



McDonald's Sales

By :- Nikhil Take

McDonald's Sales Performance Dashboard Summary

M McDonald's Sales Dashboard

5370
Total Orders

Frequently Ordered Item
Side Salad

Total Revenue
\$61,626.29

Items Per Order
2.28

Sum of Menu Items.price

Total sales revenue for each category of menu items

Chart Area



category ▾

Count of order_details_id

Order volumes vary by time of day



Hour ▾

Sum of Menu Items.price

Revenue Of Category Over Months

category ▾

Sum of Menu Items.price

Trends Over Weekday & Weekends

Type_of_Day ▾

order_date (Month)
Jan
Feb
Mar

4400
4300
4200
4100
4000
3900
3800
3700
3600
3500
3400

Meatball Marinara
Angus Third Pounder
Quarter Pounder with Cheese
Bulgogi Burger
Big Mac

item_name ▾

Sum of Menu Items.price

Top 5 Menu Item

Day Name ▾

Sales Over Day

Day Name ▾

order_date

All Periods

DAY

JAN 2023

1 2 3 4 5

◀ □ ▶

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

Shakes

Sides

Wraps

Month Na...

February

January

March

Overview:

This sales dashboard provides insights into McDonald's menu performance, order trends, and revenue statistics. It helps in understanding sales distribution across different food categories, peak order times, and customer preferences.



Key Highlights:

- **Total Orders: 5,370**
- **Total Revenue: \$61,626.29**
- **Items Per Order: 2.28**
- **Frequently Ordered Item: Side Salad**

Insights from Visuals:

1. Total Sales Revenue by Category:

- The Burger category generates the highest revenue, followed by Chicken, Pasta, and Sandwiches.
- Categories like Shakes, Wraps, and Breakfast items contribute the least to total sales.

2. Revenue Trends Over Months:

- Sales for different food categories fluctuate across January, February, and March.
- Burgers and Chicken maintain high revenue consistently, while other categories show moderate variations.

3. Top 5 Selling Menu Items:

- The most popular items are Meatball Marinara, Angus Third Pounder, Quarter Pounder with Cheese, Bulgogi Burger, and Big Mac.
- Burgers dominate the best-selling items list.

4. Order Volume by Time of Day:

- Peak order times are around 12 PM (lunchtime) and 6 PM (dinnertime).
- Sales drop significantly after 10 PM, with minimal orders at late night.

5. Weekday vs. Weekend Sales Trends:

- Weekday sales are significantly higher than weekend sales, suggesting that McDonald's receives more customers during workdays.

6. Daily Sales Performance:

- Sunday and Monday have the highest sales, with a gradual decline over the week.
- Thursday and Saturday show the lowest sales activity.

Slicers Selected:

- **Category Filter:** Includes all major food categories like Breakfast, Burgers, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, and Wraps.
- **Month Filter:** January, February, and March are selected, allowing a three-month comparison.
- **Order Date Filter:** Displays all periods but highlights early January.

McDonald's Sales Dashboard

442
Total Orders

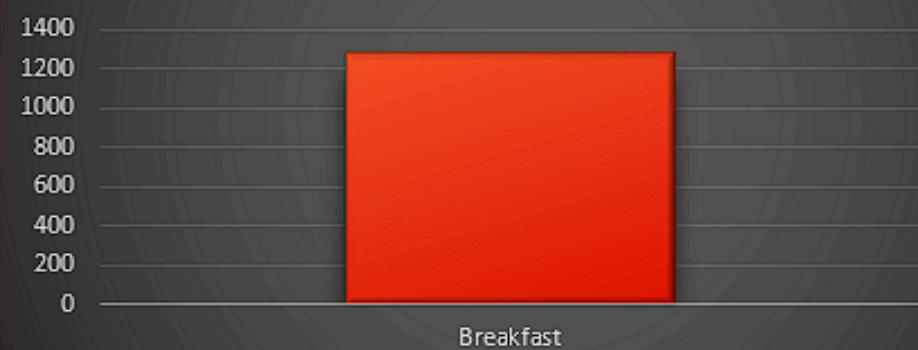
Frequently Ordered Item
Breakfast Burrito

