**PROJECT OBJECTIVE**

The objective of this project is to analyze McDonald’s sales data and design an interactive dashboard that provides actionable insights into customer buying behavior, revenue trends, and peak sales periods. The project aims to support data-driven decision-making by identifying:

* High and low sales times (time-of-day analysis)
* Best and worst performing days of the week
* Monthly order and revenue patterns
* Key factors influencing sales performance

By visualizing these insights, the dashboard helps management optimize operations, improve customer experience, and boost profitability.

**PROBLEM STATEMENT**

1. What is the total sales revenue for each category of menu items?
2. How many orders are placed each day?
3. Which menu item is the most frequently ordered?
4. What is the total revenue generated by menu items?
5. How does the revenue of each category compare over months?
6. What is the average number of items per order?
7. How do order volumes vary by time of day?
8. How do sales trends differ across weekdays and weekends?
9. How does the sales performance vary by category over different months?

10.Compare the sales of top 5 menu items.

**Dataset Link:**

<https://drive.google.com/drive/folders/1raeubcRpUisUUuDyY6ezvfc7VHHydpoV>