![McDonald's logo]

McDonald's

Success Story Serving Billions

Change Your Taste, Make It Better | **Go**

"Eyes on the Fries'
(Just Not
Those Fries)"

Hot, crispy and delicious. Savour from the first to the last bite of our World Famous Fries. I'm lovin' it ®

Introduction

McDonald's started as a small burger stand in **1940,** founded by **Richard and Maurice** McDonald in **California**, and later expanded under Ray Kroc's visionary leadership.

Overview

This report presents an analysis of McDonald's sales and performance based on data-driven insights from an interactive Excel dashboard. The dashboard visualizes key metrics, sales trends, and order patterns to provide a comprehensive understanding of business performance.

Intreactive Dashboard of Sales and performance

$61,716.91 Total Revenue

5370 Total Orders

Big Mac Most Freq Ordered

2.28 Items Per Order

Category

Breakfast   Burger   Chicken

Fries   Pasta   Salad

Sandwich   Shakes   Sides

Wraps

Sales By Category

Sales By Category and Months

Legend:
- January
- February
- March

Sales On Type Of Days

- 28% — Weekend
- 72% — Weekdays

Legend:
- Weekdays
- Weekend

Order Volume By Hours

Values: 5, 630, 1672, 1575, 968, 751, 1054, 1370, 1307, 1085, 889, 608, 309, 11

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

Top 5 Dishes By Sales

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

Sales on Days Of Week

Values: 8915.44, 10173.14, 9075.2, 7625.76, 8468.61, 9220.56, 8238.2

Days: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday
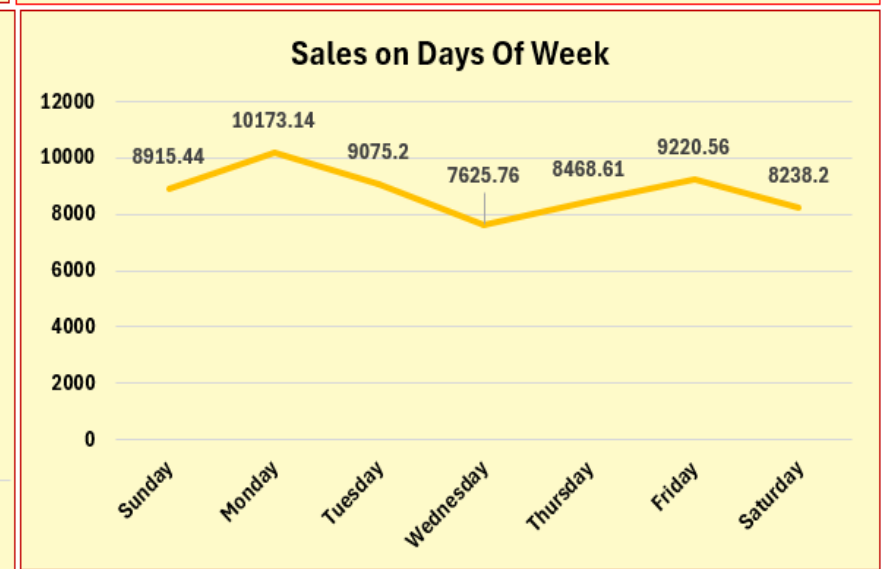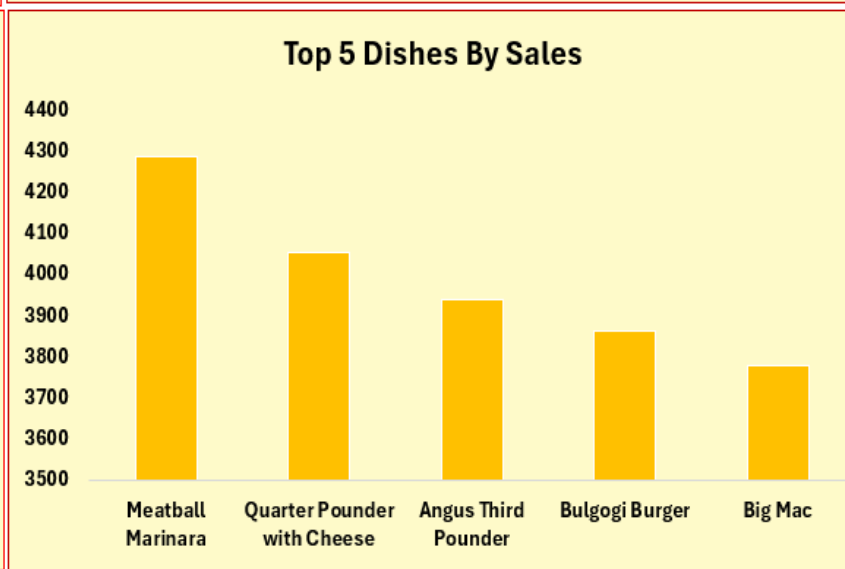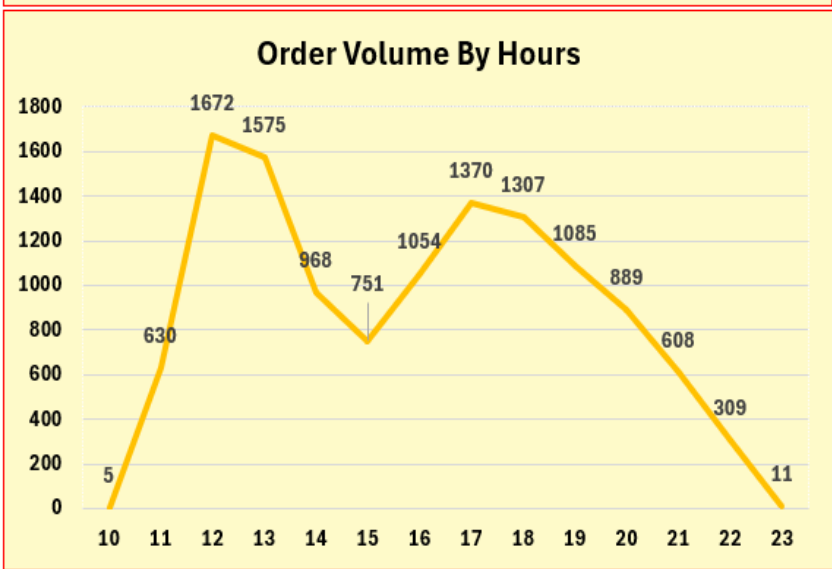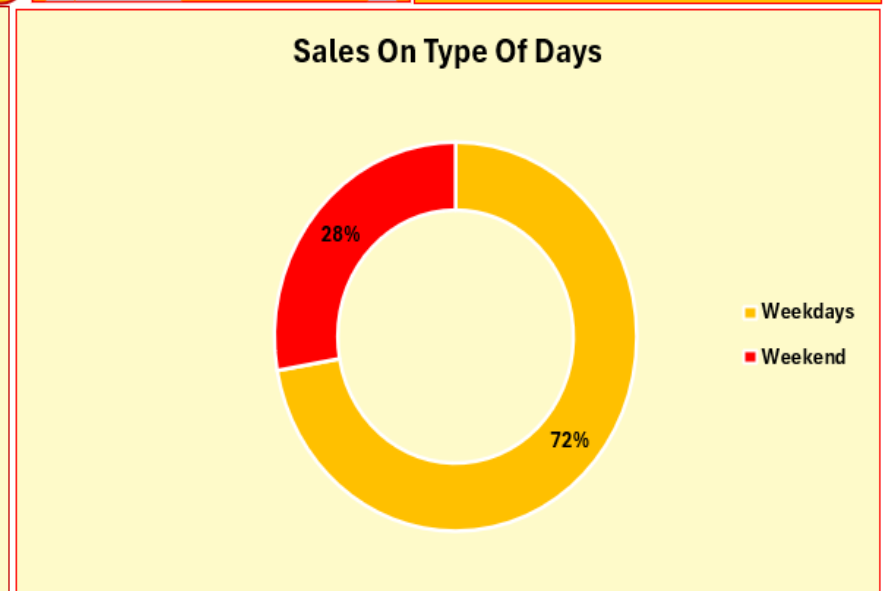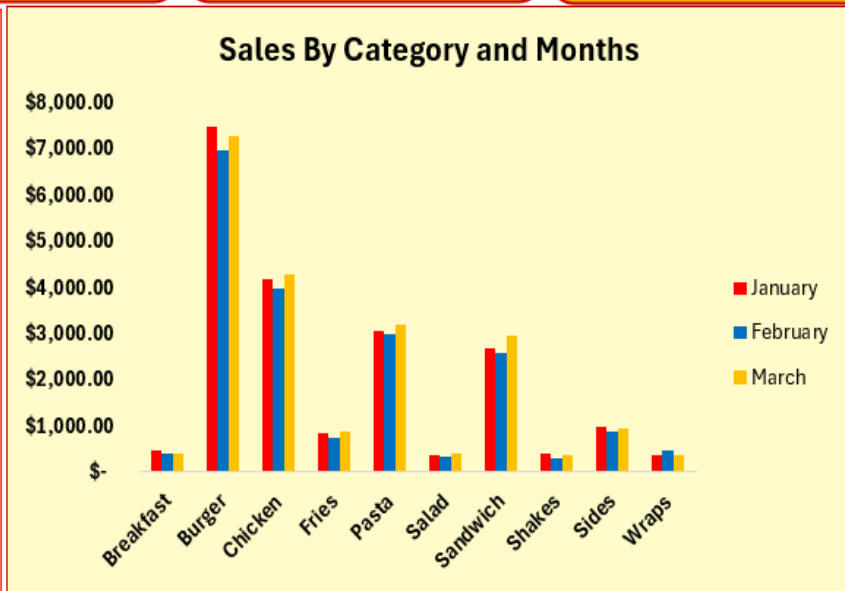
Key Metrics