Total Revenue
\$1,286.19

Items Per Order
1.04

Sum of Menu Items.price

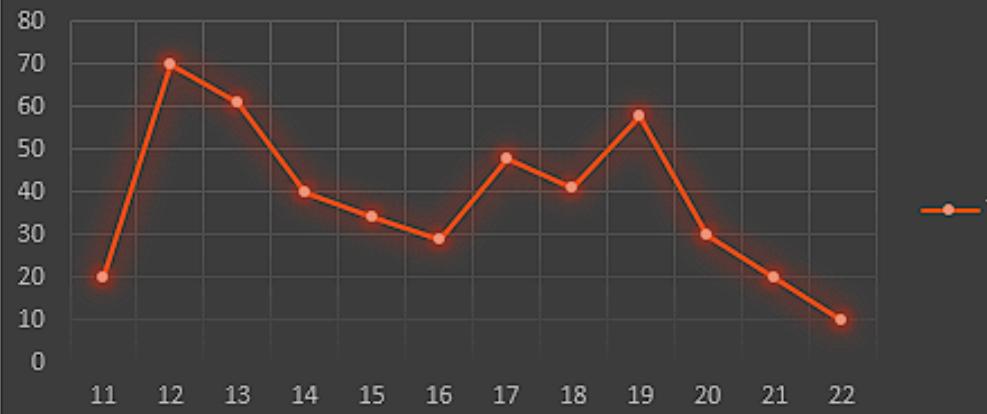
Total sales revenue for each category of menu items



