

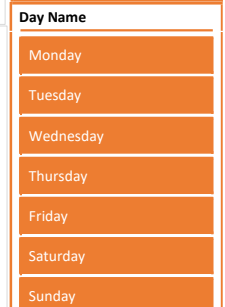
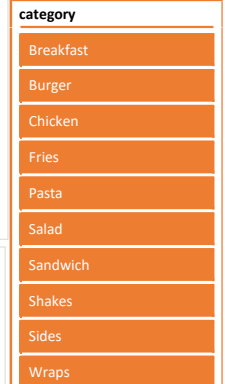
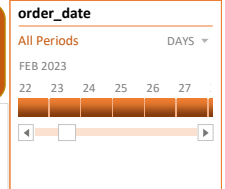


McDonald's Sales Performance Dashboard

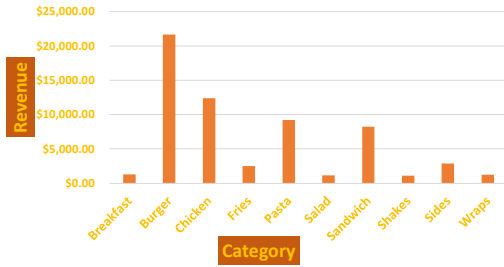


Hour

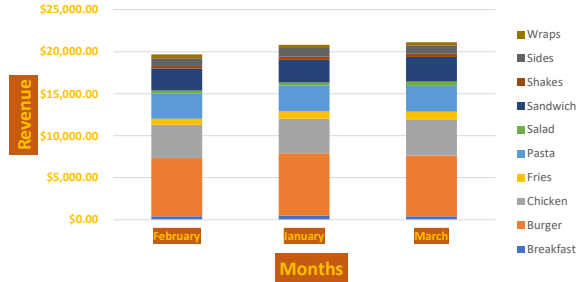
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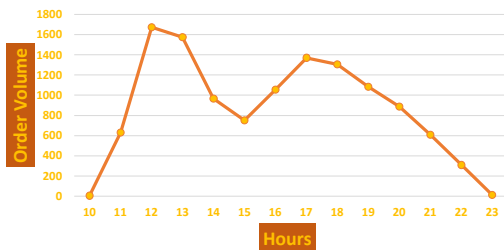
Revenue By Category



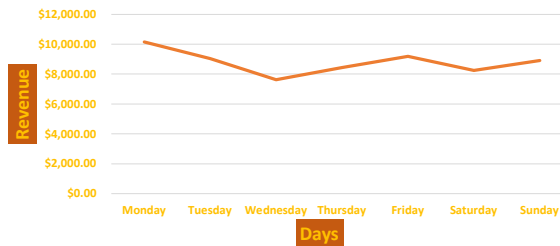
Revenue Comparison Over Months



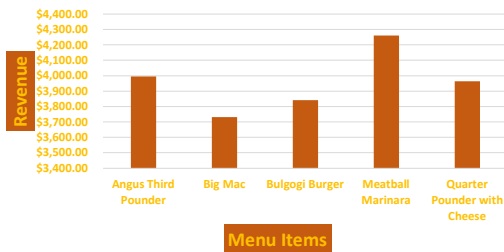
Order Volume By Hours



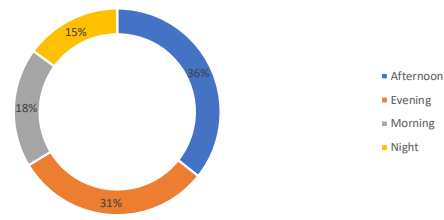
Revenue Based On Days of Week



Sales by Top 5 menu Items



Revenue based on Time Period of the Day



MC'd Sales Analysis Project Documentation

Cleaning Data in Power Query Editor:

- Put both files into a folder to make it easier to extract and open them in the Power Query Editor.
- Convert the first row to headers.
- Fixed date formats using Locale in DD/MM/YYYY format.
- Adjusted data types for currency, whole numbers, time, etc.
- Checked for duplicate and NULL values.
- Filled down the NULL values in the Item ID column.

Transforming Data in Power Query Editor:

- Retrieved price column in order_details from menu item by using merge query option.
- Extracted month name, Day name, Day_type, Hours from order_date & order_time respectively
- Added a new column to determine morning, Afternoon, Evening, Afternoon.

Data Modeling:

- Modeled menu Item sheet with order_details by using a common column that is Item Id.
- Created Pivot tables, Charts, Slicers, Timeline Based on above data to transform into a Dashboard

Executive Summary: McDonald's Sales Performance Dashboard

Overview: The McDonald's Sales Performance Dashboard provides a comprehensive view of the sales activities over a specified period, focusing on key performance indicators such as revenue, order volume, popular items, and time-based trends. The dashboard is designed to help identify patterns, optimize operations, and enhance decision-making processes.

Key Insights:

1. Total Sales Performance:

- The dashboard reflects a total revenue of **\$61,626.29** over the analyzed period, with an average sales per order of **\$11.48**. The restaurant served **5,370** tables and **12,234** dishes, with an average of **2.28 items per order**.

2. Top Revenue-Generating Categories:

- **Burgers** dominate the sales with the highest revenue, followed by **Chicken** and **Breakfast** items. This indicates a strong preference for core McDonald's offerings.

3. Popular Items:

- The most ordered menu item is the **Side Salad**, highlighting a demand for healthier options.
- Among the top 5 selling items, the **Quarter Pounder with Cheese** leads, followed by the **Big Mac** and **Angus Third Pounder**, which underscores the popularity of signature beef burgers.

4. Time-Based Sales Trends:

- **Peak Order Hours:** Order volume peaks around noon (12 PM - 1 PM) and again in the evening (6 PM - 7 PM), which aligns with typical meal times.
- **Day of the Week Analysis:** Sales revenue is relatively stable throughout the week with a slight dip on Monday and Saturday, suggesting consistent customer traffic.
- **Time Periods:** A significant portion of revenue (36%) is generated in the **Afternoon** (likely lunchtime), followed by the **Evening** (31%).

5. Monthly Revenue Comparison:

- The dashboard shows a steady increase in revenue from February to March, suggesting a positive trend in sales, potentially due to promotions or seasonal factors.

Recommendations:

1. Optimize Menu Offerings:

- Given the high demand for burgers and side salads, consider expanding the burger variety and promoting combo deals that include popular sides. Additionally, emphasize healthier options like salads to cater to health-conscious customers.

2. Focus on Peak Hours:

- Enhance staffing and operational efficiency during peak hours (lunch and dinner times) to reduce wait times and improve customer satisfaction. Offering time-limited promotions during these periods could further boost sales.
- 3. **Leverage Weekly Trends:**
 - Since sales are relatively consistent throughout the week, explore weekday-specific promotions to drive traffic on slower days like Monday and Saturday. This could help balance the weekly revenue distribution.
- 4. **Monitor and Replicate Successes:**
 - The increasing monthly revenue trend should be closely monitored to identify the factors contributing to this growth. Replicating successful campaigns or strategies from one month to the next could sustain and accelerate revenue growth.

Conclusion: The dashboard provides valuable insights into McDonald's sales performance, highlighting areas of strength and opportunities for growth. By focusing on top-selling items, optimizing peak hour operations, and leveraging weekly sales trends, McDonald's can further enhance its overall performance and customer satisfaction.

Dashboard Link:

 [mcdonald's Project Week 3.xlsx](#)