- **Total Revenue:** $61,716.91
- **Total Orders:** 5,370
- **Most Frequently Ordered Item:** Big Mac
- **Average Items Per Order:** 2.28

$61,716.91
Total Revenue

5370
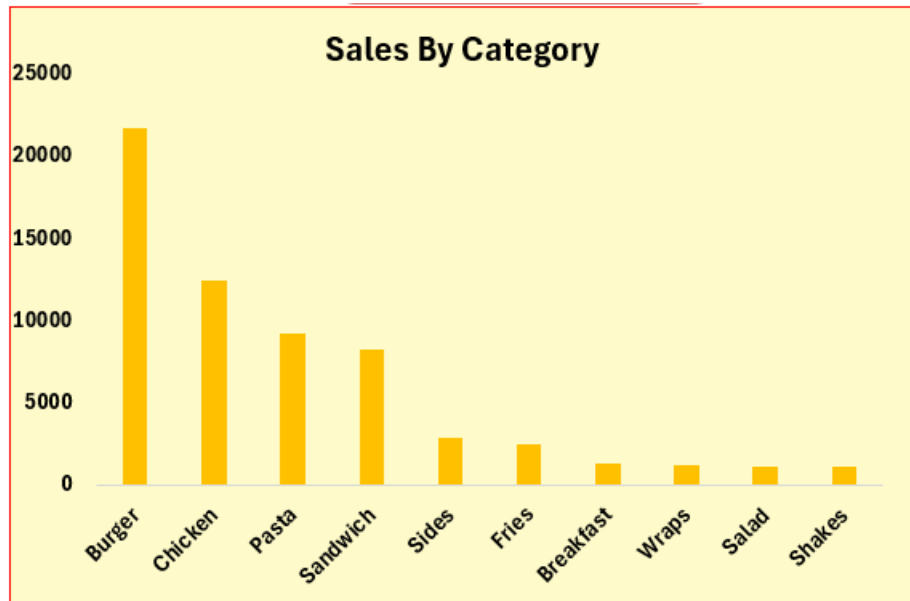Total Orders

Big Mac
Most Freq Ordered

2.28
Items Per Order

Sales by Category

•Burgers are the top-selling category, followed by Chicken, Pasta, and Sandwiches.

•Items like Sides, Fries, Wraps, and Shakes contribute to lower sales.

