Milestone Project 1

Mc Donald's Sales Analysis

...By Pavel Ghosh

Dashboard

McDonald's

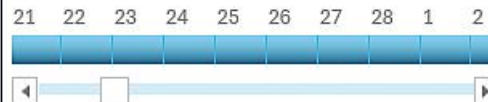| SALES DASHBOARD | Total Orders Placed 5370 | Total Sales $ 61,626.29 | Side Salad Most Selling Item | Items Per Order 2.28 |

order_date
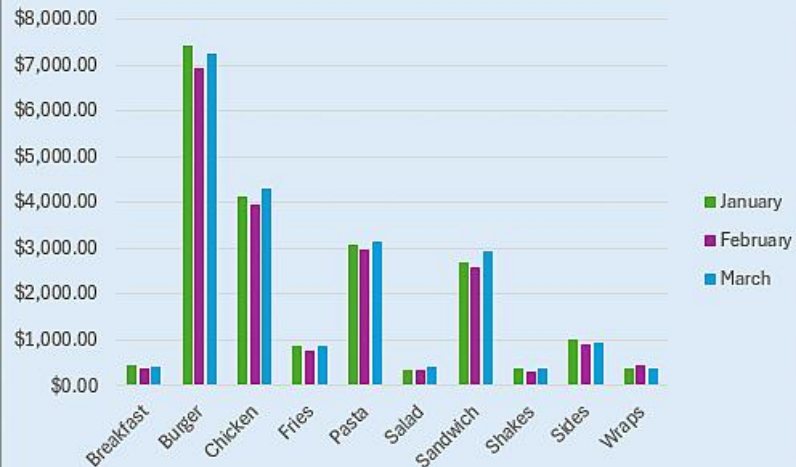All Periods — DAYS
FEB 2023 — MAR...
21 22 23 24 25 26 27 28 1 2

meal_type
Breakfast
Dinner
lunch
Supper

Sales By Category Over Months
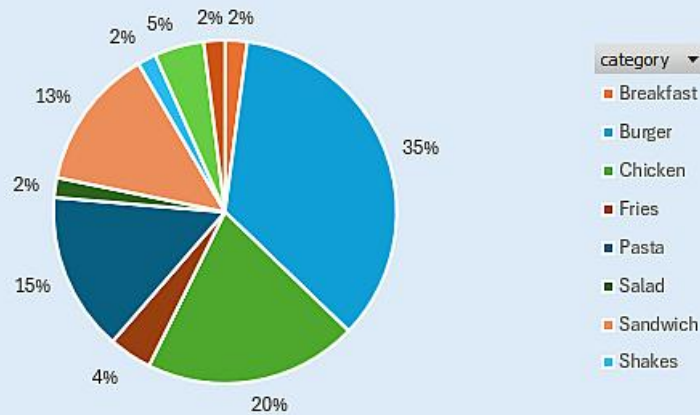
- January
- February
- March

Categories: Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, Wraps

Sales Distribution By Category

Sales

category:
- Breakfast
- Burger
- Chicken
- Fries
- Pasta
- Salad
- Sandwich
- Shakes

35%, 20%, 4%, 15%, 2%, 13%, 2%, 5%, 2%, 2%

Top 5 Dishes By Sales

- Angus Third Pounder: $3,995.00
- Big Mac: $3,731.77
- Bulgogi Burger: $3,842.08
- Meatball Marinara: $4,261.26
- Quarter Pounder with Cheese: $3,965.36

