



McDonald's

Success Story Serving Billions

Change Your Taste, Make It Better

Go

SUBMITTED BY:- MD PRAVEZ ALAM





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

order_date 

All Periods MONTHS 

2023

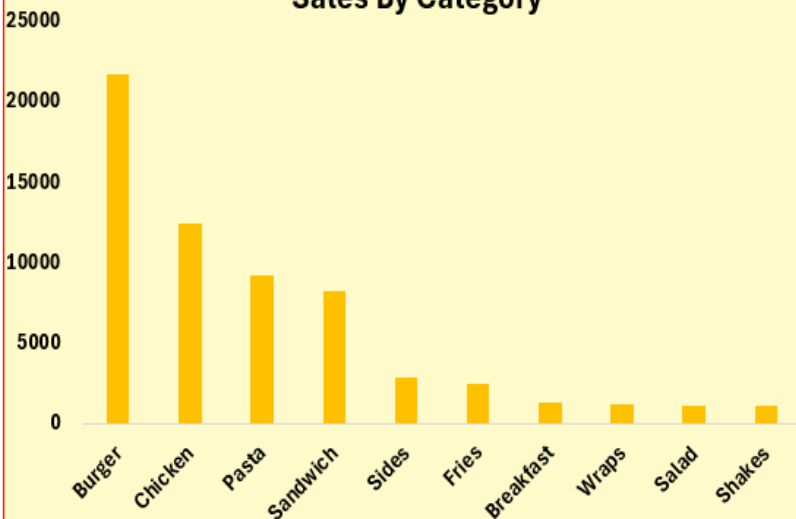
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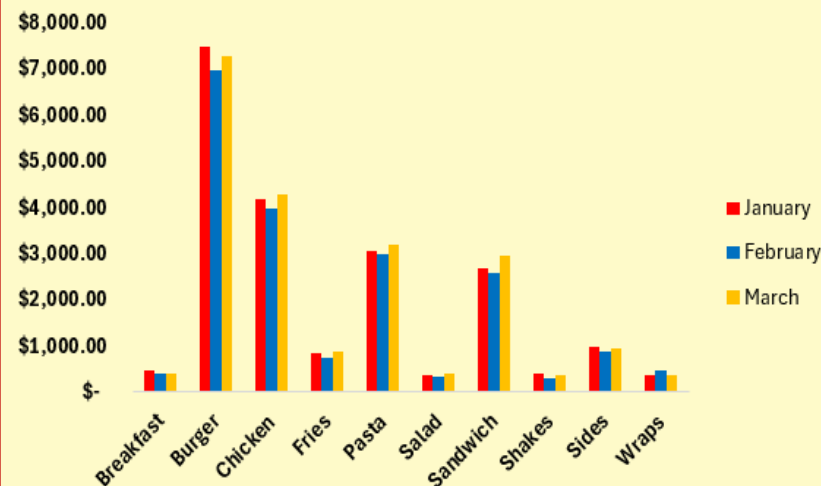
Category  

