



MCDONALD'S SALES DASHBOARD ANALYSIS

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KATEWA



Mc Donald's Sales Dashboard



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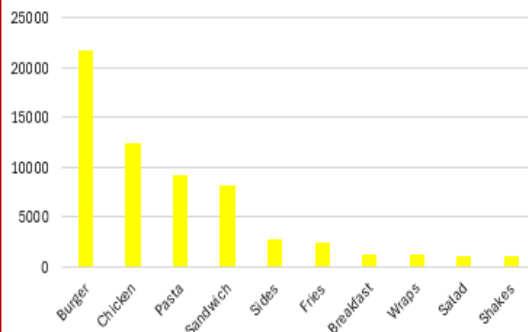
\$61,716.91
Total Revenue

5370
Total Orders

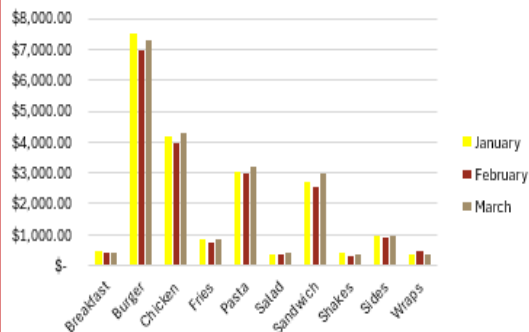
2.28
Items Per Order

Big Mac
Most Freq Ordered

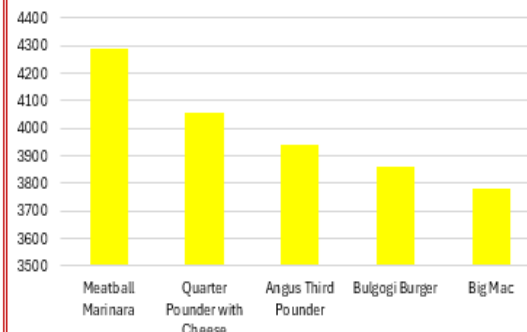
Sales By Category



Sales By Category and Months



Top 5 Dishes By Sales



order_date

All Periods MONTHS
2023
JAN FEB MAR APR

category

Breakfast

Burger

Chicken

Fries

Pasta

Salad

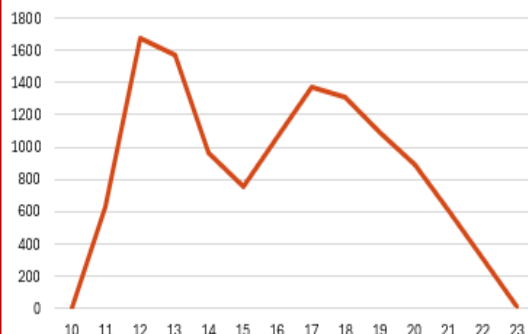
Sandwich

Shakes

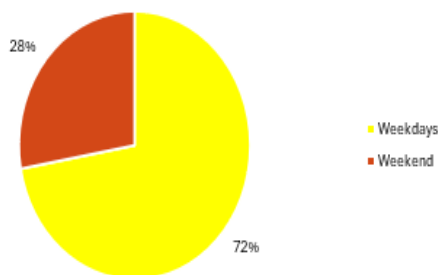
Sides

Wraps

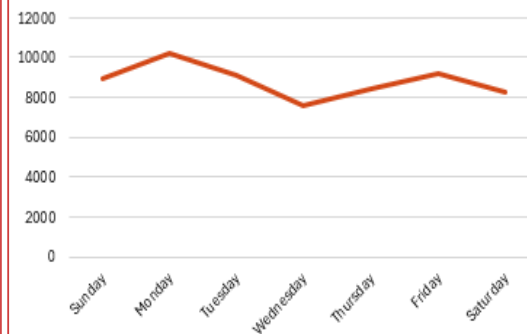
Order Volume By Hours



Sales on Type Of Days



Sales on Days Of Week



OVERVIEW OF THE DASHBOARD

The McDonald's Sales Dashboard provides a detailed analysis of sales trends, customer preferences, and performance metrics. Key areas analyzed include:

