Project Synopsis : Excel

1. Title

McDonald's Sales Dashboard for South America - 2023

2. Introduction

   This project focuses on the development of a sales dashboard using Excel to analyze and visualize the sales performance of McDonald's across South America for the year 2023. The dashboard provides a comprehensive overview of key metrics like sales revenue, profit, customer count, and customer satisfaction, enabling data-driven insights and informed decision-making.

3. Objectives

   - To create a visually appealing and functional dashboard to track McDonald's sales performance.

   - To present data on sales trends, profits, and customer metrics across different countries in South America.

   - To measure customer satisfaction across various parameters including speed, quality, and service.

4. Scope of Work

   - Compile data from various sources related to McDonald's sales in South America.

   - Create visualizations, including charts, graphs, and maps, to represent sales trends and customer satisfaction.

   - Develop key performance indicators (KPIs) to compare actual results with targets.

   - Ensure the dashboard is interactive, allowing stakeholders to explore data for each country.

5. Methodology

   - Data Collection: Gather sales, profit, and customer satisfaction data from internal sources.

   - Data Processing: Clean and organize the data for input into Excel.

   - Dashboard Design: Build a user-friendly dashboard with interactive elements and visualizations such as line graphs, progress bars, radar charts, and maps.

   - KPI Setup: Set up sales targets and calculate percentage completion to monitor progress.

6. Tools and Technologies

   - Excel: For data management, visualization, and dashboard creation.

   - Charts and Graphs: Line graphs for sales trends, radar charts for customer satisfaction, and map visualizations for country-specific sales.

   - Formulas and Conditional Formatting: To calculate KPIs, percentage completion, and target achievements.

7. Expected Outcomes

- A comprehensive dashboard that provides insights into McDonald's sales performance in South America.

- Visual comparisons of sales trends for 2022 and 2023.

- KPIs that reflect sales, profit, and customer satisfaction progress towards yearly targets.

- Insights into customer satisfaction metrics, highlighting strengths and areas for improvement.

8. Timeline

- Day 1-2: Data collection and preparation.

- Day 3: Design and layout of the dashboard, with focus on visual elements.

- Day 4: Integration of KPIs and finalization of dashboard interactivity.

- Day 5: Testing, refinement, and presentation to stakeholders.

9. Conclusion

The McDonald's Sales Dashboard project provides a detailed overview of sales and customer satisfaction data, aiding in performance tracking and strategic decision-making for McDonald's operations in South America. The interactive nature of the dashboard allows for in-depth exploration of sales data, helping identify key trends and market opportunities.