Order Volume By Time of Day

10 11 12 13 14 15 16 17 18 19 20 21 22 23

Orders By Day of Week

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Average Sales By Day Type

- Weekday: $5.03
- Weekend: $5.05
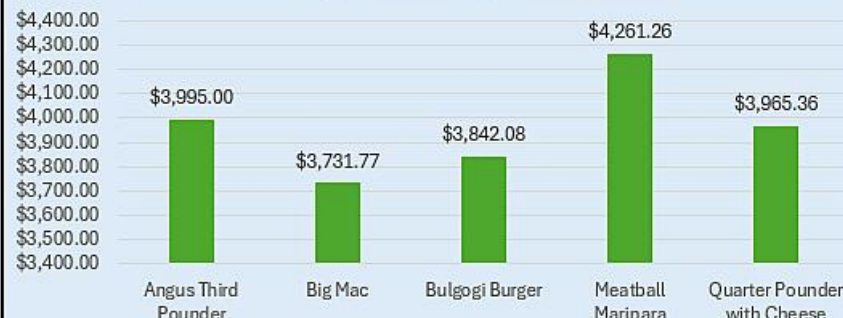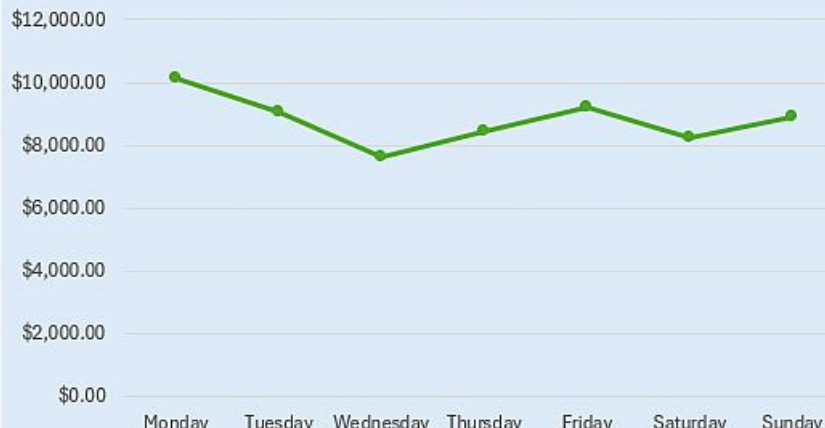
Total

Insights Of the Project

◆ **Overall Performance**

Total Orders Placed: 5,370
Total Sales: $61,626.29
Average Items Per Order: 2.28
Most Selling Item: Side Salad

◆ **Sales by Category (Monthly Trends)**

Top 3 Categories:

1. Burger(Highest monthly sales across Jan, Feb, and Mar)
2. Chicken
3. Fries

Category with lowest sales: Wraps and Sides

Month-on-Month Trend: Sales are relatively consistent across the three months, with **March** showing slightly higher values in most categories.

◆ **Sales Distribution by Category (Pie Chart)**

Burger: 35% of total sales (largest contributor)
Chicken: 20%
Fries: 15%
Other categories like Shakes, Pasta, Salad, etc., contribute significantly less (under 5% each).

◆ **Top 5 Dishes by Sales**

1. Meatball Marinara: $4,261.26
2. Angus Third Pounder: $3,995.00
3. Quarter Pounder with Cheese: $3,965.36
4. Bulgogi Burger: $3,842.08
5. Big Mac: $3,731.77

Observation: Burgers dominate top sales, highlighting strong customer preference.

◆ **Order Volume by Time of Day**

Peak Hours:

12 PM and 1 PM (Lunch hours)
5 PM to 7 PM (Dinner hours)
Low Volume: After 9 PM and before 11 AM

◆ **Orders by Day of Week**

Highest Sales: Monday (~$10,000)
Lowest Sales: Wednesday (~$7,500)
Consistent growth: Sales dip mid-week and recover toward the weekend.

◆ **Average Sales by Day Type**

Weekends perform slightly better than weekdays:

Weekend Average Sale: $5.05
Weekday Average Sale: $5.03

◆ **Other Observations**

Filtering Available: Based on order date and meal type (Breakfast, Lunch, Dinner, Supper)

Effective Dashboard Layout: Pie chart, bar graphs, and line charts allow easy interpretation of KPIs and trends.

Summery Of the Project

This dashboard provides a visual overview of McDonald's sales performance over a specific period, highlighting key metrics such as total sales, popular items, customer behavior, and order trends by time, category, and day. A total of 5,370 orders generated $61,626.29 in revenue, with an average of 2.28 items per order. Burgers led sales at 35%, followed by chicken (20%) and fries (15%). The Side Salad was the most sold item, while the Meatball Marinara earned the highest revenue.

Peak order times were 12–1 PM and 5–7 PM, with Mondays recording the highest sales. Weekend sales ($5.05) slightly exceeded weekday sales ($5.03). Underperforming categories like wraps, sides, and shakes suggest opportunities for targeted promotions. The insights support data-driven decisions, recommending a focus on high-performing categories during peak hours and improved visibility of low-performing items to drive balanced growth and profitability.