- KPI Analysis

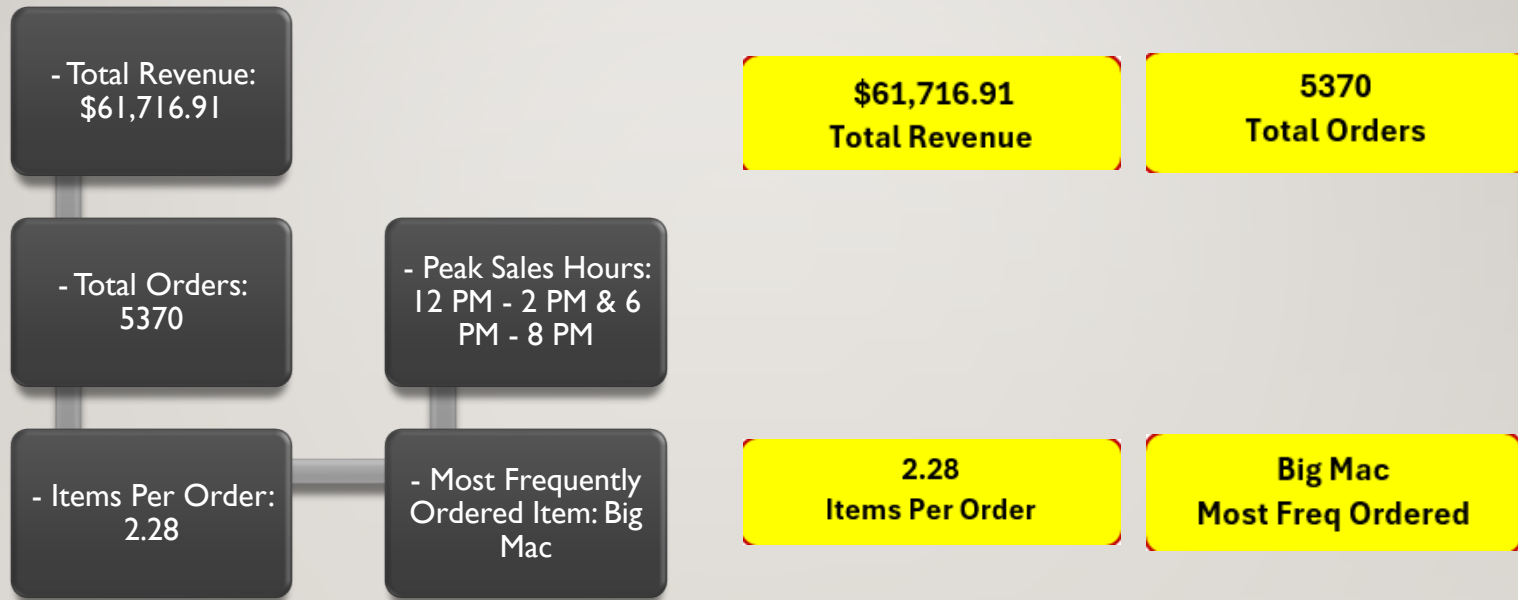
- Sales by Category & Months

- Order Volume by Hours

- Sales Distribution by Days

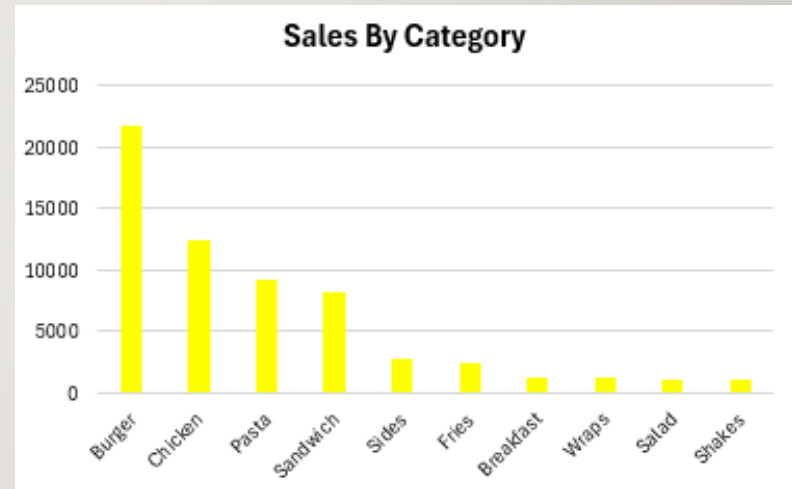
- Performance of Burger & Breakfast Categories

KEY PERFORMANCE INDICATORS (KPIs)



