

# Mc Donald's Sales Data Analysis

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# McDonald's Sales Performance Analysis (Q1 2023)

## Executive Summary

This report analyzes McDonald's sales performance for the first quarter of 2023 (January to March) using the provided sales dashboards. The analysis reveals key trends, insights, and potential recommendations for optimizing sales strategies.

McDonald's shows a healthy sales performance in Q1 2023, with a total of 5,370 orders and approximately \$61,617 in sales value. Burgers are the top-performing category, with the Quarter Pounder with Cheese, Meatball Marinara, Big Mac, Bulgogi Burger, and Angus Third Pounder being the most popular items. Sales peak during lunch hours (11 AM - 1 PM) and are consistently higher on weekdays. There is a noticeable dip in sales on Thursdays, and breakfast sales, led by the Breakfast Burrito, contribute significantly. This report provides recommendations for capitalizing on strengths, addressing weaknesses, and optimizing sales strategies.

## Sales Performance Overview

McDonald's achieved strong overall sales performance in Q1 2023, with a total of 5,370 orders and approximately \$61,617 in sales value. The average number of items per order was 2.28. January saw the highest number of orders (1,845), while March generated the highest sales value (\$21,153.6). February had a slightly higher average order size (2.31 items) compared to January and March (2.25 and 2.28, respectively). This indicates a consistent flow of customers throughout the quarter, with slight variations in order size and value across the months.

## Category Performance

**Burgers** were consistently the top-performing category throughout the quarter, indicating their continued popularity and contribution to overall sales. Chicken and Fries also maintained strong performance, suggesting a diverse menu with multiple popular offerings. Breakfast and Salads showed moderate performance, indicating potential for growth in these categories. On the other hand, Wraps and Shakes consistently underperformed, suggesting a need for further analysis and potential adjustments to their offerings or marketing strategies.



## Hourly Sales Trend

The hourly sales trend reveals a consistent pattern across the quarter, with peak sales occurring between 11 AM and 1 PM, coinciding with the lunch rush. This highlights the importance of optimizing operations and staffing during these peak hours to ensure efficient service and customer satisfaction. Sales tend to decline in the afternoon, with a slight uptick around dinner time, suggesting potential for targeted promotions or menu offerings to boost sales during these periods.

## Weekday vs. Weekend Sales

Weekdays consistently accounted for the majority of sales throughout the quarter, ranging from 70% to 75%. This indicates a strong reliance on weekday traffic and highlights the importance of catering to the weekday customer base. While weekends contributed a lower percentage of sales (25-30%), they still represent a significant portion of the business and offer opportunities for growth through targeted weekend promotions or special offers.

## Sales by Day

Analysis of sales by day of the week reveals a relatively consistent pattern across weekdays, with a noticeable dip in sales on Thursdays. This recurring dip suggests a need for further investigation to identify the root cause and implement corrective measures. Weekend sales, while lower than weekdays, remain significant and contribute to the overall sales performance.

## Top 5 Dishes by Sales

The top 5 dishes by sales overall for Q1 2023 were the Quarter Pounder with Cheese, Meatball Marinara, Big Mac, Bulgogi Burger, and Angus Third Pounder. These popular items represent a mix of classic and unique offerings, highlighting the diverse appeal of the menu. The most popular items varied slightly across the months, with Salad being the most popular side in January, Quarter Pounder with Cheese in February, and Big Mac in March. The Breakfast Burrito consistently led breakfast sales.





Monthly Analysis  
January

January demonstrated strong overall performance, with the highest number of orders (1,845) in the quarter. Salads were particularly popular in January, suggesting a potential health-conscious customer base or successful salad promotions. The consistent weekday dominance and the Thursday dip were also observed in January.



# Monthly Analysis February

February saw a slightly higher average order size compared to January and March, indicating customers were purchasing more items per order. The Quarter Pounder with Cheese emerged as the most popular item in February. The weekday dominance was even more pronounced in February, and the Thursday dip persisted.



# Monthly Analysis March

March's performance was similar to January in terms of overall orders and sales value. The Big Mac regained its popularity in March, becoming the most frequently ordered item. The weekday dominance and the Thursday dip remained consistent with previous months.



Breakfast Sales Analysis

Breakfast sales contributed significantly to the overall performance in Q1 2023 . The Breakfast Burrito was the most popular breakfast item, highlighting its potential for driving breakfast sales.

A late-morning sales peak suggests an opportunity for all-day breakfast offerings or targeted promotions to capitalize on this trend.

Weekend breakfast sales were also significant, indicating a potential for growth through weekend-specific breakfast promotions or bundled deals.



Valentine's Day Sales Analysis

The dashboard shows 57 total orders with a total sales of \$691.56 and an average of 2.40 items per order and The "Top 5 dishes by sales" chart shows that the most popular items were Big Mac, Meatball Marinara, Chicken Alfredo Pasta, Quarter Pounder with Cheese, and Bulgogi Burger.

These were likely popular choices on Valentine's Day.





## Conclusion

McDonald's demonstrated a healthy sales performance in Q1 2023, with consistent trends and areas for improvement. By leveraging the insights and recommendations from this analysis, McDonald's can optimize its sales strategies and further enhance its performance. Key areas of focus include capitalizing on the popularity of top-performing items, optimizing operations during peak hours, boosting weekday and weekend sales, addressing the Thursday dip, improving breakfast performance, and analyzing the underperformance of certain categories. Continuous monitoring and analysis of sales data will enable McDonald's to adapt to changing trends and maintain a strong market position.