



MCDONALD'S SALES

DASHBOARD

PROJECT

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# ABOUT US

McDonald's is a global fast-food chain known for its hamburgers, french fries, and other menu items. It operates over 40,000 restaurants in more than 100 countries. The company is also a major employer, with over 1.7 million employees worldwide, many of whom work at franchise locations.



# PROJECT OBJECTIVE

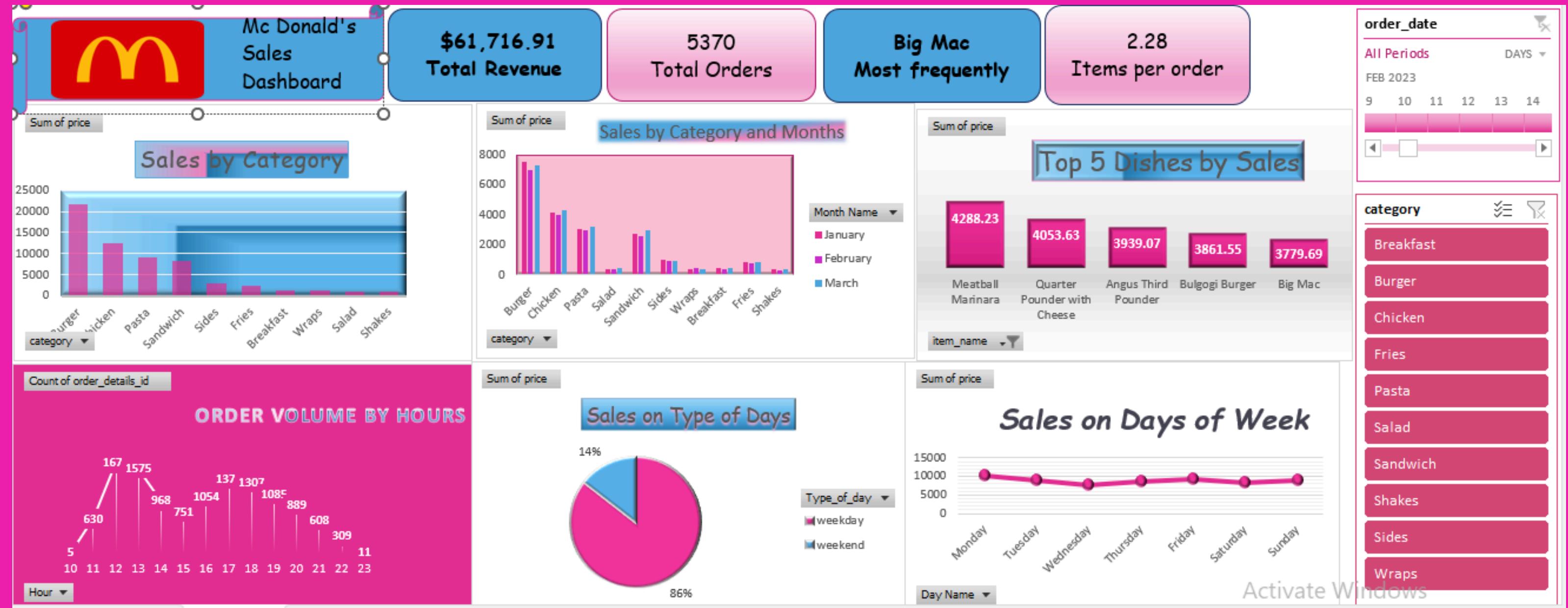
This project delivers actionable insights through analysis of customer preferences, and time-based trends using an interactive dashboard, focusing on:

- Analyzing customer behavior to refine marketing.
- Identifying top-selling products for targeted strategies.
- Enhancing operational efficiency through data-backed recommendations.
- Enabling strategic decisions for revenue growth.

