



DATA ANALYSIS OF MC DONALD'S SALES

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PROJECT DESCRIPTION

Create an interactive and dynamic dashboard in Excel using the McDonald's sales dataset to analyse various aspects of sales performance, item popularity, customer preferences, and time-based trends. The dashboard should provide actionable insights and allow for easy data exploration.



DATA CLEANING & TRANSFORMING STEPS

1. **Standardize the order date column:** we standardise the order date column by change type to locale and select English (united state)in date format.
2. **Handle missing values:** Fill in any missing values in the item_id column by filling down from the previous non-null value.
3. **Merge data:** Use a "merge queries" operation to bring in the price information from the menu table into the order_detail table using the item_id as the common key.
4. **Extract features:** Create new columns to extract additional information from the order_date and order_time columns: Month Name, Day of Week, Day Name, Hour: Extract the hour from the order_time.
5. **Categorize time slots:** Use a conditional column to categorize the time slots based on the order_hour column as Morning, Afternoon, Evening, Night.
6. **Categorize weekday/weekend:** Create a new column "weekday/weekend" to categorize each orders based on the day_of_week column



MC DONALD'S SALES DASHBOARD



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\$61,626.29
TOTAL REVENUE

5370
TOTAL TABLE RESERVED

12234
TOTAL DISHES SERVED

2.28
AVERAGE DISHES / ORDER

Side Salad
MOST ORDERD DISH

order_date

All Periods DAYS

JAN 2023

1 2 3 4 5 6

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Month Name

February

January

March

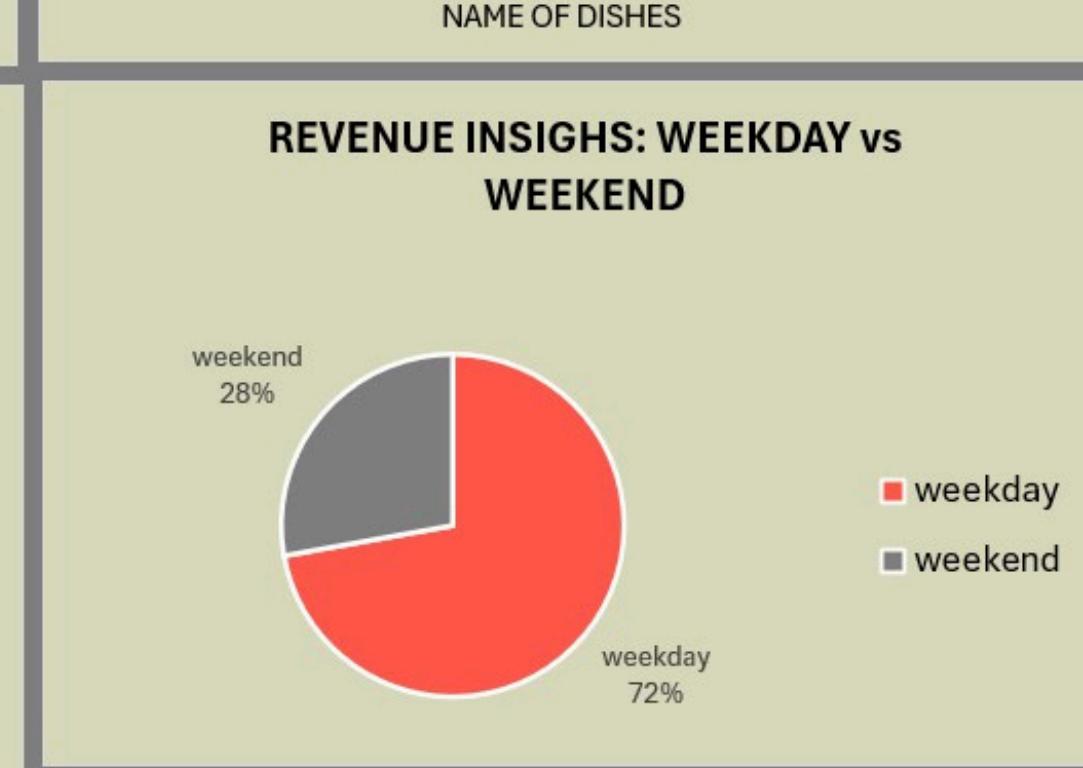
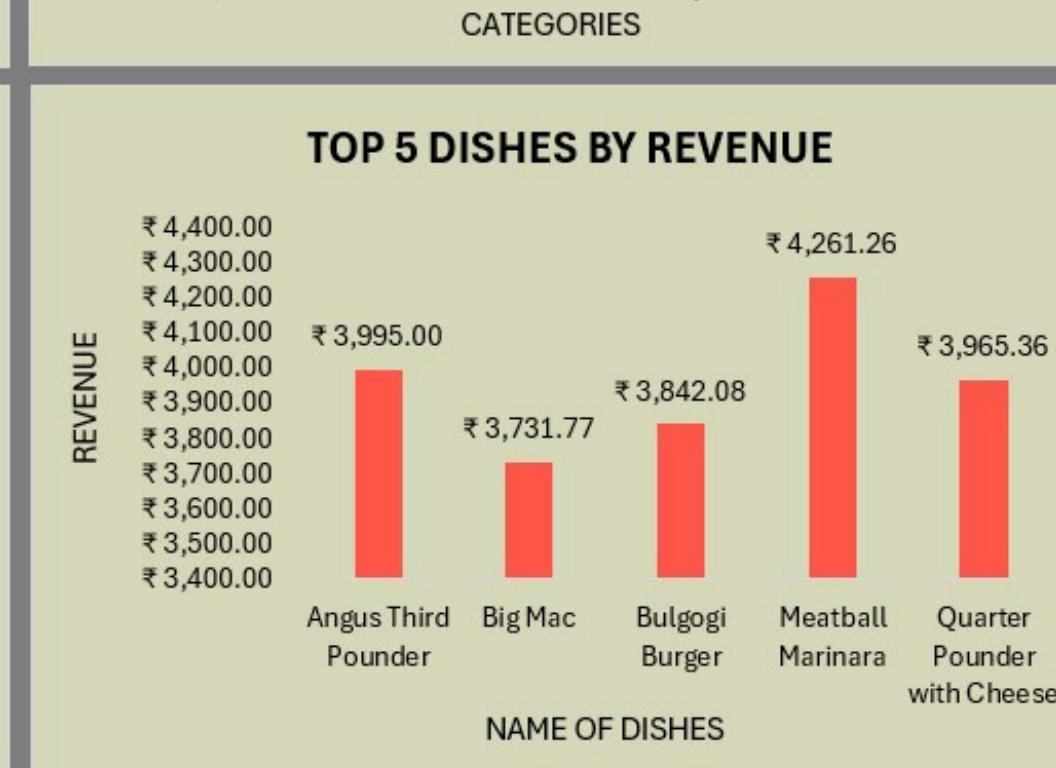
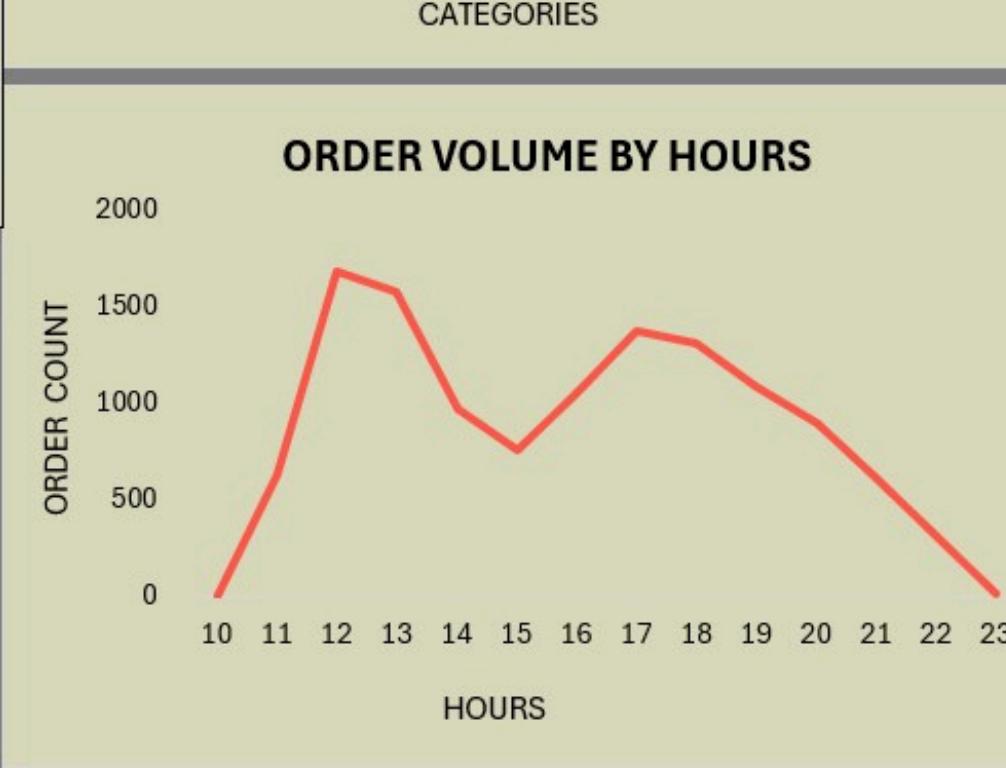
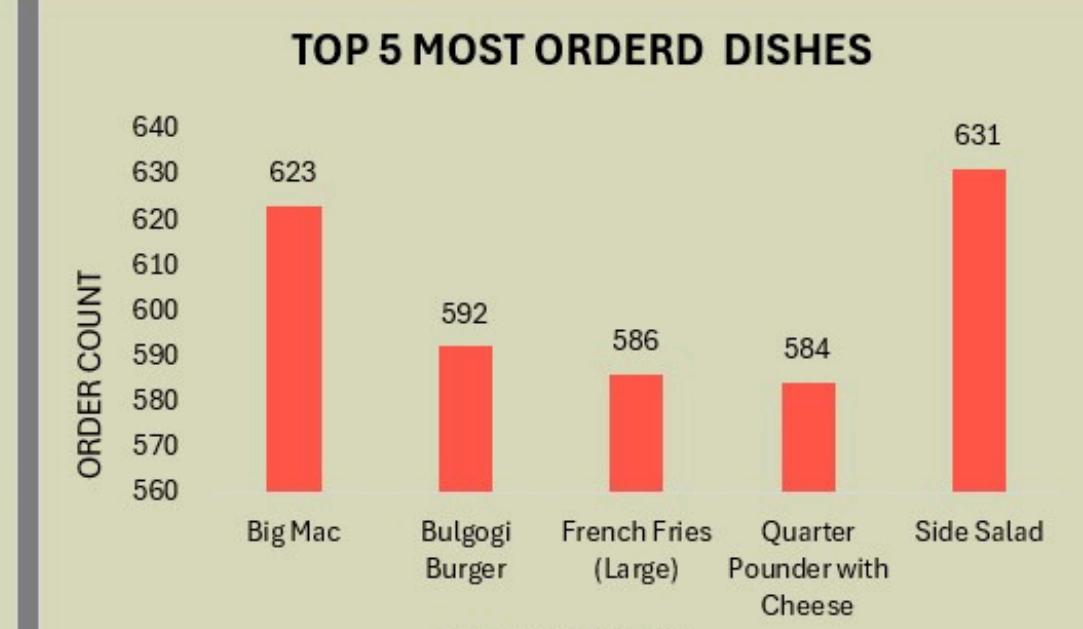
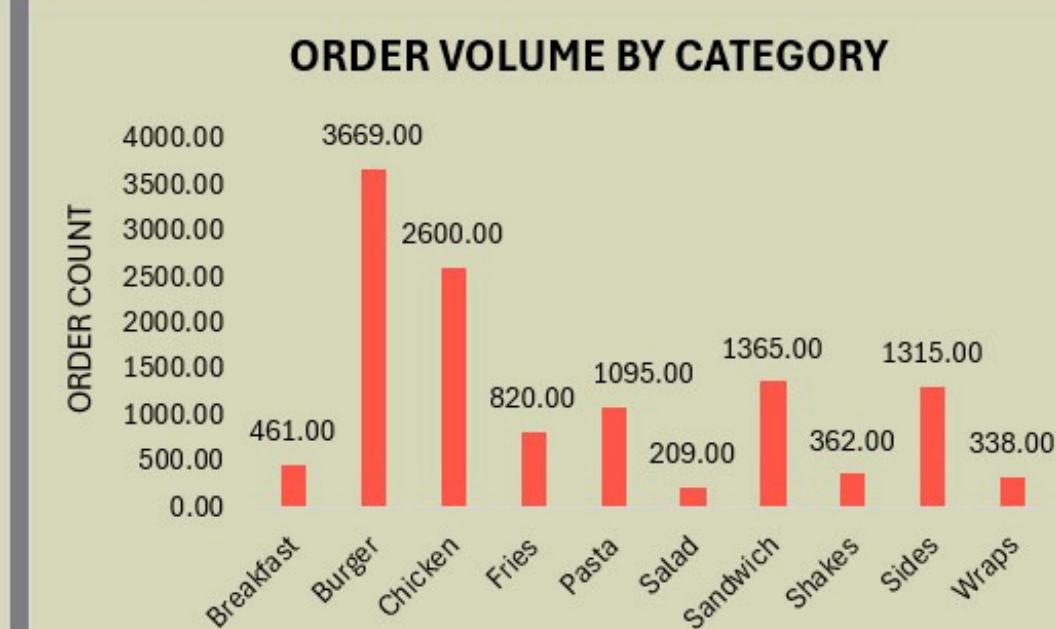
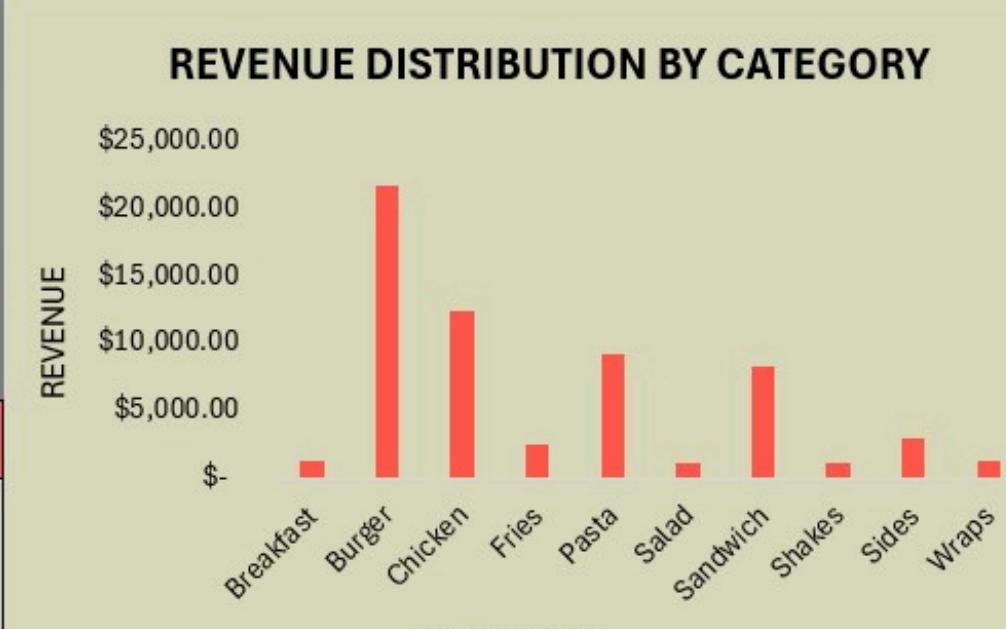
Time slot