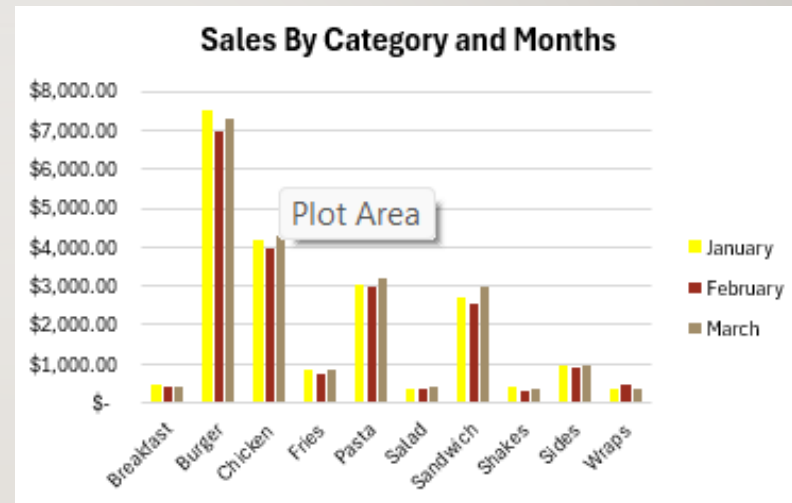
SALES BY CATEGORY

- - Burgers are the highest-selling category.
- - Chicken and Pasta follow closely behind.
- - Shakes, Salads, and Wraps contribute minimally to total sales.
- - Focus on top-performing categories for promotions.



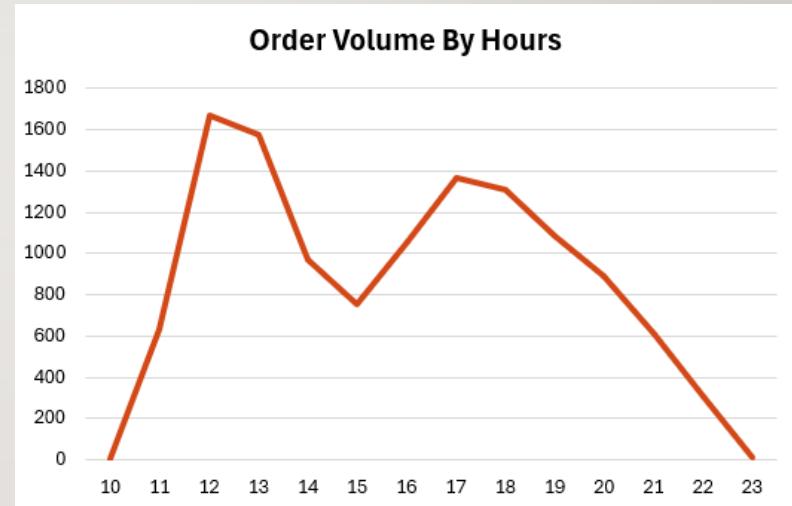
SALES BY CATEGORY & MONTHS

- - Sales trends remain stable across months.
- - Burgers show consistent demand.
- - Consider introducing limited-time offers to boost seasonal sales.



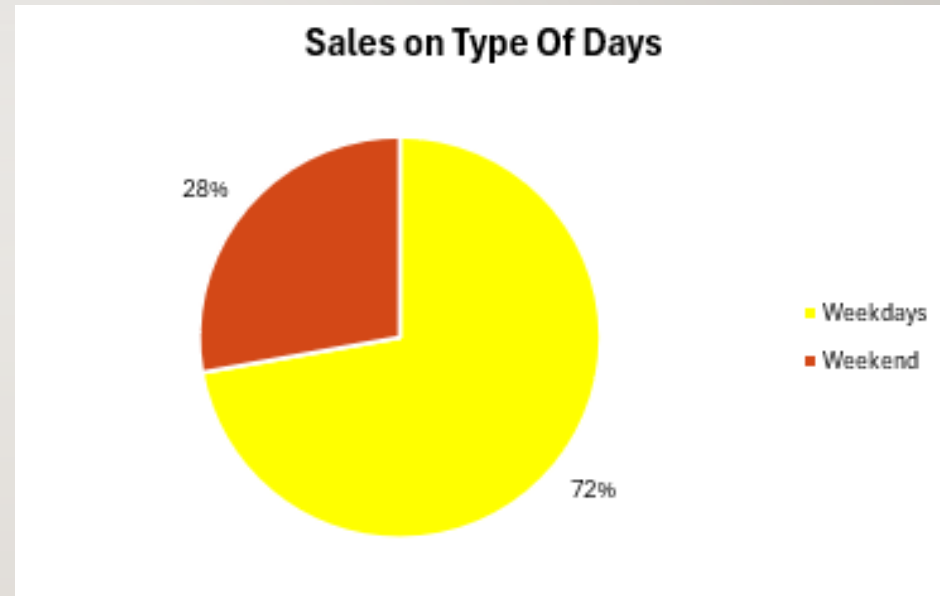
ORDER VOLUME BY HOURS

- - Peak hours are from 12 PM - 2 PM (lunch) & 6 PM - 8 PM (dinner).
- - Sales drop significantly after 9 PM.
- - Optimize staffing and inventory to handle peak demand efficiently.



