



McDonald'sTM

McDonald's Sales Analysis Report

Milestone Project



01

Executive Summary

High-level overview of the sales analysis, time period, and key findings.

02

Objectives

States the goals: analyzing trends, performance, behavior, and product sales

03

Key Metrics Dashboard

Displays KPIs like Total Sales, Average Item Per Order, Most Order, etc., using a dashboard screenshot

04

Business Insights

Summarizes key takeaways and strategic observations.

05

Recommendations

Offers action plans based on data: promotions, product rotation, regional focus.



A data-driven overview of sales performance





McDonald's Dashboard

\$61,626.29
Total Sales

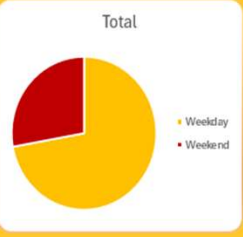
Side Salad
Most Ordered

5370
Total Order

2.28
Avg Item\Order



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Day_Type

Weekday

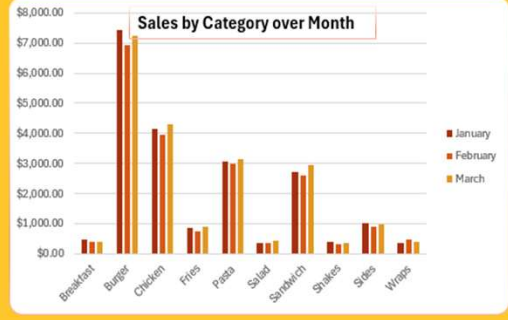
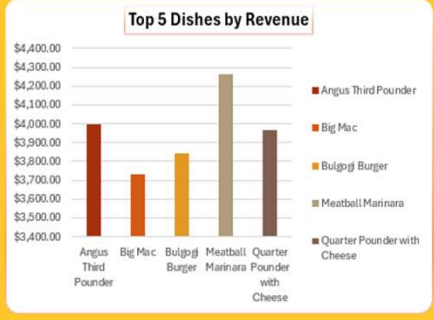
Weekend

order_date

All Periods

2023

JUN JUL AUG SEP OCT



Day_Week

1

2

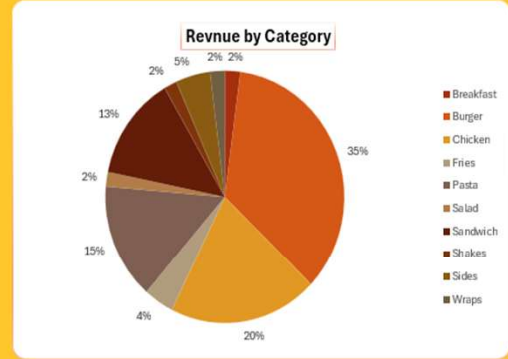
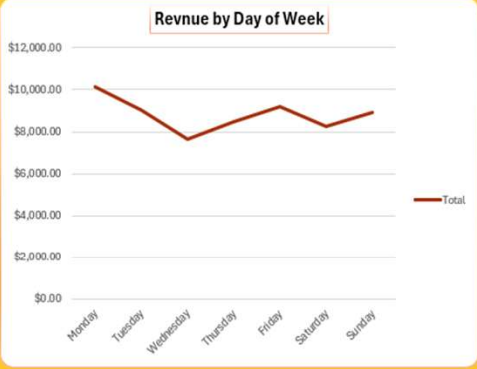
3