category

Count of order_details_id

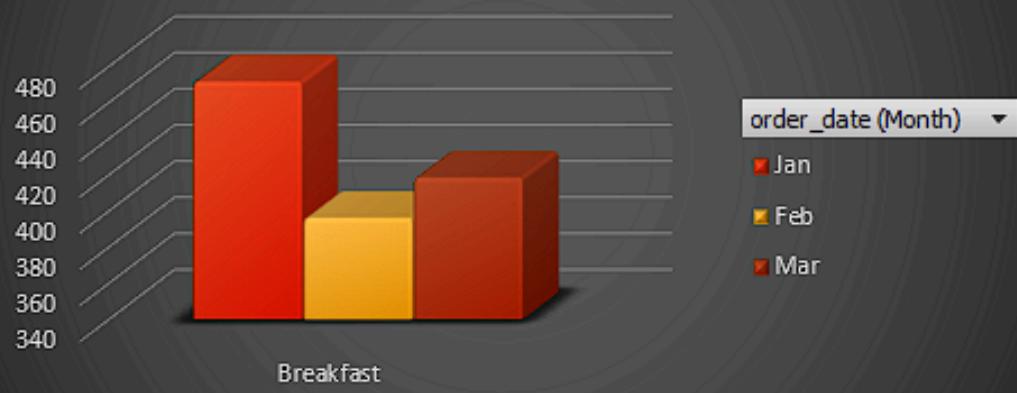
Order volumes vary by time of day



Hour

Sum of Menu Items.price

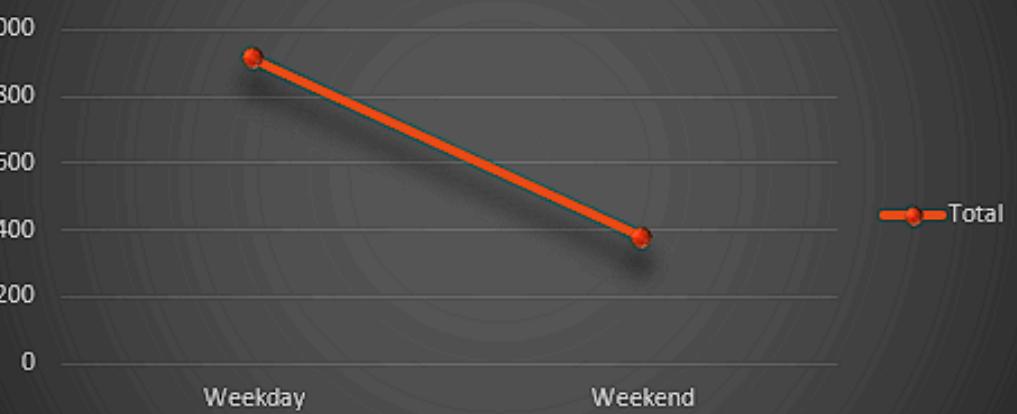
Revenue Of Category Over Months



category

Sum of Menu Items.price

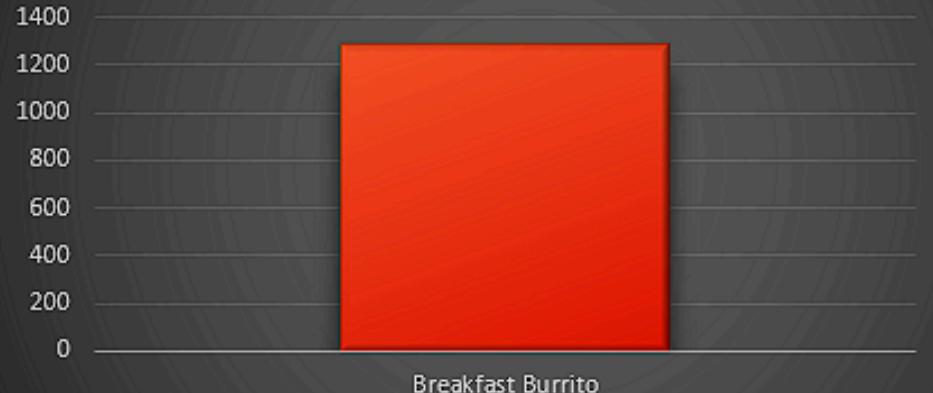
Trends Over Weekday & Weekends



Type_of_Day

Sum of Menu Items.price

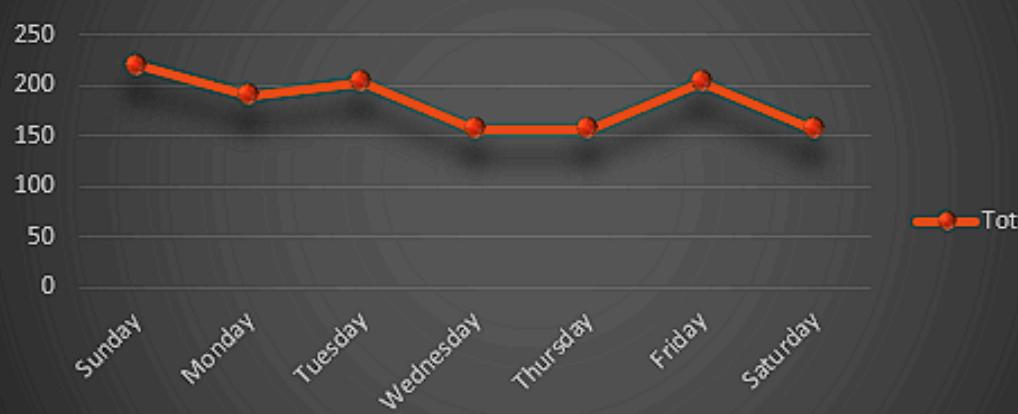
Top 5 Menu Item



item_name

Sum of Menu Items.price

Sales Over Day



Day Name

order_date

All Periods

JAN 2023

1 2 3 4 5

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

Shakes

Sides

Wraps

Month Na...

February

January

March



McDonald's Sales Dashboard Analysis

Overall Sales Performance:

- Total Orders: 442 | Revenue: \$1,286.19 | Items Per Order: 1.04
- Top-Selling Item: Breakfast Burrito

Sales by Category:

- Breakfast is the dominant category (data filtered to show only Breakfast).

Revenue Trends (Jan-Mar):

- Jan: Highest revenue | Feb: Dip in sales | Mar: Recovery

Order Volume by Time of Day:

- Peaks at 11 AM, 12 PM, and 6 PM. Sales drop post 9 PM.