Breakfast	Burger	Chicken
Fries	Pasta	Salad
Sandwich	Shakes	Sides
Wraps		

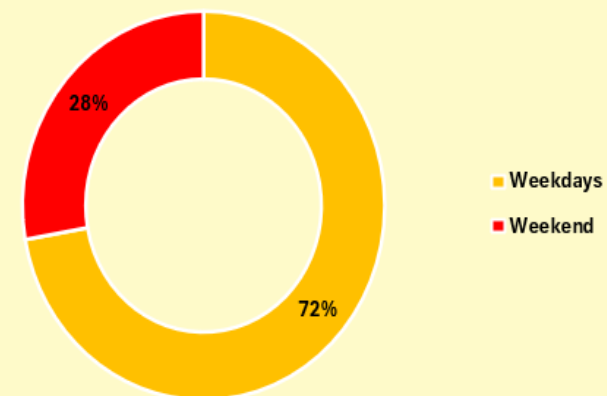
Sales By Category



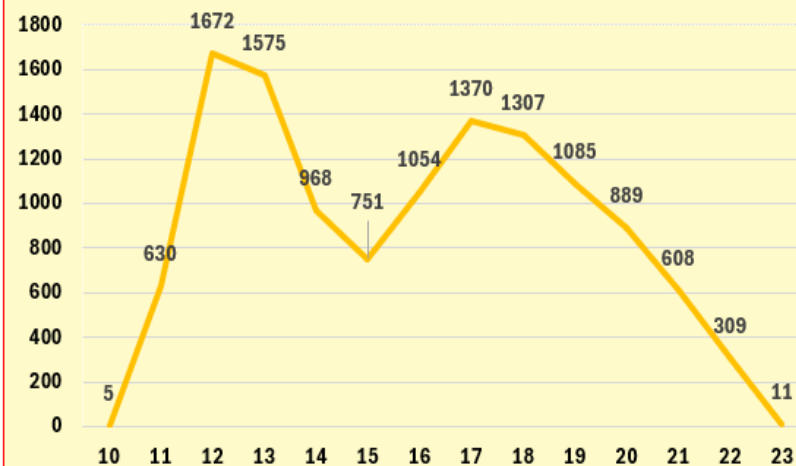
Sales By Category and Months



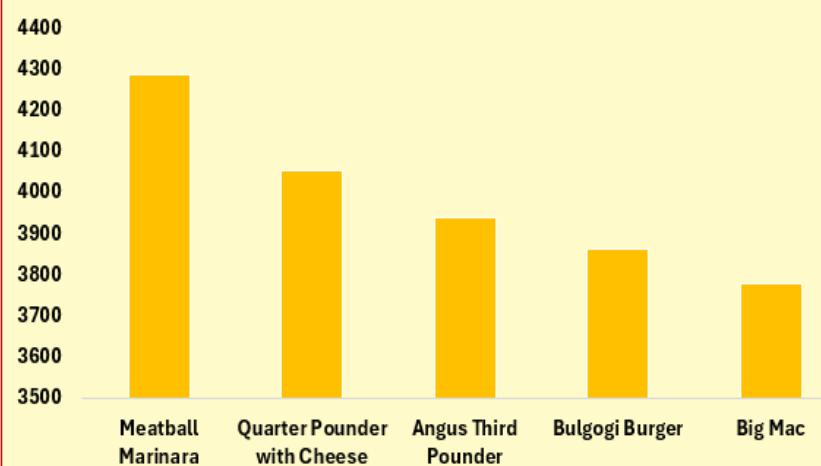
Sales On Type Of Days



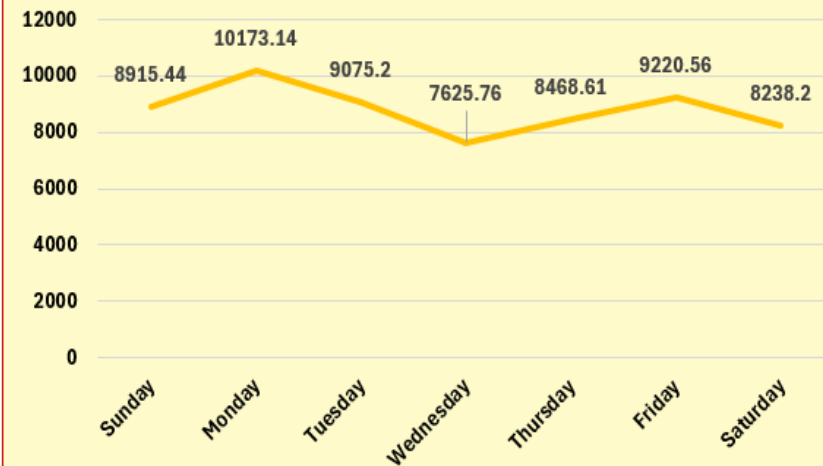
Order Volume By Hours



Top 5 Dishes By Sales