4

5

6

7





McDonald's Summary

Revenue and Order Analysis

1. Revenue by category
2. Top Dishes by Revenue
3. Revenue by Day Type
4. Revenue by Day of Week

Key Takeaways

Key Metrics

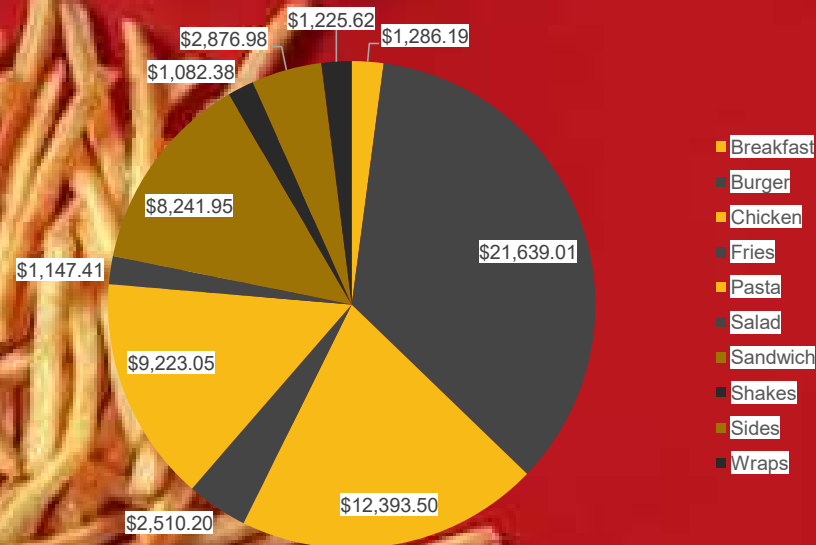
1. Total Orders
2. Total Revenue
3. Most Ordered Dish
4. Average Item per Order

Order Trend

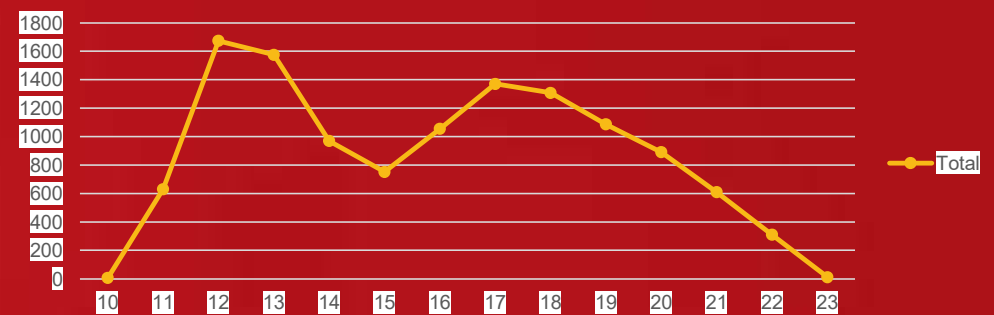
1. Order Volume by Hour
2. Order Trend by Date
3. Revenue by Month and Category

Conclusion

Revenue by Category



Order Volume by Hours



\$61,626.29
Total Sales

5370
Total Order

Side Salad
Most Ordered

2.28
AVG Item Per
Order

Overview

This McDonald's Sales Dashboard provides a detailed analysis of Sales Performance, revenue, and order trends key insights are summarized below.



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Key Metrics

1. Total orders:- 5370
2. Total Revenue:-
\$61,626.29
3. Most Ordered Dish:-
Side Salad
4. Average Items per
Order:- 2.28





Revenue and Order Analysis



Revenue by category

breakfast contribute the highest revenue share by 35% followed by burger's 20% and Chicken 15%



other category like pasta fries and slides have smaller percentages.

Revenue by Day Type

Contribution of weekdays has larger share in revenue compared to weekends.

Revenue by Day of Week

On Monday revenue top the list approximately &10,000



While Tuesday and Wednesday see lower revenue

Top 5 dishes by Revenue

Meatball marinara Top the list (\$4,261.26), followed by Angus Third Pounder (\$3,995.00) and Quarter Pounder with Cheese(\$3,965.36)





Key Takeaways

Informative And Analytical

The Slide Salad and Meatball Marinara are top performing items.

Sales are highest during weekdays afternoon

Breakfast and Burger Categories are dominating in revenue, so future need to upscale these categories.

McDonald's Sales Analysis Presentation





Order Trends



01

Order trends by Date

Orders remained consistent, with occasional spikes throughout the observed period (January to March 2023)

03

Order Insight

Order rate decline after 10 PM
And Breakfast and burger are dominating in revenue

02

Order Volume by hour

High order rate in the afternoon , between 12 Pm to 2 PM and 5 PM to 7 PM.

