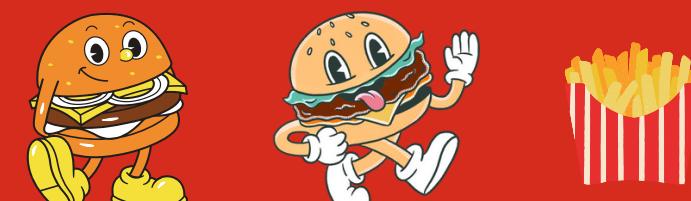
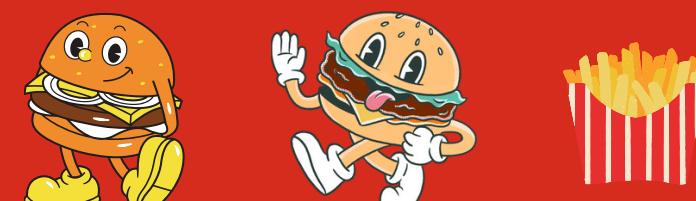


Sale's Dashboard & Executive Summary.

Presented By: Manik Gupta

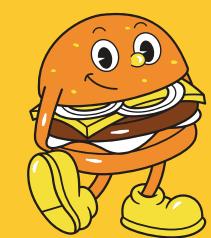


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McDonald's Sales Dashboard



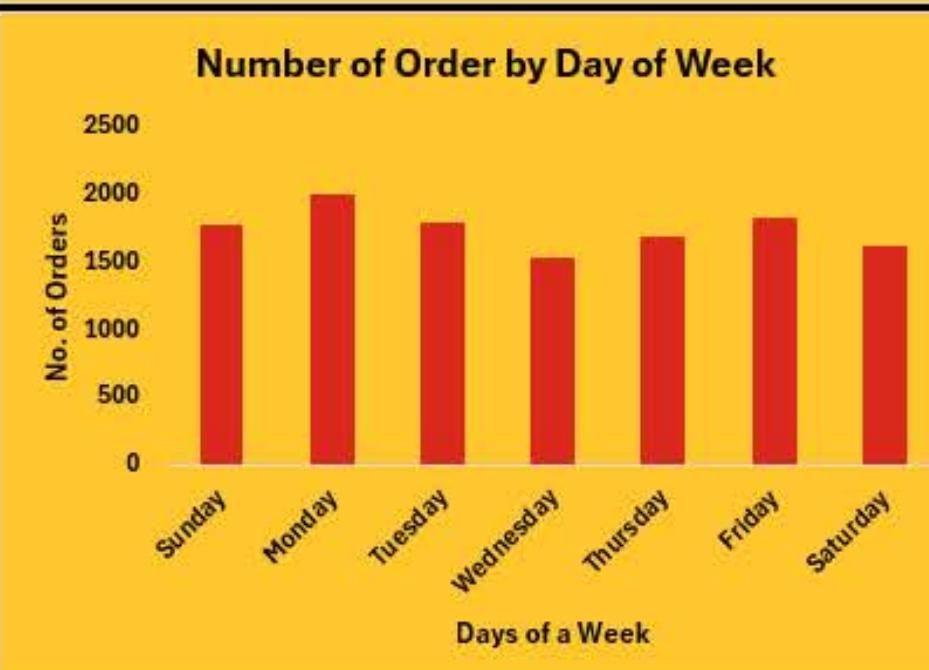
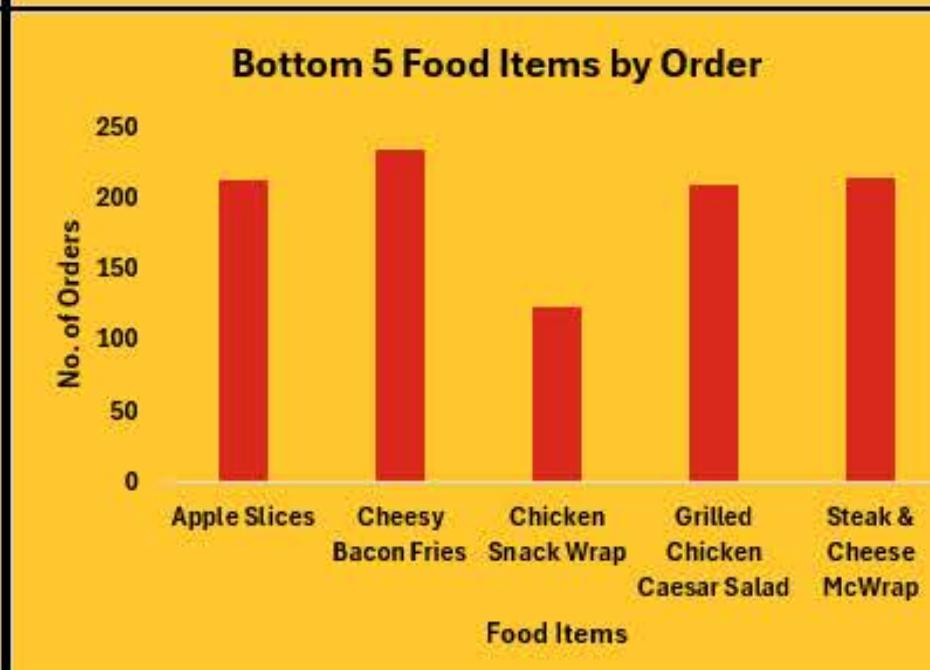