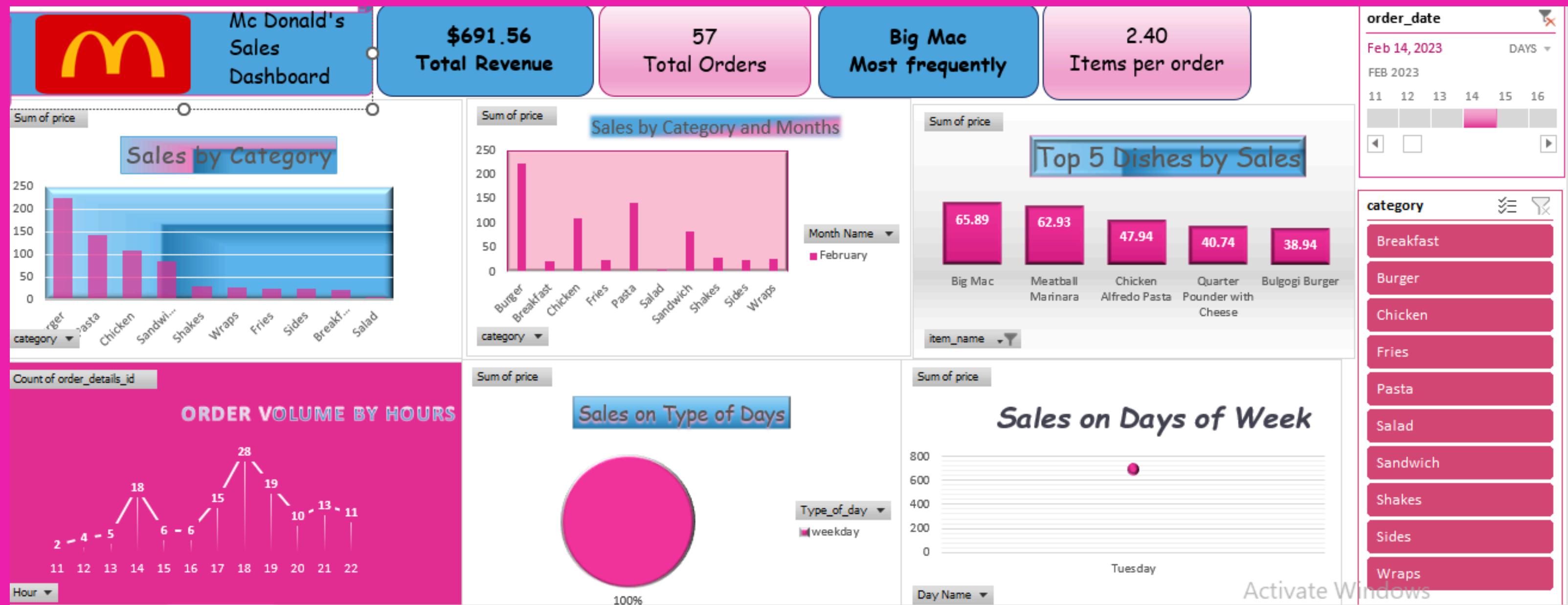
Order Now



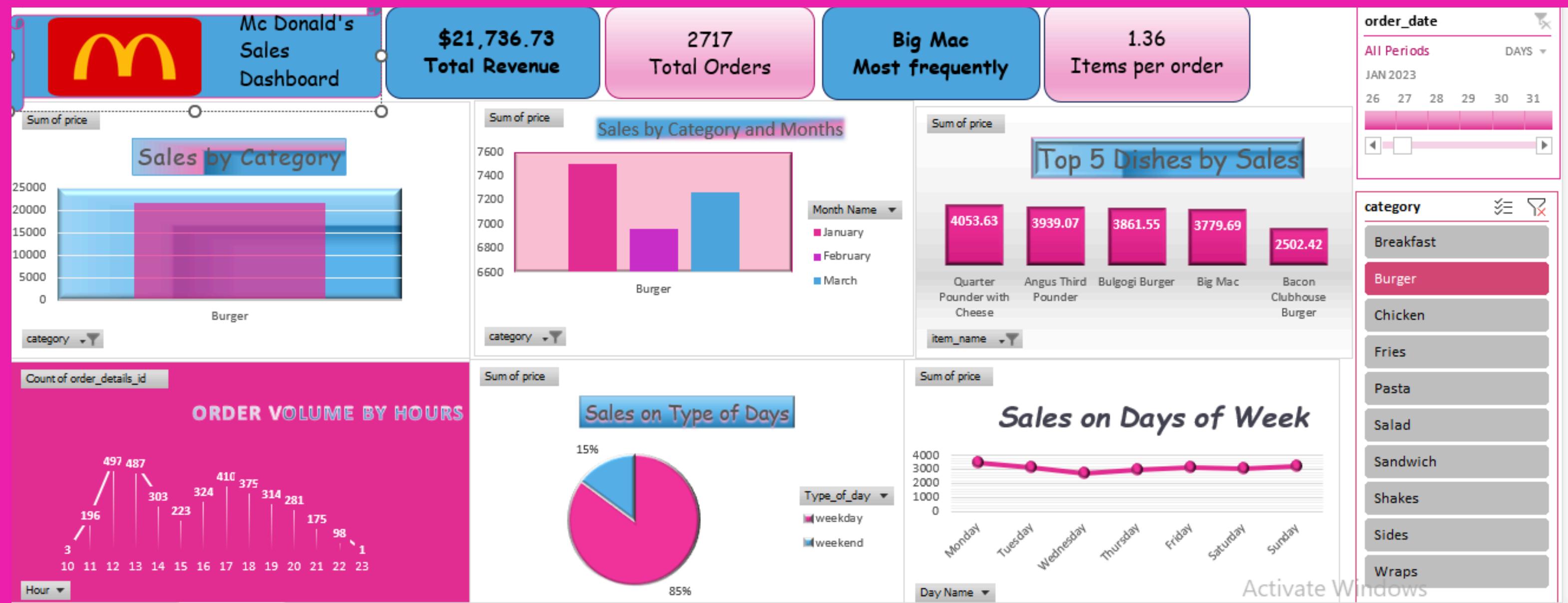
# February 2023 McDonald's Sales Overview: