



MCDONALD'S SALES INSIGHTS: AN EXCEL MILESTONE PROJECT

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Project Overview

Developed an interactive Excel dashboard to analyze McDonald's sales data focusing on category-wise performance, top-selling items, time-based sales trends, and customer ordering behavior. The project delivered actionable insights to enhance sales strategies and customer engagement, leveraging pivot tables, formulas, and visualizations for clear data-driven decision-making





Mc Donald's Sales Analysis

Key Insights

- **Total Revenue:** \$9,110.09
- **Total Orders Placed:** 900
- **Average Items per Order:** 2.52
- **Top Revenue-Generating Categories:** Burgers, Beverages, Chicken, Pasta, Salads (84% of revenue)
- **Best-Selling Item:** Spaghetti – \$1,307.13
- **Peak Order Times:** 12 PM–2 PM (Lunch) and 5 PM–6 PM (Evening)
- **Weekend Orders** have slightly higher value than weekdays





Customer Behavior Analysis

- Customers prefer combo-style orders with multiple items per transaction
- Strong preference for hearty meals like burgers, pasta, and chicken
- Health-conscious choices (e.g., salads, wraps) are among top sellers
- Higher engagement on weekends, indicating more family/group dining
- Ordering peaks align with traditional meal times (lunch & evening), reflecting planned dining habits





Business Insights & Recommendations

- Focus marketing and offers on top-performing categories to drive revenue
- Boost visibility and promotions for underperforming categories like Sides
- Schedule staff and inventory to match peak lunch and evening hours
- Introduce meal bundles or upsell options for high-demand items like Spaghetti and Veggie Burgers
- Launch weekend-specific deals to capitalize on higher spending behavior
- Expand healthy meal options to attract health-conscious customers further





THANK YOU

You can explore the complete project on my GitHub profile
<https://github.com/kavyarayudu5/McDonald-s-Sales-Dashboard>