McDonald’s Sales Dashboard

Presented by

Sapna Bhambhwani

McDonalds Sales Dashboard

Side Salad
Hot Selling Dish

2.28
Items Per Order

5370
Orders

$61,626.29
Revenue

11.48
Sales/Order

order_date

All Periods MONTHS

2023

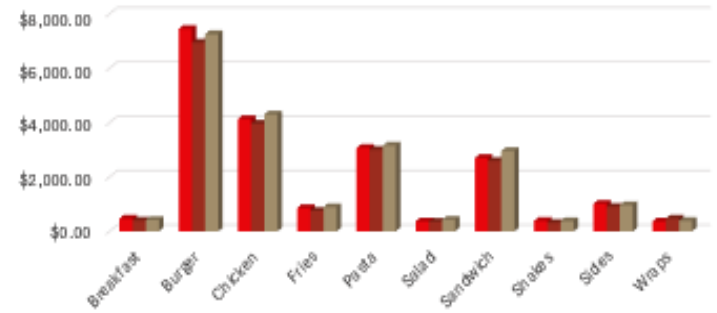
JAN FEB MAR APR MAY JUN JUL AUG

category

- Breakfast
- Burger
- Chicken
- Fries
- Pasta
- Salad
- Sandwich

Sales

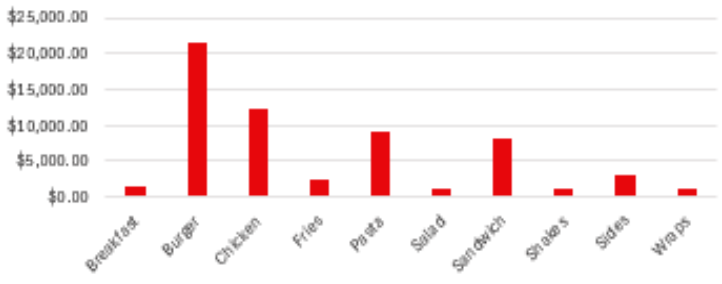
Revenue by Category Over Month



category

Sales

Total Revenue By Category



category

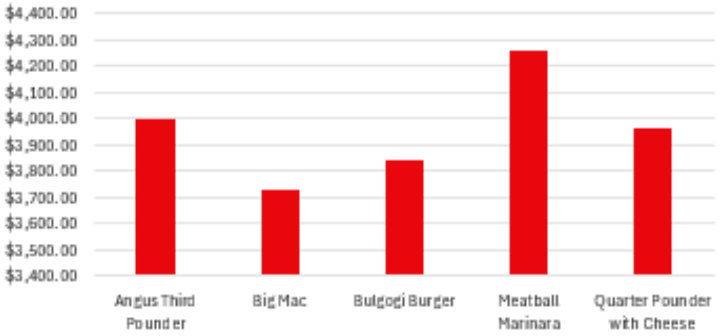
dishes ordered

Order Distribution by Hour

Sales performance by category over Months

Sales

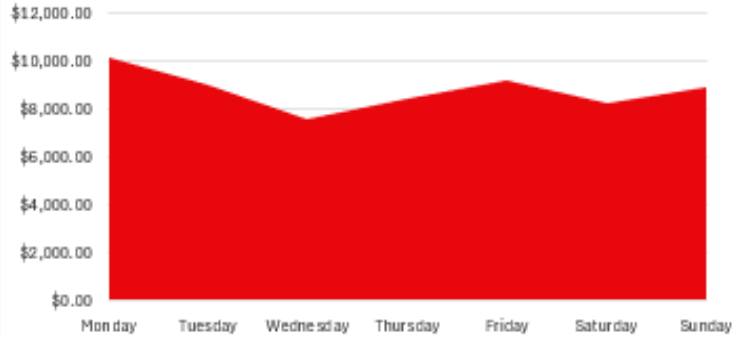
Total Revenue by Menu Items



item_name

Sales

Trends Over Weekdays & Weekends



Day Name

Executive Summary

This report presents key insights derived from an in-depth analysis of McDonald's operational and customer behavior data. Using **Power BI**, an interactive and dynamic dashboard was developed to identify trends, uncover business opportunities, and generate actionable recommendations for enhancing revenue and operational efficiency.

Data Analysis Journey

- **Data Cleaning**: Cleaned the dataset in Power Query by fixing headers, correcting data types, removing duplicates, and handling null values.

- **Data Transformation**: Extracted new features like weekday, time of day, and categorized time slots for better behavioral analysis.

- **Modeling & Dashboard Creation**: Merged datasets and built an interactive Power BI dashboard with calculated measures, slicers, and visual insights.

Key Insights and Observations

1. Top-Selling Product

Side Salad is the **hot-selling item**, suggesting either popularity or promotional success.

2. Order Metrics

Average items per order: **2.28**

Total orders: **5370**

Indicates relatively modest order size, hinting at quick service or individual meals.

3. Revenue Insights

Burger category consistently leads revenue across all months.

Top categories by revenue (descending):

Burger

Chicken

Pasta/Shakes

Least performing categories: Sides, Wraps, Breakfast

4. Revenue by Menu Item

Top revenue-generating item: **Meatball Marinara,** followed by **Angus Third Pounder.**

Big Mac and **Quarter Pounder with Cheese** perform moderately.

5. Order Volume by Time

Peak order time: **12 PM to 2 PM**, i.e., lunchtime

Noticeable dip after **3 PM** and again after **8 PM**.

Late-night and early-morning sales are minimal.

6. Trends Over Weekdays vs Weekends

Monday has the highest revenue, with a slight drop midweek.

Weekends (Saturday & Sunday) see consistent performance, slightly lower than Monday.

7. Monthly Sales Trends

Sales performance improves month-over-month from **January to March** across most categories.

Categories like **Pasta**, **Sandwich**, and **Shakes** show a steady upward trend.

Recommendations

Upsell Opportunities

- Encourage add-ons to raise the **Items per Order** from 2.28.
- Bundle popular items (e.g., Side Salad + Burger + Shake) for promotions.

Time-Based Promotions

- Run offers between **3 PM – 6 PM** to boost off-peak sales.
- Introduce **late-night meal combos** if targeting late-shift workers or younger demographics.

Focus on High Performers

- Further promote high revenue items like **Meatball Marinara** and **Angus Third Pounder**.
- Introduce similar variants or LTOs (Limited Time Offers) to ride on their success.

Optimize Low-Performing Categories

- Evaluate why **Breakfast, Wraps, Sides** underperform.
- Revamp or replace underwhelming items or improve awareness.

Enhance Weekend Strategy

- Since Monday performs best, replicate the strategy (e.g., breakfast or lunch offers) on weekends.

Conclusion

This McDonald's dashboard effectively showcases performance across time, categories, and products. Burgers dominate sales, while individual menu items like

Meatball Marinara drive high revenue. However, opportunities lie in increasing basket size, improving underperforming categories, and leveraging off-peak and weekend potential. With targeted marketing and menu optimization, there's strong room for growth in both volume and value.

Thank You

Mentor: Ayushi Jain