Sales By Category

•Sales by Category & Month:

•Sales remain consistent across the months, with slight variations in different categories.
•Burgers and Chicken maintain dominance in all months.
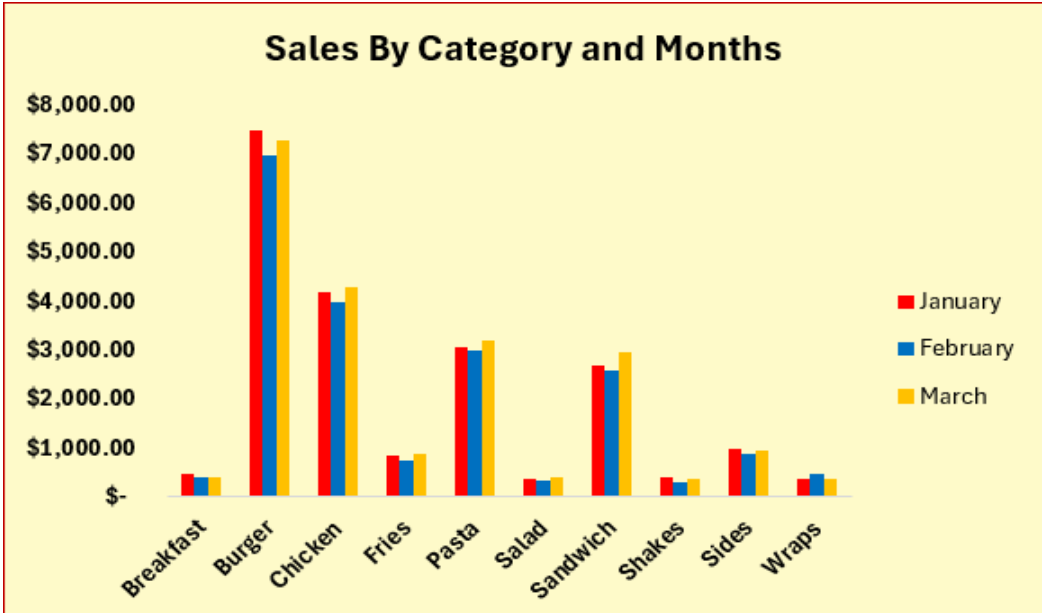
Systematic Approach

Streamlined processes and standardized operations contributed to McDonald's consistency and success.

Happy Meal And Family Focus

The introduction of Happy Meals in 1979 targeted children, boosting family visits and brand loyalty.
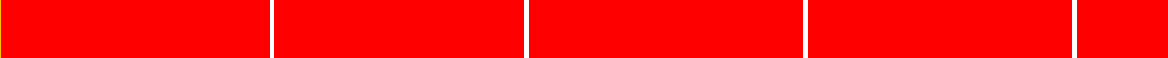
Order Date Timeline Filter

- This **timeline filter** helps in selecting a time period for data analysis.
- The filter is set to **months in 2023**, allowing users to view data for specific months.
- The **red-highlighted months (Jan, Feb, Mar, Apr, May)** indicate the currently selected time range.
- The **scroll bar at the bottom** allows navigation through different time periods.

order_date

All Periods   MONTHS

2023

JAN   FEB   MAR   APR   MA

Category Slicer

• This slicer allows users to filter data by different **food categories**, including:
Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, and Wraps.

• The **red-colored buttons** indicate that these categories are currently **selected** in the dashboard.

• When a category is clicked, the dashboard updates to show only the sales data related to that specific category.

Category		
Breakfast	Burger	Chicken
Fries	Pasta	Salad
Sandwich	Shakes	Sides
Wraps		

Top-Selling Dishes

• **Meatball Marinara** is the highest-selling item.
• Other popular dishes include **Quarter Pounder with Cheese, Angus Third Pounder, Bulgogi Burger, and Big Mac.**