Performance Trends and Key Drivers



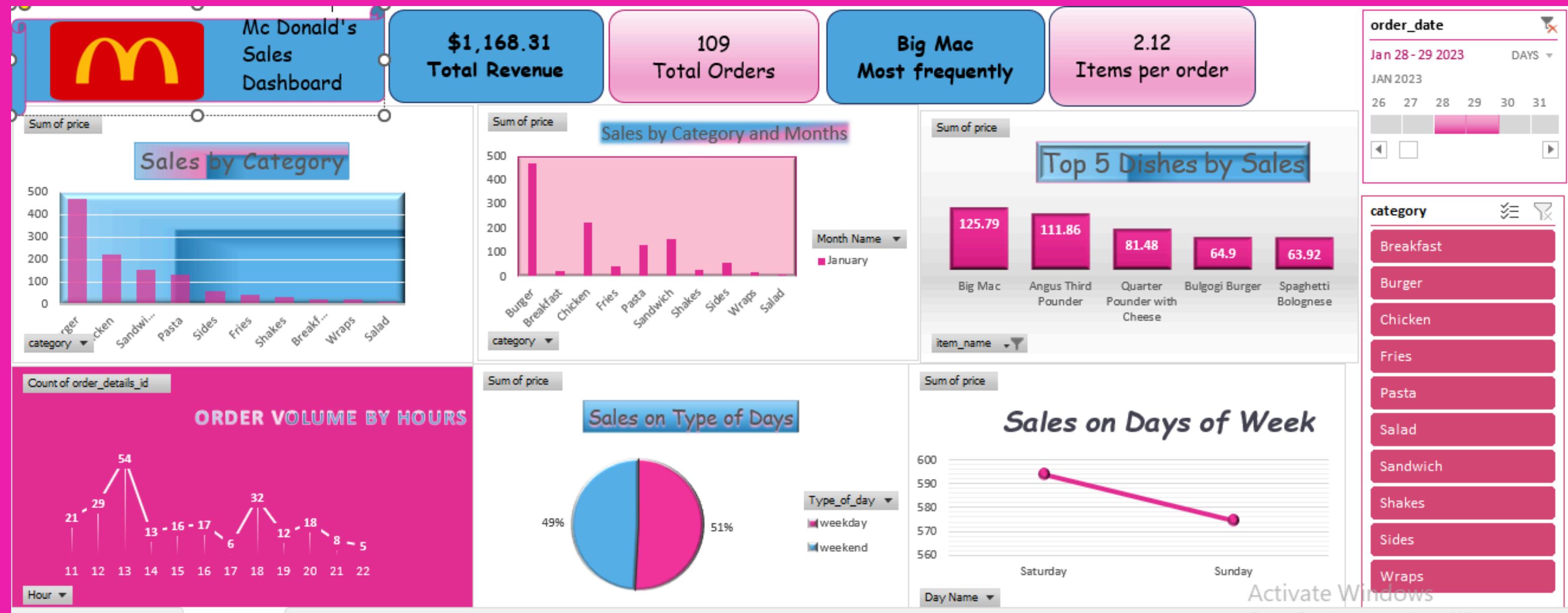
# Category Performance and Valentine's Day Impact