Sales on Days Of Week





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

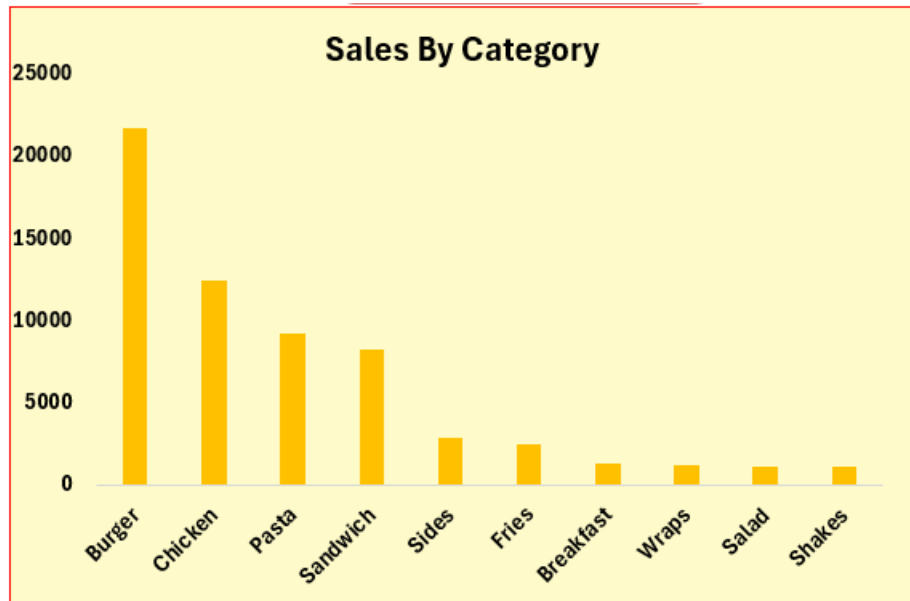
Items Per Order





Sales by Category

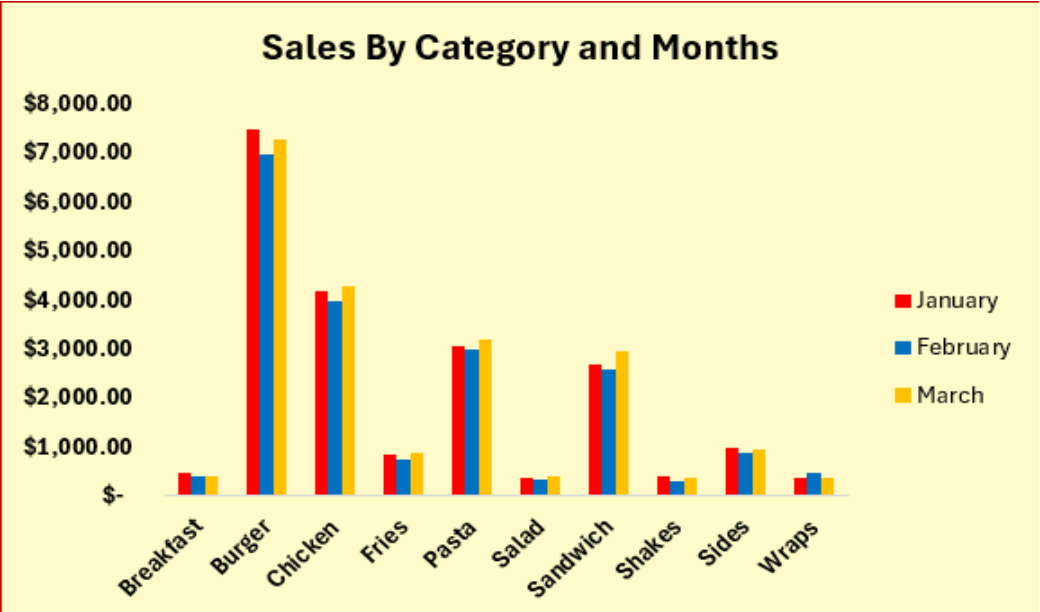
- Burgers are the top-selling category, followed by Chicken, Pasta, and Sandwiches.
- Items like Sides, Fries, Wraps, and Shakes contribute to lower sales.