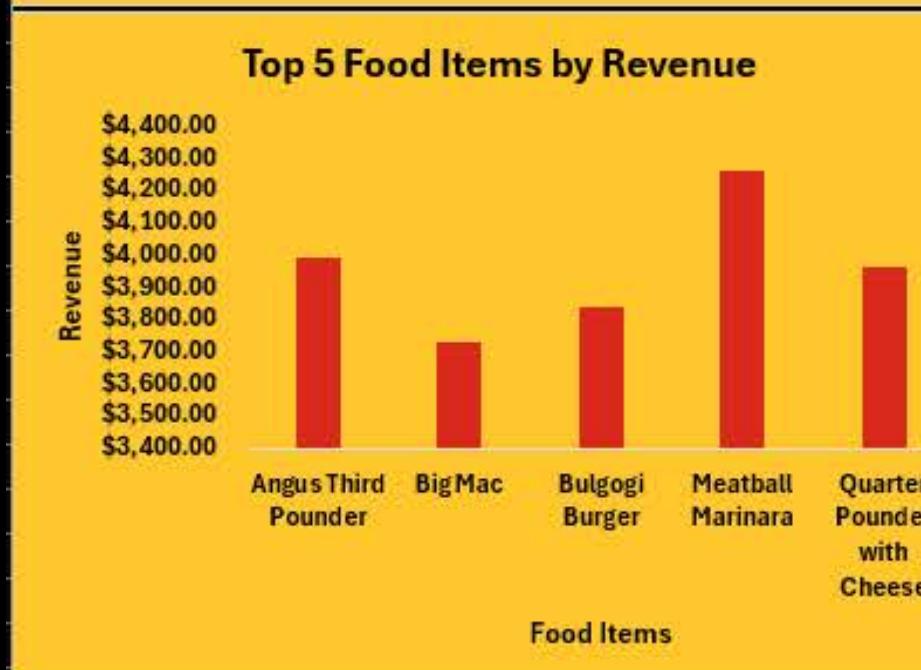
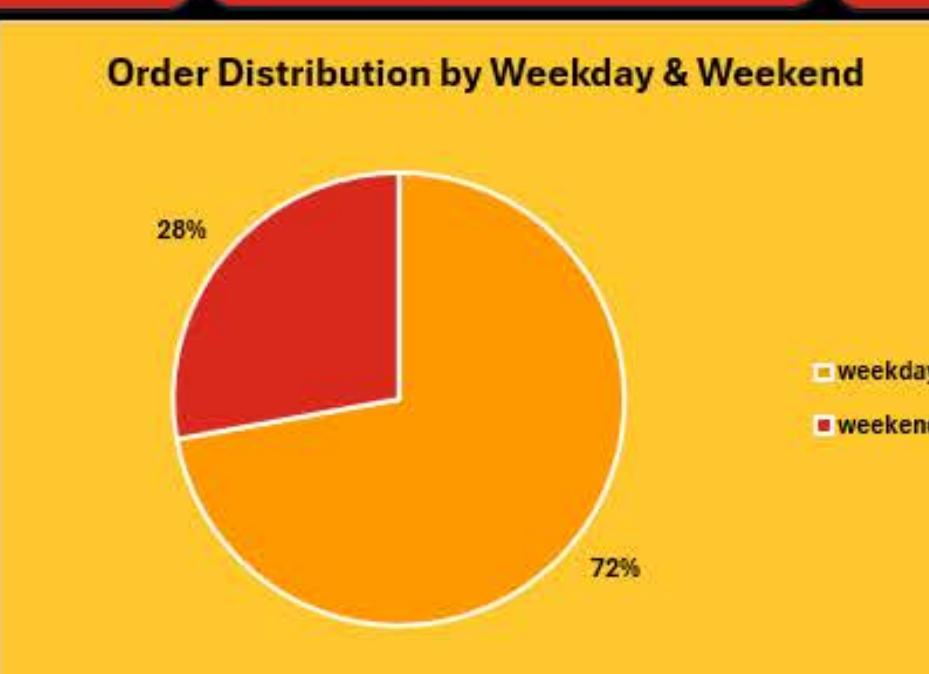
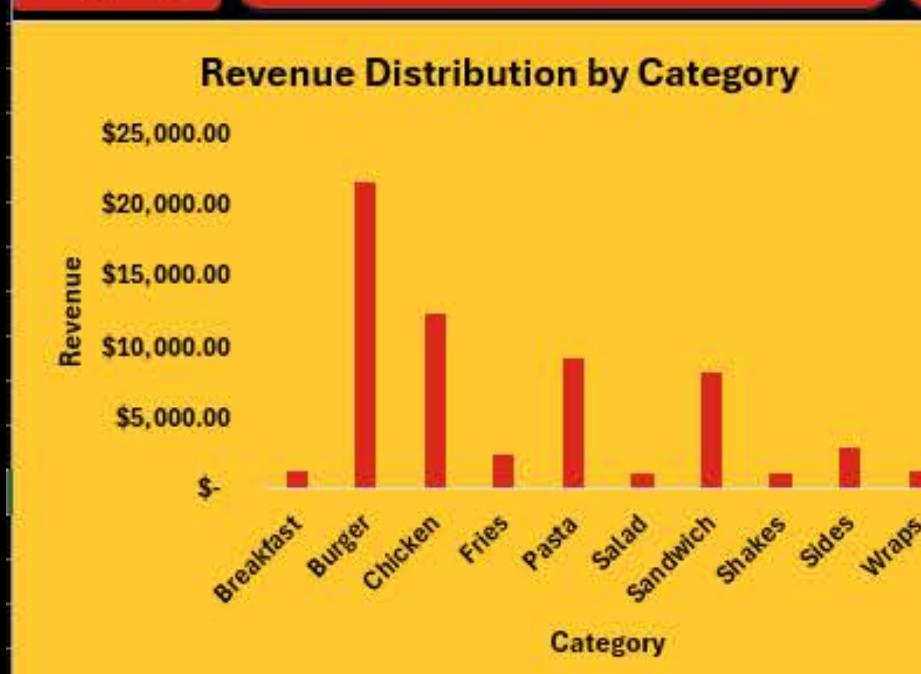
\$61,626.29
Total Revenue