# Sales analysis on Weekdays and Burger Category Dominance



# Sales analysis on Weekend



# EXECUTIVE SUMMARY

*Here's a summary of the key insights from McDonald's sales dashboard:-*

Total Revenue: \$61,716.91

Total Orders: 5370

Average Items per Order: 2.28

Most Frequently Ordered Item: Big Mac



## Sales Insights by Time Periods

· Jan 30 – 31, 2023 (Weekday Sales)

Revenue: \$1,452.83

Total Orders: 119

Average Items per Order: 2.36

Most Sold Dish: Meatball Marinara

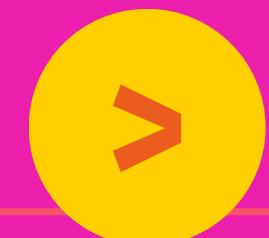
· Jan 28 – 29, 2023 (Weekend Sales)

Revenue: \$1,168.31

Total Orders: 109

Average Items per Order: 2.12

Most Sold Dish: Big Mac



# EXECUTIVE SUMMARY

*Here's a summary of the key insights from McDonald's sales dashboard:-*

## **Sales Split: 51% Weekend, 49% Weekday**

- Feb 14, 2023 (Valentine's Day)
  - Revenue: \$691.56
  - Total Orders: 57
  - Average Items per Order: 2.40
  - Most Sold Dish: Big Mac
- All Periods Combined (January - March)
  - Highest-selling Category: Burgers
  - Top 5 Best-Selling Dishes:Quarter Pounder with Cheese - \$4,053.63
  - Angus Third Pounder - \$3,939.07
  - Bulgogi Burger - \$3,861.55
  - Big Mac - \$3,779.69
  - Bacon Clubhouse Burger - \$2,502.42



# EXECUTIVE SUMMARY

Here's a summary of the key insights from McDonald's sales dashboard:-

## Order Volume Analysis:-

### Peak Sales Hours:

- Lunch Rush (12 PM – 2 PM) and Dinner Rush (6 PM – 8 PM)
- Lowest orders occur early morning and late night.

### Sales by Days of The Week:

- 85% of total sales occur on weekdays, while only 15% on weekends.
- Monday and Tuesday see higher sales in specific periods, while Saturday and Sunday sales tend to drop.

### Category Insights

- Burgers generate the highest revenue, dominating sales.
- Chicken, pasta, sandwiches, and fries follow behind as secondary contributors.
- Salads and shakes have the lowest sales.



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