•Sales by Category & 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

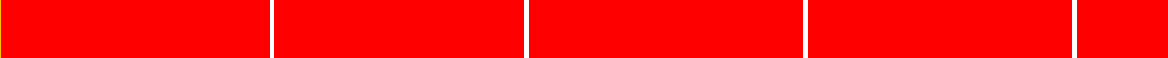
- This **timeline filter** helps in selecting a time period for data analysis.
- The filter is set to **months in 2023**, allowing users to view data for specific months.
- The **red-highlighted months (Jan, Feb, Mar, Apr, May)** indicate the currently selected time range.
- The **scroll bar at the bottom**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


order_date 

All Periods **MONTHS** 

2023

JAN **FEB** **MAR** **APR** **MAY**









Category Slicer

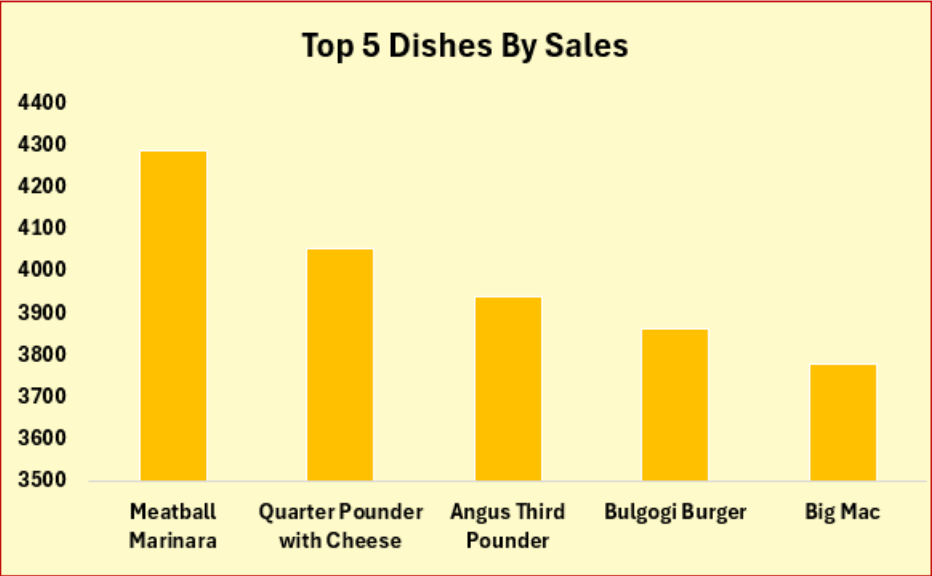
- This slicer allows users to filter data by different **food categories**, including:
Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, and Wraps.
- The **red-colored buttons** indicate that these categories are currently **selected** in the dashboard.
- When a category is clicked, the dashboard updates to show only the sales data related to that specific category.





Top-Selling Dishes

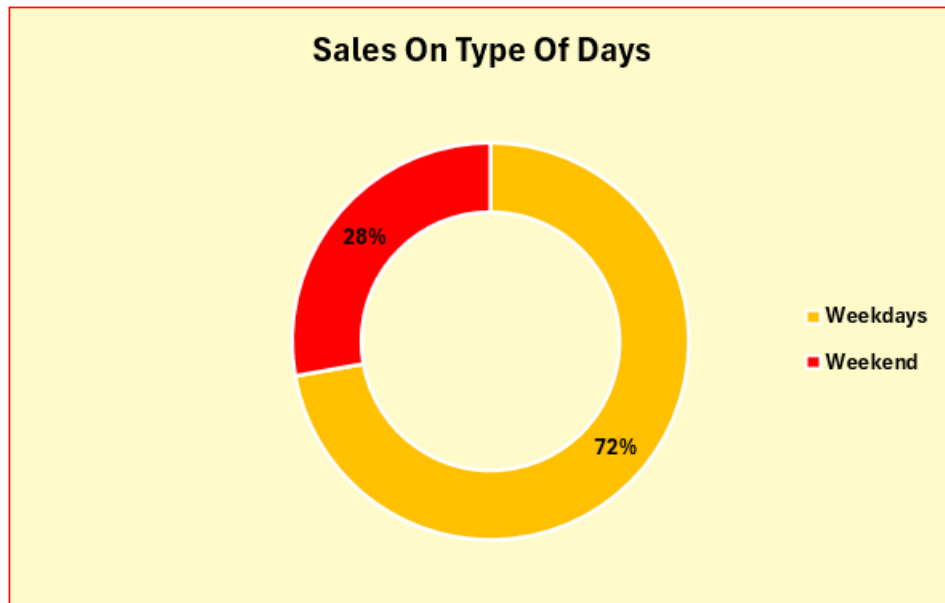
- **Meatball Marinara** is the highest-selling item.
- Other popular dishes include **Quarter Pounder with Cheese**, **Angus Third Pounder**, **Bulgogi Burger**, and **Big Mac**.





