

McDonald's project work

McDonald's

INTRODUCTION

McDonald's is the world's largest fast-food restaurant chain, serving over 41,000 outlets in more than 119 countries, famous for its burgers, fries, and quick service model. Founded in 1940 by Richard and Maurice McDonald, and expanded globally by Ray Kroc in 1955, it has become a symbol of convenience and consistency in dining.

BASE OF ANALYSIS

1. What is the total sales revenue for each category of menu items?
2. How many orders are placed each day?
3. Which menu item is the most frequently ordered?
4. What is the total revenue generated by menu items?
5. How does the revenue of each category compare over months?
6. What is the average number of items per order?
7. How do order volumes vary by time of day?
8. How do sales trends differ across weekdays and weekends?
9. How does the sales performance vary by category over different months?
10. Compare the sales of top 5 menu items.

executive summary summarizing our key findings and insights.

Clean and informative dashboard.

Suggestions to improve the business.

Clipboard

Cut, Copy, Paste, Format Painter

Font: A¹⁴, A¹⁴, B, I, U, **A**, Wrap Text, Alignment, Number, Conditional Formatting, Format as Table, Cell Styles, Insert, Delete, Format, Cells, Sort & Filter, Clear, Add-ins

Editing

Hour



MC DONALD'S SALES

5370
TOTAL ORDERS

2.78
AVERAGE ORDER

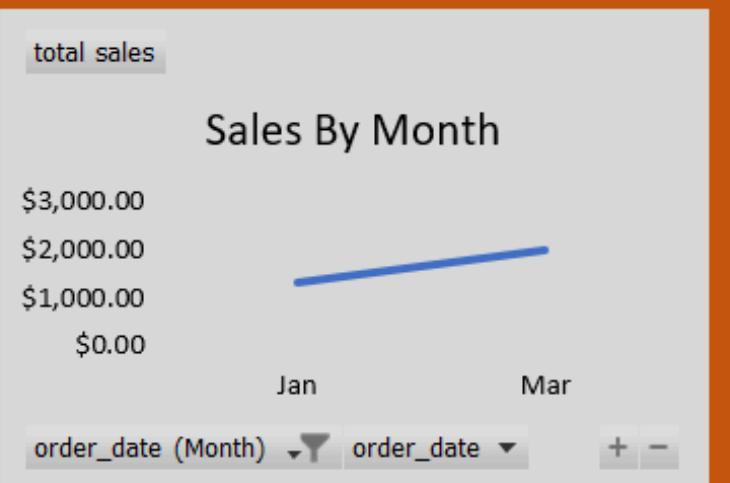
\$61,626
TOTAL SALES

Hour	Count of order_date
11	127
12	94
Tuesday	126
Wednesday	119
Thursday	102
Friday	101
Saturday	82
Grand Total	751

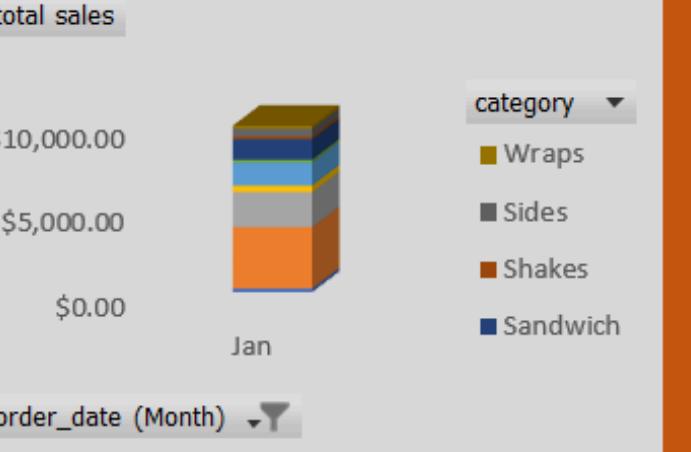
Row Labels	Count of order_date
Sunday	127
Monday	94
Tuesday	126
Wednesday	119
Thursday	102
Friday	101
Saturday	82
Grand Total	751

Row Labels	total sales
Burger	\$3,593.33
Chicken	\$2,043.91
Pasta	\$1,332.42
Sandwich	\$1,210.40
Sides	\$443.26
Fries	\$376.47
Breakfast	\$198.09
Salad	\$175.68
Wraps	\$175.53
Shakes	\$158.47
Grand Total	\$9,707.56

order_date	MONTHS
Jan 2023	MONTHS
JAN	FEB
MAR	APR
AI	
◀	▶



Top Selling Items	
Big Mac	Bulgogi Burger
French Fries (Large)	Teriyaki Chicken Sandwich
Quarter Pounder with Cheese	



KEY FINDINGS

- Orders peak on Sundays (127) and Tuesdays (126), showing strong demand at the start and midweek.
- Saturday (82) and Monday (94) are the weakest days, suggesting lower weekend and post-weekend activity.
- Chicken and Pasta follow as strong performers, while Shakes, Wraps, and Salads generate minimal sales, highlighting clear menu leaders vs. underperformers.
- Burgers dominate sales with \$3,593.33, contributing over one-third of total revenue.
- The Big Mac and Bulgogi Burger are not only top sellers visually but likely major contributors to the Burger category's \$3,593.33 revenue.
- Sunday to Tuesday: There's a gradual decline in sales, suggesting these might be slower days for business.
- Wednesday and Thursday: A modest recovery begins, possibly due to mid-week promotions or customer behavior.
- January to March: There's a clear upward trend in sales, indicating strong growth over the quarter.

INSIGHTS

- Friday: Sales peak—this could be a prime day for marketing pushes or customer engagement.
- Friday Optimization: Analyze what drives Friday's peak—specific campaigns, customer habits, or product launches.
- Boost low days: Run promotions or campaigns on Tuesday and Saturday to lift sales.
- Pasta (\$4,060.18) and Sandwich (\$4,007.00) are solid but not dominant. Promote them with “meal deals” or highlight them in marketing to push them higher.
- Shakes, Salad, Wraps, Breakfast are all under \$600, Consider whether to phase out if margins are low.
- Burger (\$10,271.59) and Chicken (\$6,005.75) together make up ~56% of total sales. Double down on these items: bundle offers, premium versions, or upsell combos.
- Tuesday (747 orders) and Saturday (718 orders) are the weakest. Run targeted promotions (discounts, loyalty points, “Buy 1 Get 1” offers).
- Wednesday and Thursday hover around ~800 orders. Good for testing new menu items or limited-time offers.