Sales Over Weekdays & Weekends:

- Higher on weekdays, lower on weekends.
- Sunday & Monday: High sales | Tuesday-Thursday: Drop | Friday: Recovery

Key Insights & Recommendations:

- ✓ Breakfast is the main revenue driver.
- ✓ Boost sales with mid-week promotions.
- ✓ Analyze other categories for broader insights.



McDonald's Sales Dashboard

**332
Total Orders**

Frequently Ordered Item
Steak & Cheese McWrap

**Total Revenue
\$1,225.62**

**Items Per Order
1.02**

Sum of Menu Items.price

Total sales revenue for each category of menu items



category

Count of order_details_id

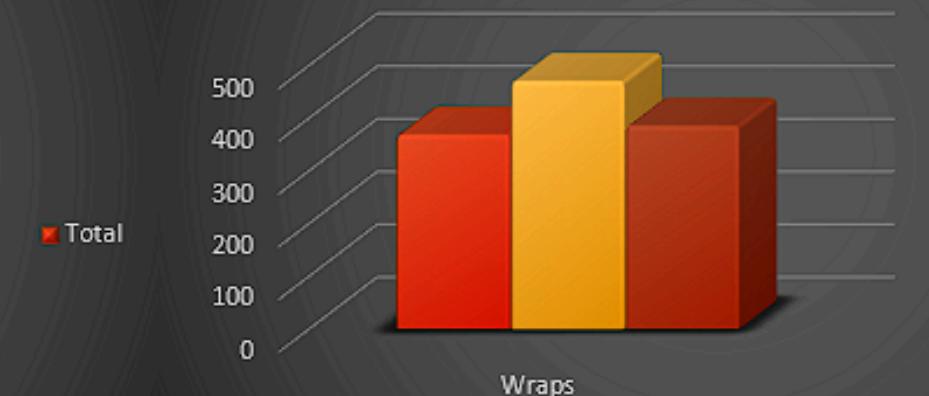
Order volumes vary by time of day



Hour

Sum of Menu Items.price

Revenue Of Category Over Months



order_date (Month)

- Jan
- Feb
- Mar

category

Sum of Menu Items.price

Trends Over Weekday & Weekends



Type_of_Day

Sum of Menu Items.price

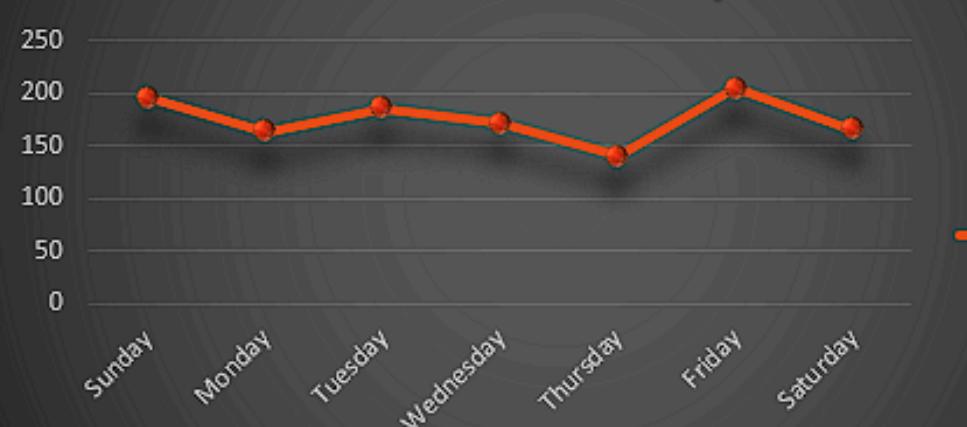
Top 5 Menu Item



item_name

Sum of Menu Items.price

Sales Over Day



Day Name

order_date

All Periods

JAN 2023

1 2 3 4 5

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

Sandwich

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Month Na...