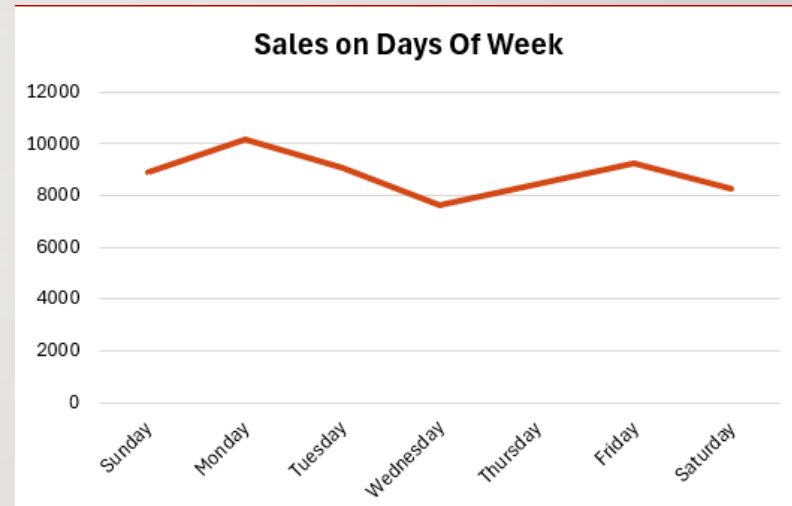
SALES ON TYPE OF DAYS

- - 72% of sales happen on weekdays.
- - 28% of sales occur on weekends.
- - Consider running weekend promotions to boost weekend sales.



SALES ON DAYS OF THE WEEK

- - Highest sales on Monday and Friday.
- - Mid-week sales are comparatively lower.
- - Introduce mid-week promotions to balance sales distribution.

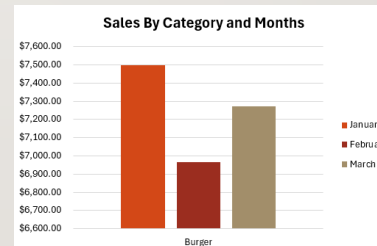


BURGER CATEGORY INSIGHTS

- - Burgers dominate sales across all months.
- - Big Mac is the most frequently ordered item.
- - Introduce new burger variations to maintain customer interest.

- Sales Breakdown (Filtered Views)

- Burger Category:
- Revenue: \$21,736.73
- Orders: 2,717
- Items Per Order: 1.36



| category | |
|-----------|--|
| Breakfast | |
| Burger | |
| Chicken | |
| Fries | |
| Pasta | |
| Salad | |
| Sandwich | |
| Shakes | |
| Sides | |
| Wraps | |

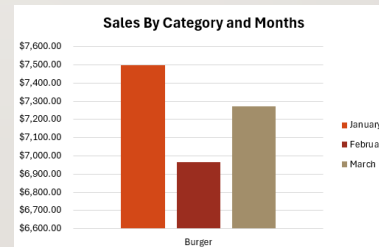
BREAKFAST CATEGORY INSIGHTS

- - Breakfast sales are lower compared to other categories.
- - Breakfast Burrito is the most ordered item.
- - Introduce breakfast combos and special offers to increase sales.

- Sales Breakdown (Filtered Views)

- Breakfast Category:

- Revenue: \$1,294.56
- Orders: 450
- Items Per Order: 1.03



| category | |
|-----------|--|
| Breakfast | |
| Burger | |
| Chicken | |
| Fries | |
| Pasta | |
| Salad | |
| Sandwich | |
| Shakes | |
| Sides | |
| Wraps | |

RECOMMENDATIONS & NEXT STEPS

- - Focus marketing efforts on high-performing categories (Burgers, Chicken, Pasta).
- - Optimize staffing and inventory for peak hours.
- - Run targeted promotions on mid-week days and weekends.
- - Introduce new menu items and limited-time offers to maintain engagement.
- - Leverage data analytics to track and optimize future sales trends.