Top 5 Dishes By Sales

|	Meatball Marinara	Quarter Pounder with Cheese	Angus Third Pounder	Bulgogi Burger	Big Mac
Sales	4290	4050	3940	3860	3770
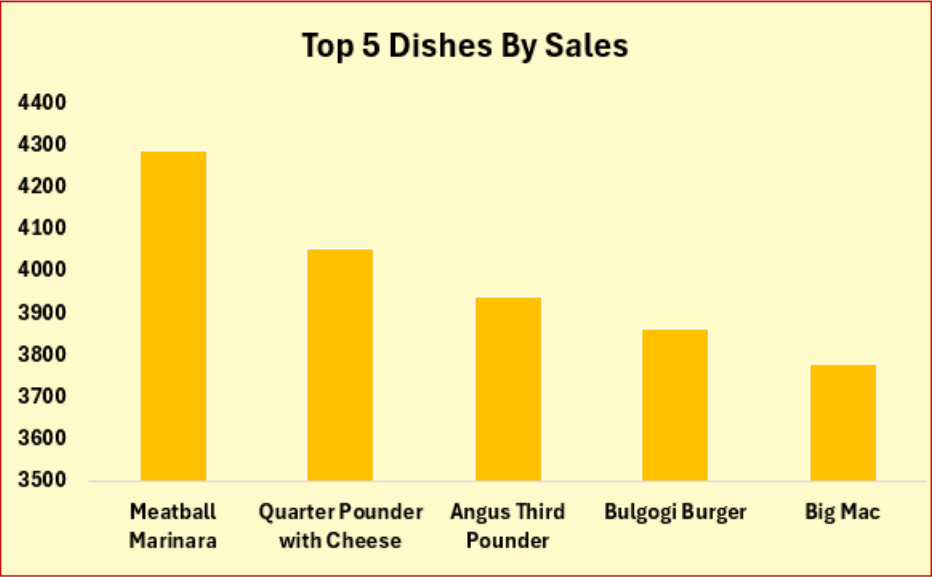
Sales by Type of Day

•**Weekdays (Monday-Friday)** account for **72%** of total sales.

•**Weekends (Saturday-Sunday)** contribute **28%**, indicating lower weekend demand.

Sales On Type Of Days

28%

72%

■ Weekdays

■ Weekend
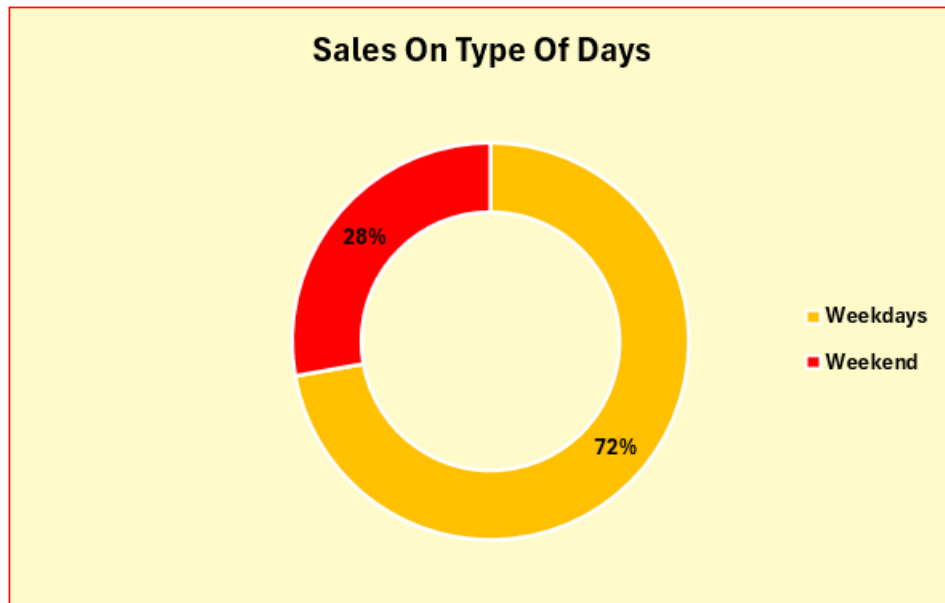
Order Volume by Hour

- Peak order times are **12 PM (1,672 orders) and 6 PM (1,370 orders)**, aligning with lunch and dinner rush hours.
- The lowest order volume is observed late at night and early morning.