Sales by Type of Day

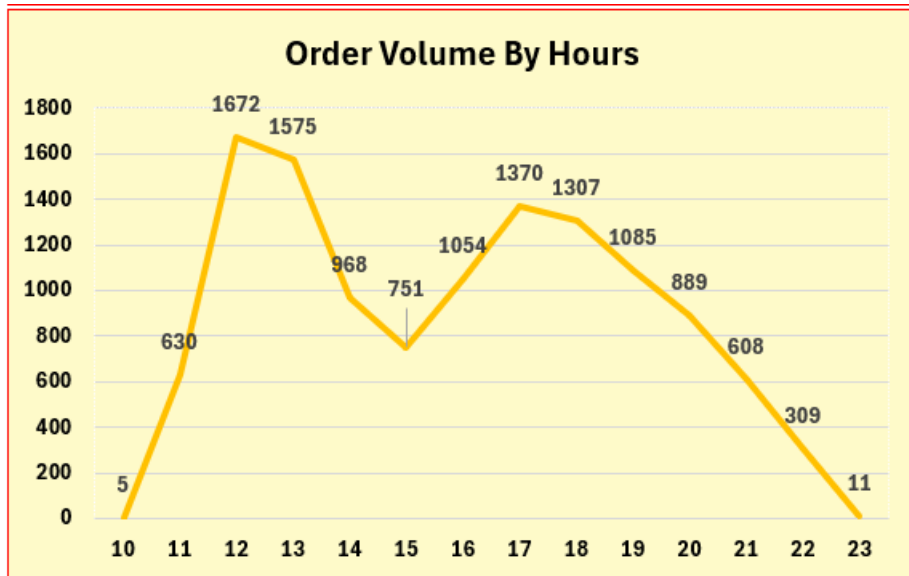
- **Weekdays (Monday-Friday)** account for **72%** of total sales.
- **Weekends (Saturday-Sunday)** contribute **28%**, indicating lower weekend demand.





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.

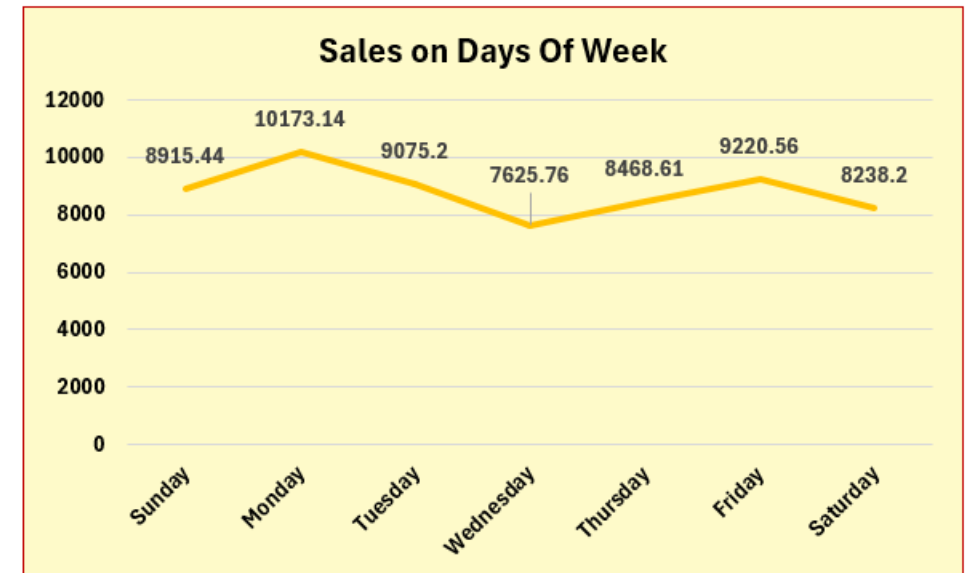


Embracing technology, mobile ordering, self-kiosks, and digital rewards enhance customer experiences, leading fast-food's digital transformation.



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.