04

Revenue by Month and Category

January produced the highest revenue across most categories, and drop in February and March



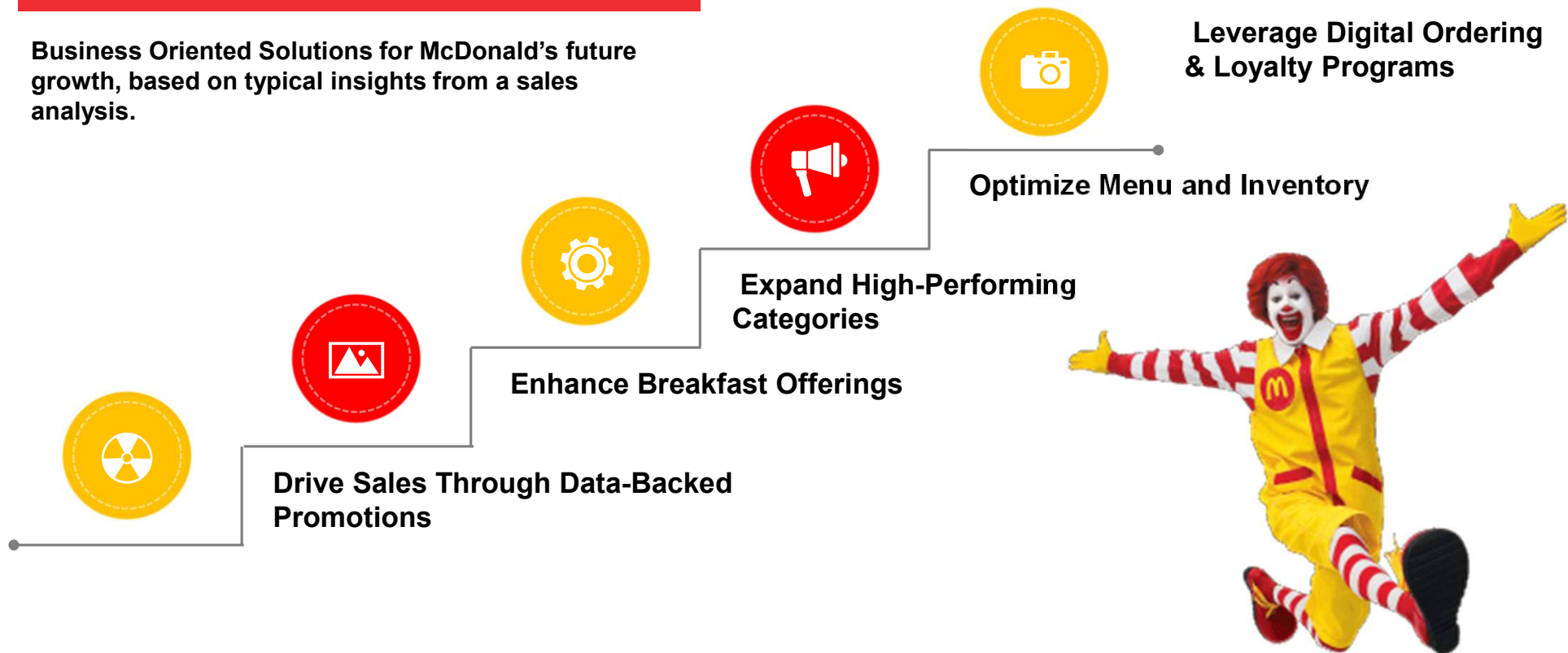


Business Insight's



Solutions for Future Growth Business Oriented

Business Oriented Solutions for McDonald's future growth, based on typical insights from a sales analysis.



Maximize Peak Hour Sale

Introduce combo meals and limited time offers during peak hours to increase Average Items per Order(AIO) and revenue.

Improve online Sale

Integrate with multiple delivery platforms with dedicated delivery lanes. Promote express pickup for mobile orders during peak hours.

Business Oriented Solution



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Enhance Breakfast Category

- Offer affordable combos (e.g., Egg McMuffin + Coffee at ₹49/₹59).
- Offer mobile app discounts (e.g., ₹10 off first breakfast order).
- Reduce wait times with pre-packed breakfast boxes.
- Encourage repeat visits with digital stamps or app-based rewards.
- Ensure breakfast availability on delivery platforms (Swiggy, Zomato, Uber Eats) with early delivery windows.