February

January

March



McDonald's Sales Dashboard

997
Total Orders

Frequently Ordered Item
Meatball Marinara

Total Revenue
\$9,223.05

Items Per Order
1.10

Sum of Menu Items.price

Total sales revenue for each category of menu items



category ▾

Count of order_details_id

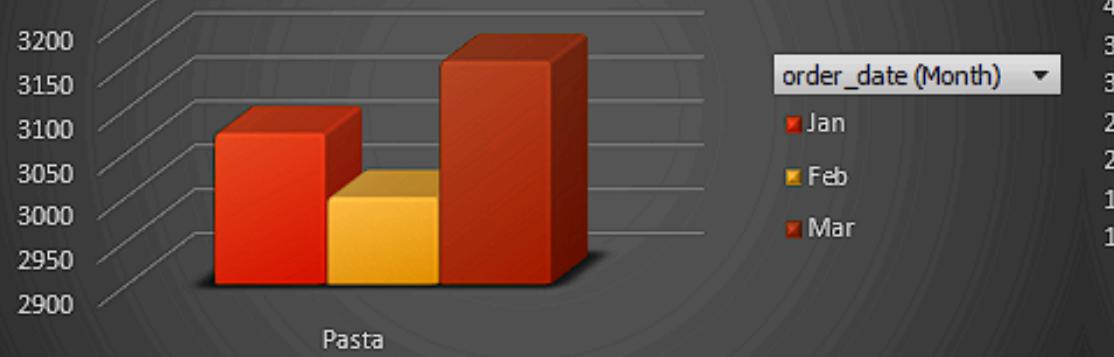
Order volumes vary by time of day



Hour ▾

Sum of Menu Items.price

Revenue Of Category Over Months



category ▾

Sum of Menu Items.price

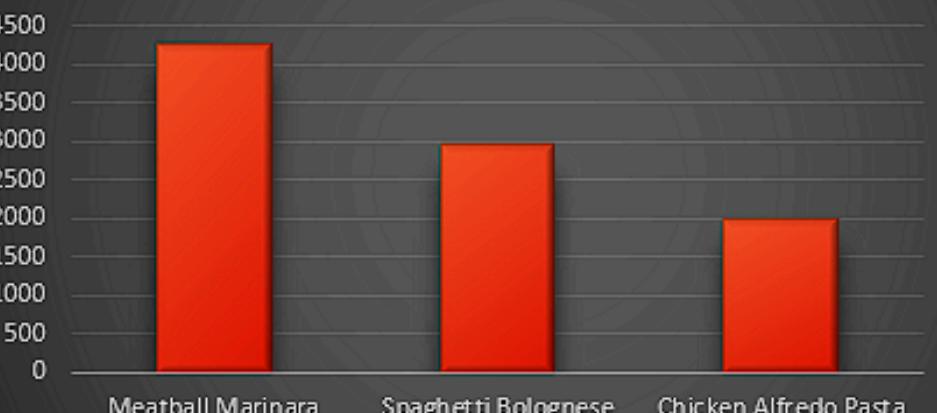
