EXECUTIVE SUMMARY : McDONALD'S PERFORMANCE OVERVIEW

Revenue and Sales Overview:

- **Total Revenue:** The total revenue generated is $61,626.29, with an average sales per order of $11.48.
- **Tables Served:** The total number of tables served during the period is 5,370, with 12,234 dishes served overall.
- **Items Per Order:** On average, 2.28 items were ordered per sale.
- **Most Ordered Item:** The Side Salad stands out as the most ordered item across all categories.

Revenue Distribution Insights:

- **By Category:** Burgers are the highest revenue-generating category, followed by Chicken and Fries. Other categories like Pasta, Salad, and Wraps contribute significantly less to the overall revenue.
- **Over Months:** The revenue distribution over January, February, and March shows a consistent performance across these months, with no significant spikes or dips. All categories contribute steadily, with Chicken, Fries, and Burgers being the top contributors.
- **By Day of the Week:** Revenue distribution remains relatively stable throughout the week, with no significant variation between weekdays and weekends. This indicates a steady stream of customers irrespective of the day.
- **By Time Period:** The majority of orders are placed in the afternoon (49%), followed by the morning period (31%). Evening (15%) and night (5%) periods see fewer orders, suggesting peak customer traffic during the earlier parts of the day.

Top Performing Dishes:

- The top five dishes by revenue are:
  1. Meatball Marinara
  2. Quarter Pounder with Cheese
  3. Angus Third Pounder
  4. Big Mac
  5. Bulgogi Burger

Customer Ordering Patterns:

- By Hour: The peak ordering hours are between 12 PM and 2 PM, with a noticeable drop in orders post 2 PM. This reflects a significant lunch rush.
- Order Distribution by Time Period: The majority of orders are placed during the afternoon and morning periods, indicating that these are the busiest times for McDonald's.

Conclusion:

McDonald's shows a strong performance with a consistent revenue stream and steady customer traffic throughout the week. The menu items such as Burgers, Chicken, and Fries are the key revenue drivers, with the Side Salad being the most popular item. The lunch period, particularly between 12 PM and 2 PM, is the busiest time, while afternoons and mornings see the highest order volumes. This data can help inform strategic decisions on staffing, inventory management, and promotional offers to further capitalize on peak times and popular items.