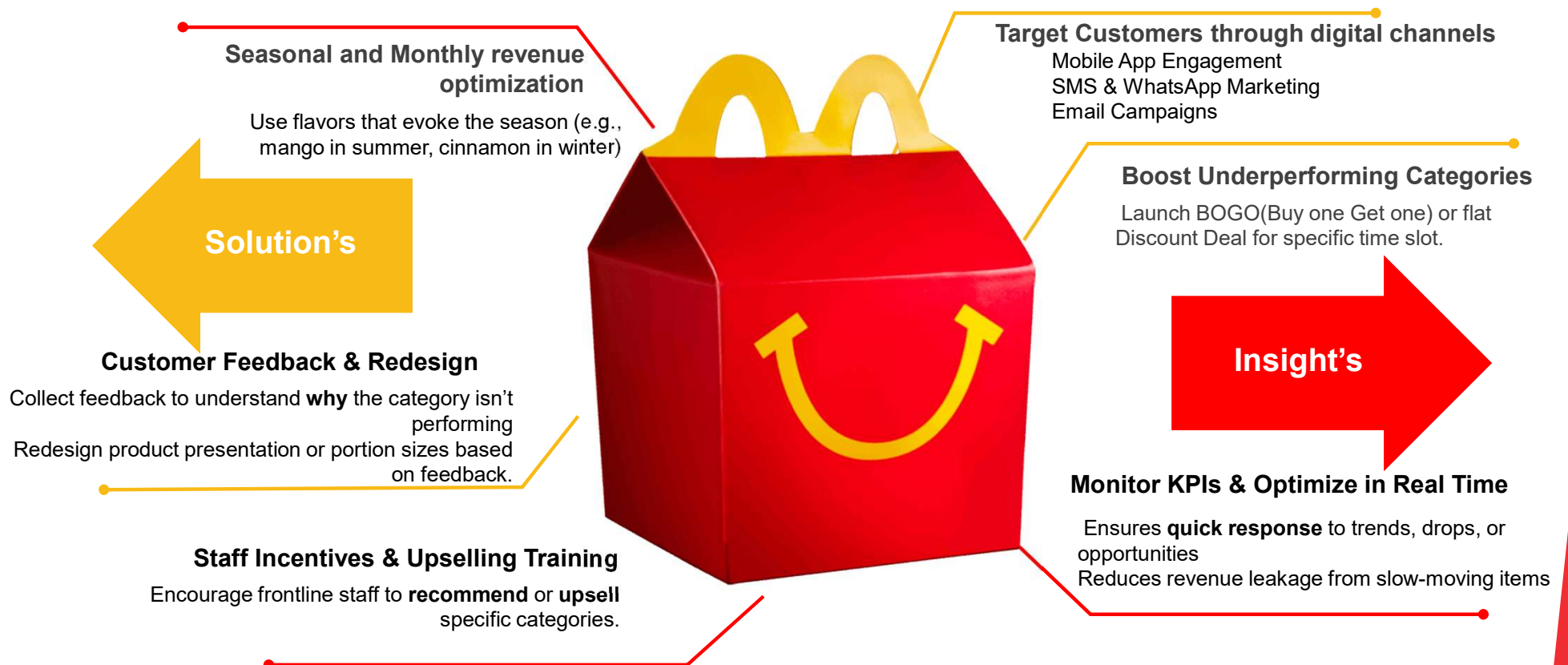


Capitalize weekday sales Performance

- Offer weekday lunch combos aimed at office-goers and students.
- Run daily value deals (e.g., "Monday McSaver," "Wrap Wednesday").
- Introduce light tea-time snacks (2–5 PM), like small burgers, coffee, and cookies.
- Promote midweek loyalty to increase repeat visits.



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Sales
Analysis
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Summary of Sales Analysis Dashboard Report

The sales analysis dashboard provided a comprehensive view of McDonald's sales performance, enabling data-driven insights into customer behavior, product performance, and revenue trends.

Boost underperforming categories like Burger and breakfast through targeted promotions.

Enhance **digital engagement** and personalized offers via mobile apps and online ordering platforms.

Use **real-time KPI monitoring** to optimize operations, track performance, and respond swiftly to changing trends.

The **average number of items per order** was around **2.28** with opportunities to increase this through cross-selling and promotions.

Weekdays contributed more total revenue than weekends, indicating strong demand from working professionals and regular diners.

By focusing on peak hour promotions, enhancing top – performing categories like breakfast and burgers, improve sales of under performance items.

Strategic marketing, customer loyalty programs and tailored offers will further strengthen business performance.

**THANK
YOU!**

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The McDonald's logo, consisting of two golden arches, is positioned above the word "McDonald's". The arches are rendered in a 3D style with a yellow-to-gold gradient. The word "McDonald's" is in white, bold, sans-serif font, with a small "TM" trademark symbol at the end. The entire logo is set against a red background that forms the base of the arches.

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