Order Volume By Hours
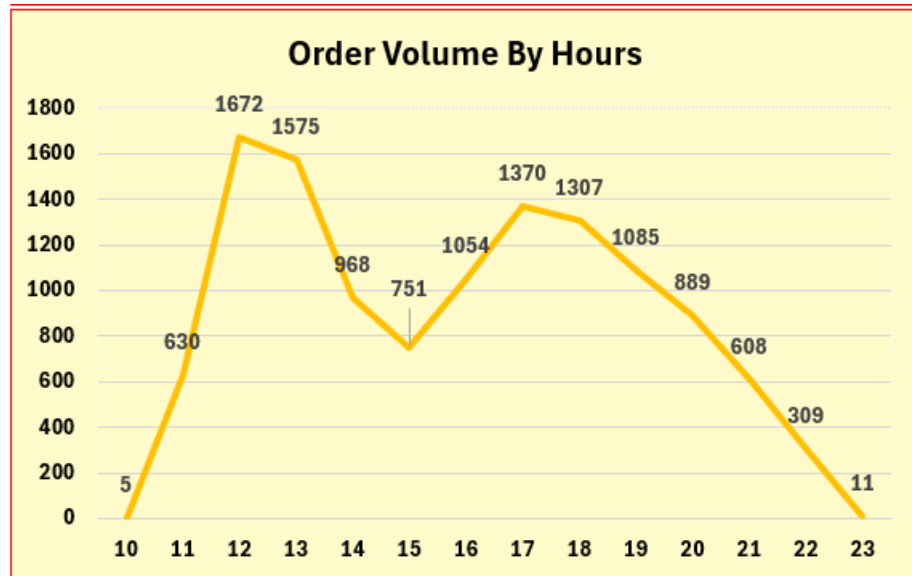
Embracing technology, mobile ordering, self-kiosks, and digital rewards enhance customer experiences, leading fast-food's digital transformation.

Sales by Day of the Week:

•**Highest Sales:** Monday ($10,173.14), followed by Friday and Tuesday.
•**Lowest Sales:** Wednesday ($7,625.76), suggesting a mid-week sales drop.
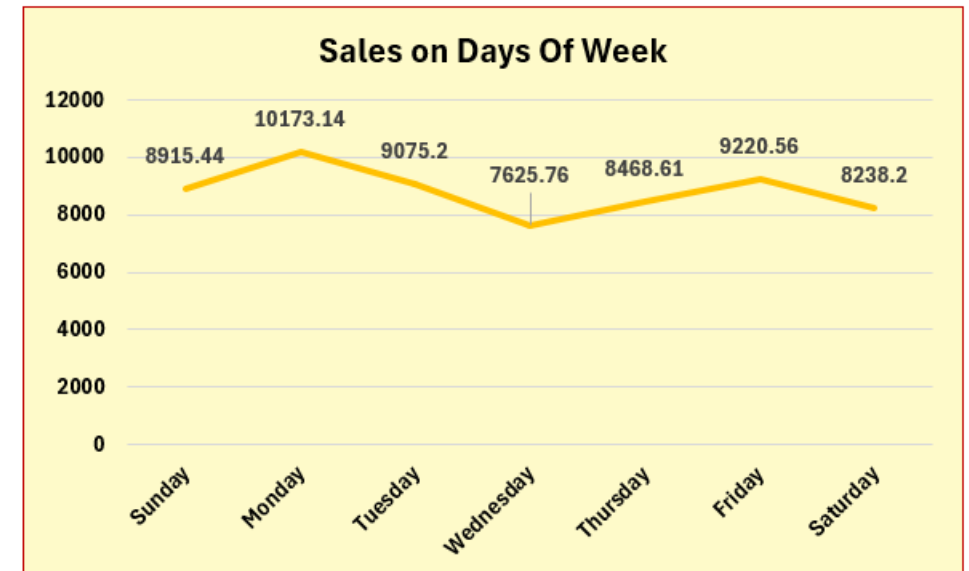
Key Takeaways & Recommendations

- **Focus on high-demand categories** (Burgers, Chicken) while improving sales of lower-performing items.
- **Leverage peak hours** (Lunch & Dinner) with targeted promotions and discounts.
- **Increase weekend sales** by offering special deals or marketing campaigns.
- **Address mid-week drop (Wednesday)** by introducing offers or promotions to boost engagement.

Future Vision

Commitment to Growth

McDonald's envisions continued global expansion, adapting to emerging trends and evolving consumer needs.

Innovation and Sustainability

The company aims to lead the industry in sustainable practices and digital innovation.

More Information

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