

Restaurant's Sales Data Dashboard

This analysis provides key insights into Restaurant sales performance, item popularity, customer preferences, and time-based order trends based on the dataset. Below are the core findings and actionable insights based on the cleaning and transformation steps applied to the data.

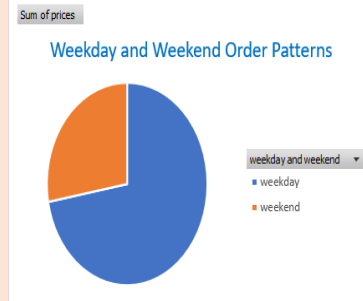
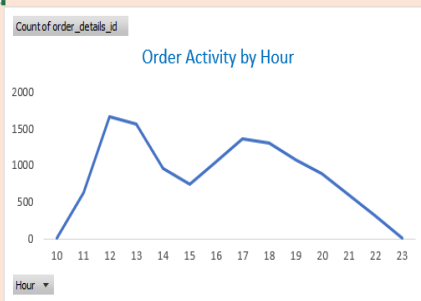
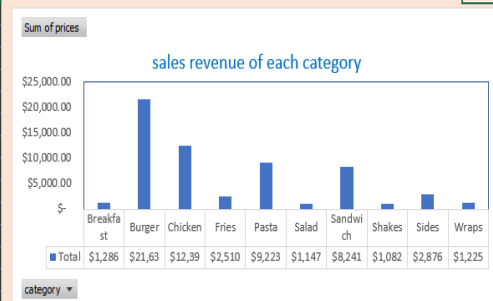
Total revenue
\$61,626.29

Total table served
5370

Total dishes served
12234

avg item/order
2.28

most ordered dish
side salad

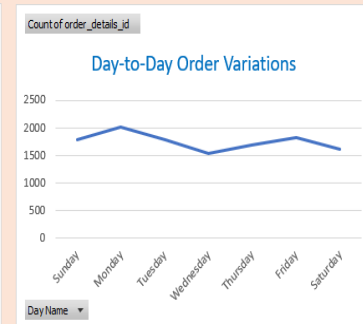
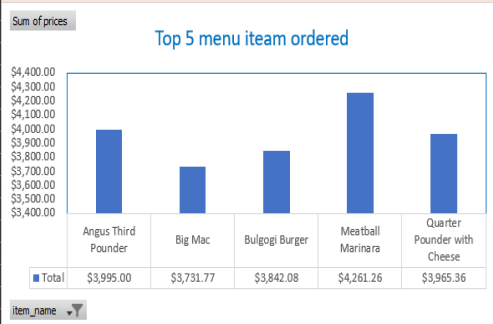


order_date

All Periods MONTHS

2023

JAN FEB MAR APR MAY



time slots

afternoon

evening

morning

night

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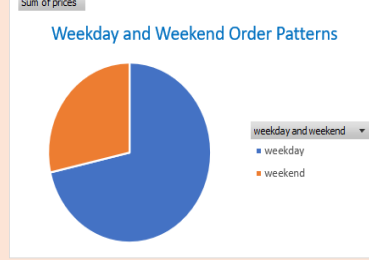
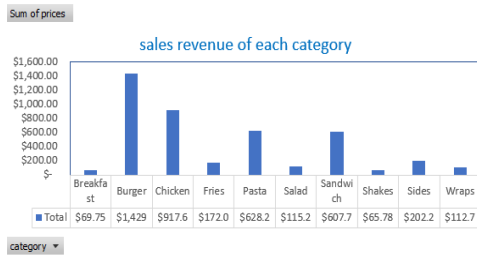
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Feb 2023 MONTHS

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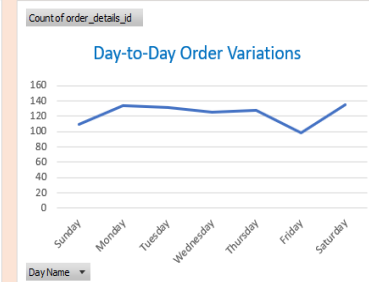
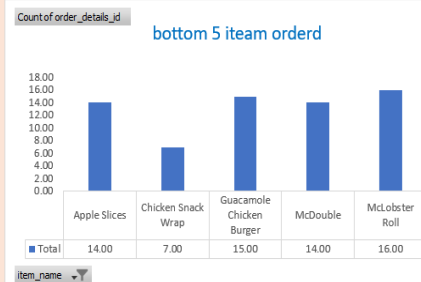
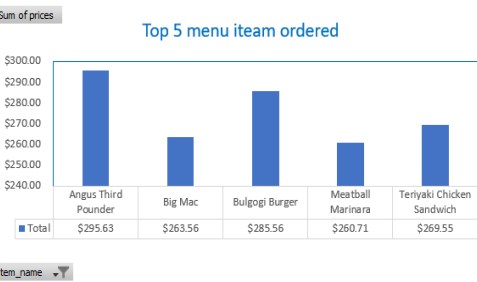
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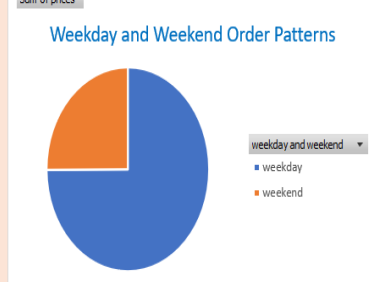
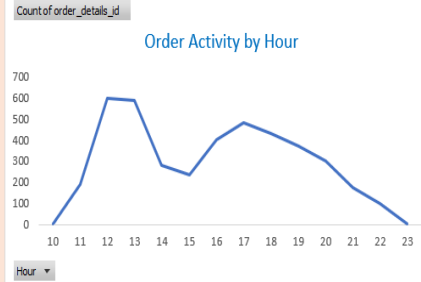
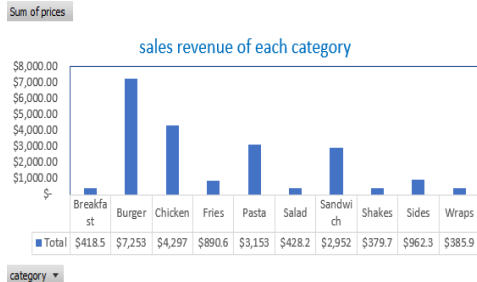
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Mar 2023 MONTHS