Afternoon

Evening

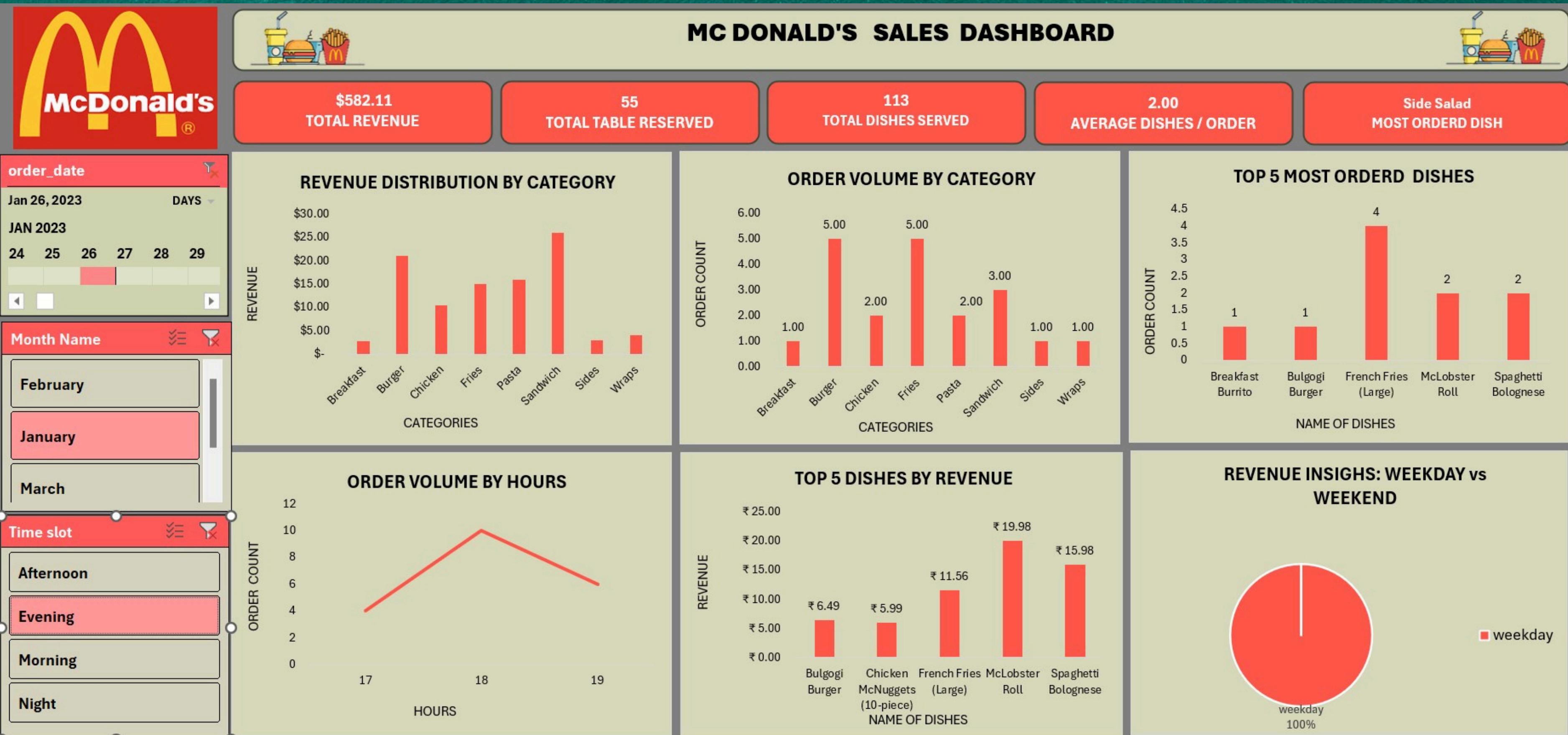
Morning

Night



DASHBOARD SHOWING DATA OF " 26 JANUARY EVENING TIME "

Using Timeline and Slicers



MC DONALD'S SALES DASHBOARD SUMMARY

The McDonald's sales dashboard provides a comprehensive overview of sales performance across different dimensions, including revenue, order volume, and customer preferences.

Here's a summary of key insights:

Revenue Performance:

- Total Revenue: \$61,626.29.
- Top Revenue Categories: Burger, Chicken, Fries.
- Top Revenue Dishes: Angus Third Pounder, Big Mac, Bulgogi Burger, Meatball Marinara, Quarter Pounder with Cheese.
- Revenue Insights: Weekday sales account for 72% of total revenue, indicating strong customer demand during the week.

Order Performance:

- Total Orders: Not explicitly mentioned, but inferred from "Order Volume by Category".
- Most Popular Dishes: Side Salad, Big Mac, Bulgogi Burger, French Fries (Large), Quarter Pounder with Cheese.



- Order Volume by Hours: Peak hours are between 12 PM and 3 PM, indicating a lunch rush.
- Order Volume by Category: Chicken and fries are the most popular categories, followed by burgers and sandwiches.

Customer Preferences:

- Weekday vs Weekend: Customers are more likely to visit McDonald's during weekdays, indicating a potential for strategies to attract customers on weekends.
- Top Dishes: Customers favor classic menu items such as burgers, fries, and sandwiches.

Business Outcomes

- Increase Weekend Sales: Implement promotions or marketing campaigns targeted at weekend customers to boost sales during slower periods.
- Inventory Management: Track inventory levels closely, particularly during peak hours, to prevent stockouts and ensure customer satisfaction.
- Menu Optimization: Consider introducing new menu items that cater to customer preferences and fill any gaps in the current offerings.





THANK YOU

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