5370
Total Tables Served

12234
Total Dishes Served

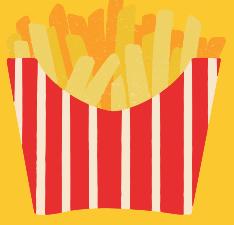
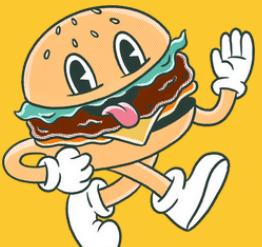
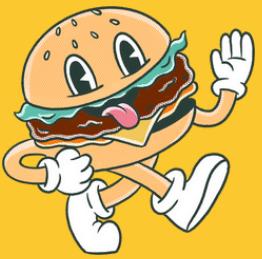
2.28
Average Items Per Order

Side Salad
Most Ordered Dish



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Executive Summary: McDonald's Sales Report

This McDonald's sales dashboard highlights key operational metrics, product performance, and sales distribution insights for the period shown.

- Total Revenue: \$61,626.29, with 5370 tables served and 12,234 dishes ordered, leading to an average of 2.28 items per order.
- Most Ordered Dish: The Side Salad is the top ordered dish during this period.

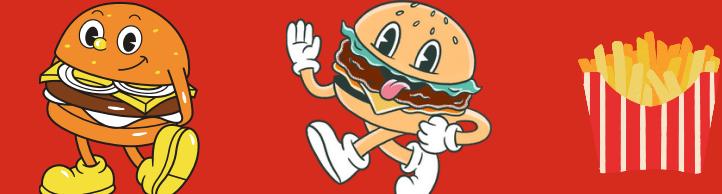
Key Insights:

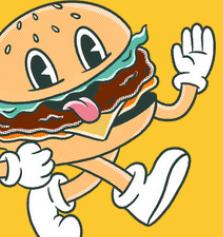
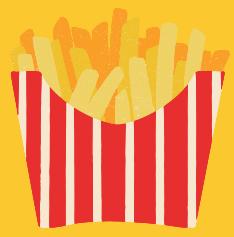
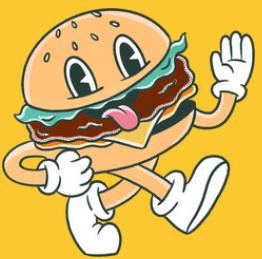
Revenue Distribution by Category:

- Burgers dominate the revenue stream, accounting for more than 40% of total revenue.
- Chicken and Fries are the second and third top revenue generators, contributing about 25% and 15% of total revenue, respectively.
- Other categories such as Shakes, Sides, and Wraps collectively account for less than 10% of total revenue.



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Top 5 Food Items by Revenue:

- The Meatball Marinara brings in the highest revenue, generating approximately 7% of the total revenue.
- The Angus Third Pounder, Big Mac, and Quarter Pounder with Cheese each contribute around 6% of total revenue.

Order Distribution by Hours:

- Peak order activity occurs between 12:00 PM and 1:00 PM, with a significant spike. Orders drop sharply after 6:00 PM, decreasing by more than 50% by the late evening hours.

Order Distribution by Weekday/ Weekend:

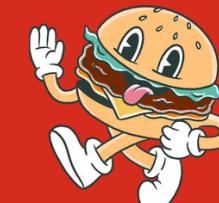
- Weekdays contribute 72% of total orders, while Weekends account for 28%, suggesting busier weekday traffic, particularly for lunch.

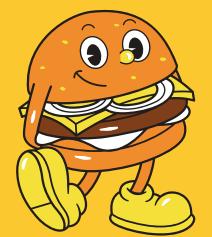
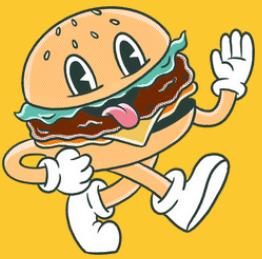
Bottom 5 Food Items by Order Volume:

- Items like Apple Slices, Chicken Snack Wrap, and Cheesy Bacon Fries are the least ordered, with each item contributing under 2% of total orders.



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Busiest Day of the Week:

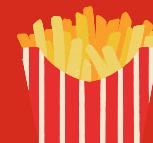
- Tuesday sees the highest volume of orders, representing about 20% of weekly orders. Sunday and Friday also see significant order activity, contributing over 15% each.
- Wednesday and Thursday have comparatively lower sales, contributing less than 14% of weekly orders.

Recommendations:

- Promotions or special offers for underperforming items, like Wraps and Apple Slices, could help boost sales in those categories.
- Given that weekdays represent the majority of sales, introducing weekday lunch deals could further enhance revenue.
- Increasing marketing efforts or special offers during quieter periods (late evenings or Thursdays) could help balance order distribution.



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THANK YOU