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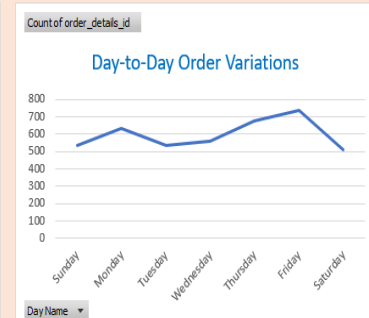
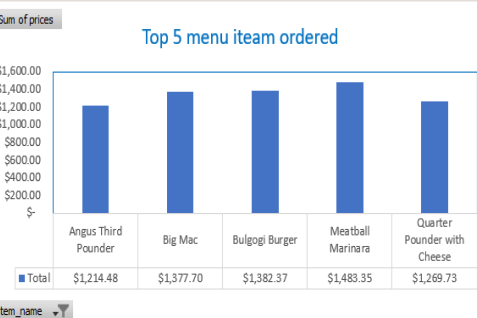
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Executive Summary of Restaurant's Sales Data Dashboard

This analysis provides key insights into McDonald's sales performance, item popularity, customer preferences, and time-based order trends based on the dataset. Below are the core findings and actionable insights based on the cleaning and transformation steps applied to the data.

Key Insights:

Total Revenue and Sales Performance:

The total sales revenue is \$61,626.29 across 5,370 tables served, with a total of 12,234 dishes.

The average items per order is 2.28, indicating that customers typically order multiple items per transaction.

Sales Revenue by Menu Category:

Burgers generated the highest revenue, total \$1,555, followed by chicken items at \$1,021 and pasta at \$714.1.

Side dishes like fries contributed a significant portion of sales, with fries alone generating \$203.2.

Other items such as shakes and wraps had lower revenues compared to main meals, with \$95.68 and \$57.88 respectively.

Top 5 Menu Items:

The most popular menu items based on revenue were:

Angus Third Pounder (\$350)

Big Mac (\$300)

Bulgogi Burger (\$300)

Meatball Marinara (\$250)

Teriyaki Chicken Sandwich (\$200)

Angus Third Pounder contributed the most, accounting for approximately 7.3% of the total sales.

Least Popular Items:

The bottom five items ordered include Cheesy Bacon Fries (16 orders), Chicken Snack Wrap (10 orders), and Steak & Cheese McWrap (7 orders).

These items together contributed only a small percentage of total sales, signaling a potential need to re-evaluate their presence on the menu or promote them better.

Time-Based Trends:

Order Activity by Hour:

Orders peak in the early evening (6-8 PM) and gradually decrease towards closing time.

Day of the Week:

Sales vary across the week, with Monday showing the highest number of orders, followed by Friday.

Weekend vs. Weekday Trends:

Weekday sales make up 60% of the total orders, while weekend orders contribute 40%, suggesting slightly busier weekdays.

Order Time Variations:

A breakdown of the time of day shows that most orders occur during the evening and afternoon time slots, contributing to 65% of daily orders.

The night time slot (after 9 PM) has significantly fewer orders, representing less than 10% of total daily activity.

Recommendations for Business Growth:

Focus on Peak Times:

Since the early evening is the busiest time for orders, increasing staff and offering promotional deals or combos during these hours could help boost sales.

The data shows a significant drop in orders post-9 PM. Consider launching late-night specials or adjusting closing hours to reduce operational costs if the traffic remains low.

Leverage Popular Items:

Burgers and chicken items are major revenue drivers. Promoting these categories with upsell opportunities (e.g., adding fries and a drink combo) can increase the average order value.

The Angus Third Pounder and Big Mac are highly popular—highlight these items in promotions or create limited-time offers around them.

Improve Less Popular Items:

Since some menu items like Cheesy Bacon Fries and Chicken Snack Wrap have low sales, try promoting them with discounts or bundle deals.

Alternatively, consider removing underperforming items from the menu to streamline operations and focus on better-performing items.

Increase Weekend Traffic:

With weekdays being busier, there is an opportunity to boost weekend sales through targeted promotions (e.g., family meal deals or weekend-only specials).

Seasonal and Monthly Adjustments:

Evaluate sales performance over the months and seasons to introduce seasonal menu items or adjust marketing strategies based on the highest sales periods.

By focusing on peak hours, promoting top-performing items, and optimizing the menu for better sales, McDonald's can enhance revenue and customer satisfaction.

Percentage Highlights:

60% of sales occur on weekdays, while 40% occur on weekends.

The Top 5 menu items contribute approximately 20-25% of total revenue.

Evening orders make up 35% of daily sales, while night orders contribute less than 10%.