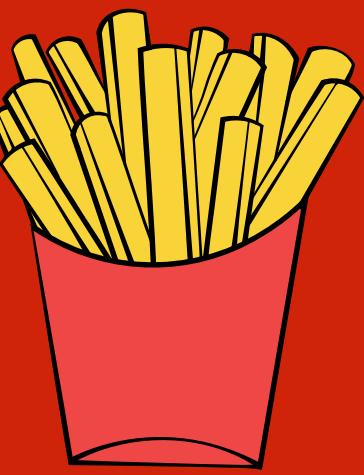


- order\_date
- Q1... MONTHS
- 2023 JAN FEB
- cate...
- Breakfast
  - Burger
  - Chicken
  - Fries
  - Pasta
  - Salad
  - Shakes
  - Sides
  - Wraps

# SUMMARY



This analysis provides a comprehensive overview of McDonald's sales performance, customer behavior, and revenue distribution through a series of visual dashboards. The dataset was meticulously cleaned and transformed to extract actionable insights, which are summarized below.

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- **\*Total Revenue:\*** \$61,626.29
  - **\*Tables Served:\*** 5,370
  - **\*Total Dishes Served:\*** 12,234
  - **\*Average Sales per Order:\*** \$11.48
  - **\*Average Orders per Table:\*** 2.28
  - **\*Most Ordered Dish:\*** Side Salad

## \*Revenue and Order Distribution:\*

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- **\*Revenue Distribution by Category:\*** The analysis highlights that certain categories such as Burgers and Shakes are leading revenue generators, while others like Salads and Sides contribute significantly less.
  - **\*Orders Distribution by Hours:\*** Peak order times are clearly observed around lunchtime (12 PM to 2 PM) and dinner time (6 PM to 8 PM), with noticeable dips in the early afternoon and late evening. This trend suggests the importance of optimizing staffing and inventory during these peak hours.
  - **\*Revenue of Categories Over Months:\*** Revenue distribution across different months shows seasonal trends, with certain months outperforming others. This could be attributed to promotions, holidays, or changing customer preferences.



### \*Top Dishes and Time-Based Analysis:

- \*Top 5 Dishes by Revenue:\* Side Salad, Burgers, and Shakes top the list, indicating their popularity and contribution to overall sales. Promotions or menu adjustments could focus on these items to maximize revenue.
- \*Order Distribution by Days of the Week:\* The analysis identifies the days with the highest order volumes, allowing for better resource allocation and targeted marketing strategies.
- \*Order Distribution by Time Period:\* The data reveals that most orders are concentrated in specific time slots, primarily around lunch and dinner times, affirming the need for focused service during these periods.

### Actionable Insights:

- \*Menu Optimization:\* Emphasize high-revenue items like Burgers and Shakes while exploring ways to boost sales in underperforming categories like Salads.
- \*Operational Efficiency:\* Adjust staffing levels and inventory management to align with peak order times, ensuring efficient service during high-demand periods.
- \*Marketing Strategy:\* Tailor promotions and offers around the top-performing dishes and peak order times to drive further sales.

This dashboard-driven analysis provides valuable insights into McDonald's operations, helping to inform decisions on menu management, staffing, and marketing strategies to enhance overall performance.



## Conclusion

The analysis of McDonald's operational data through this dashboard has provided deep insights into customer behavior, sales trends, and revenue distribution. By leveraging data cleaning and transformation techniques, we were able to create a comprehensive view that highlights key performance metrics.

The findings underscore the importance of optimizing menu offerings, particularly focusing on high-revenue items like Burgers and Shakes. Additionally, the analysis of order distribution by time and day provides valuable information for staffing and inventory management, ensuring that resources are allocated efficiently during peak periods.

Overall, this data-driven approach empowers McDonald's to make informed decisions that can enhance customer satisfaction, improve operational efficiency, and ultimately drive revenue growth. Going forward, continued monitoring and analysis of this data will be crucial in adapting to changing market conditions and customer preferences.

Data set Link





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