Trends Over Weekday & Weekends



Type_of_Day ▾

Sum of Menu Items.price

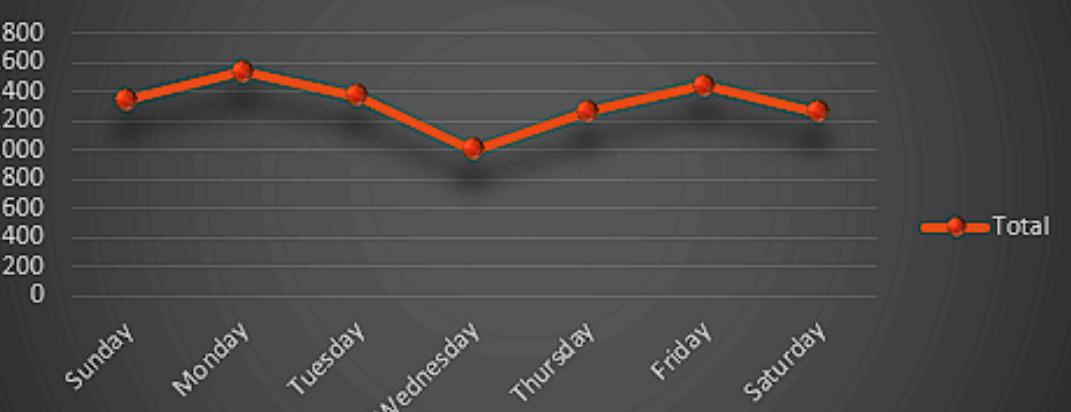
Top 5 Menu Item



item_name ▾

Sum of Menu Items.price

Sales Over Day



Day Name ▾

order_date

All Periods

DAY

JAN 2023

1 2 3 4 5

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category

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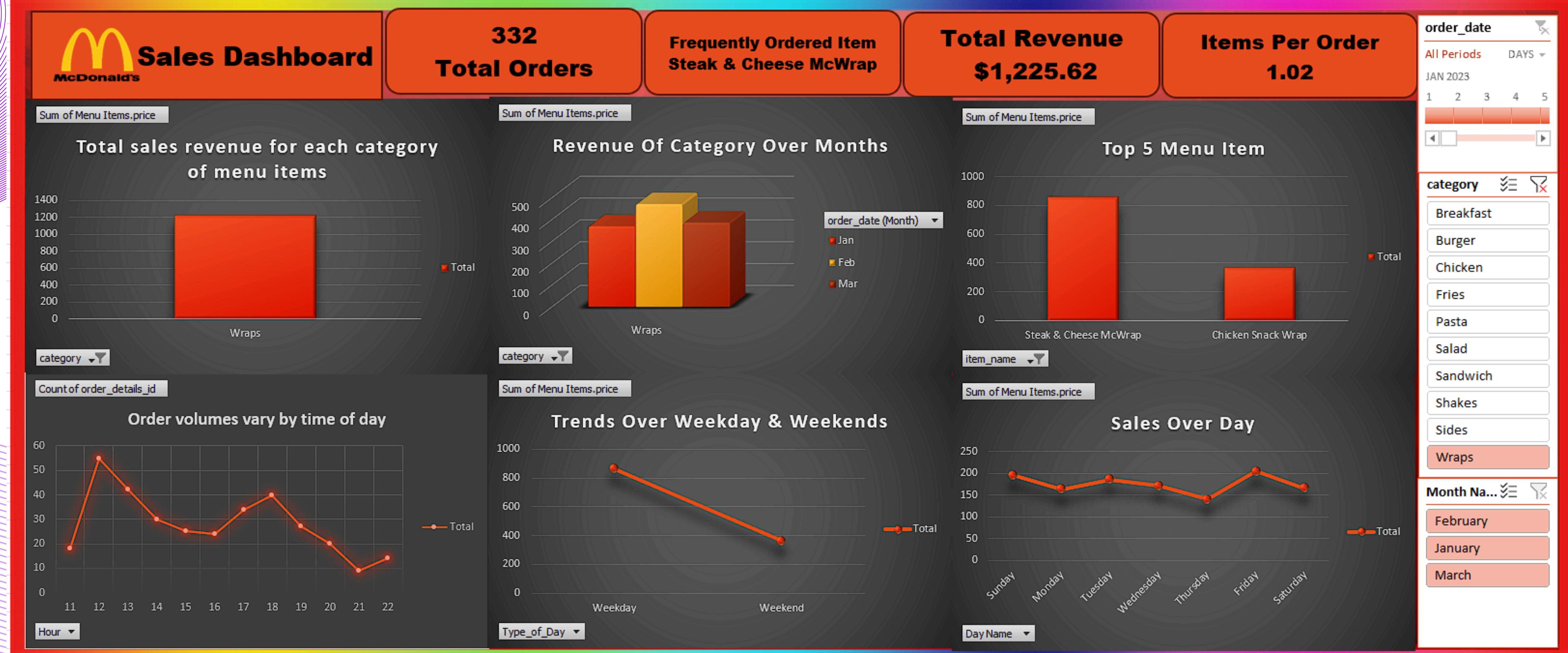
Month Na...

February

January

March

McDonald's™



**Thank you for
viewing my
presentation!**

