



# McDonald's Sales Analysis Dashboard

A Data-Driven Look into  
Sales Trends  
&  
Growth Patterns

Presented by :

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# Project Insights



Dive into sales revenue per category

Keep an eagle eye on daily order counts

Hunt down the top crowd-pleaser on the menu

Tally up the revenue per scrumptious item

Stack up category revenues month by month

Crunch the numbers on average items per order

Peek into orders based on the time of day

Pit weekday sales against weekend warriors

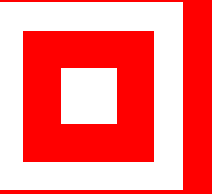
Gauge monthly category performance

Rank the sales of the top 5 menu champions





# About the Dataset



- **Order\_Details** → **order\_id**, **order\_date**, **time**, **price**, **day type**

order_details_id	order_id	order_date	order_time	item_id	price	Hour	Time of the Day	Type of Day	Day Name	order_c
10335	4521	17-03-2023	19:18:43	131	5.99	19	Evening	Weekday	Friday	
10338	4523	17-03-2023	19:27:52	108	5.99	19	Evening	Weekday	Friday	
10344	4525	17-03-2023	19:35:19	131	5.99	19	Evening	Weekday	Friday	
10350	4527	17-03-2023	19:49:58	123	5.99	19	Evening	Weekday	Friday	
10353	4529	17-03-2023	19:53:48	101	5.99	19	Evening	Weekday	Friday	
10354	4529	17-03-2023	19:53:48	101	5.99	19	Evening	Weekday	Friday	
10468	4586	18-03-2023	19:01:59	131	5.99	19	Evening	Weekend	Saturday	
10475	4589	18-03-2023	19:57:35	123	5.99	19	Evening	Weekend	Saturday	

- **Menu\_Items** → **item\_name**, **category**, **price**

menu_item_id	item_name	category	price
116	Steak & Cheese McWrap	Wraps	3.99
117	Breakfast Burrito	Breakfast	2.79
118	Bacon Clubhouse Burger	Burger	6.99
119	McChicken	Chicken	2.29
120	Angus Third Pounder	Burger	7.99
121	Cheesy Bacon Fries	Fries	3.49



# Data Cleaning & Preparation

- standardized date/time formats
- Added calculated columns for day type & time range

Used DAX measures for:

- Total Revenue
- Total Orders
- Average Order Value (AOV)
- Monthly Growth %
- Weekend vs Weekday Revenue

1 <sup>2</sup> <sub>3</sub> menu_item_id	A <sup>B</sup> <sub>C</sub> item_name	A <sup>B</sup> <sub>C</sub> category	1.2 price
101	Big Mac	Burger	5.99
102	Quarter Pounder with Cheese	Burger	6.79
103	McDouble	Burger	1.99
104	McPlant	Burger	3.49
105	Chicken McNuggets (6-piece)	Chicken	4.49
106	French Fries (Large)	Fries	2.89
107	Sweet and Sour Chicken McNuggets (6-piece)	Chicken	4.49
108	Teriyaki Chicken Sandwich	Chicken	5.99
109	Bulgogi Burger	Burger	6.49
110	Spicy Chicken McWrap	Chicken	4.99
111	Chicken McNuggets (10-piece)	Chicken	5.99

1 <sup>2</sup> <sub>3</sub> order_details_id	1 <sup>2</sup> <sub>3</sub> order_id	order_date	order_time	A <sup>B</sup> <sub>C</sub> item_id
1	1	01-01-2023	11:38:36	109
2	2	01-01-2023	11:57:40	108
3	2	01-01-2023	11:57:40	124
4	2	01-01-2023	11:57:40	117
5	2	01-01-2023	11:57:40	129
6	2	01-01-2023	11:57:40	106
7	3	01-01-2023	12:12:28	117
8	3	01-01-2023	12:12:28	119
9	4	01-01-2023	12:16:31	117



# McDonald's Sales Analysis Dashboard



category

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

Time of the Day

- Night
- Morning
- Evening
- Afternoon

order\_date (Month)

- Jan
- Feb
- Mar

TOTAL ORDERS



12234

TOTAL SALES



\$61,626.29

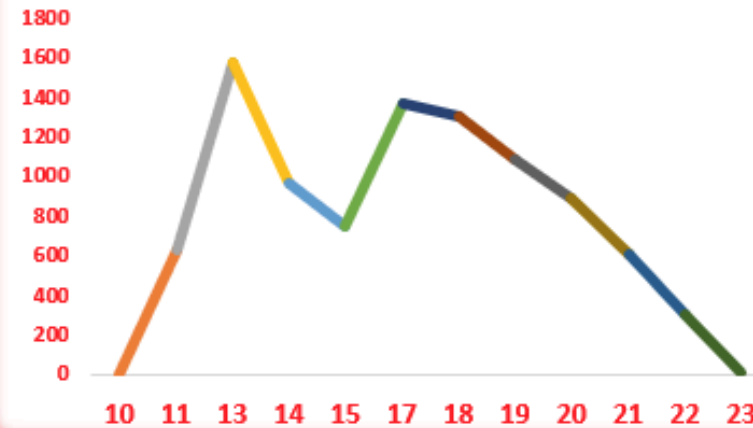
AVERAGE ORDER



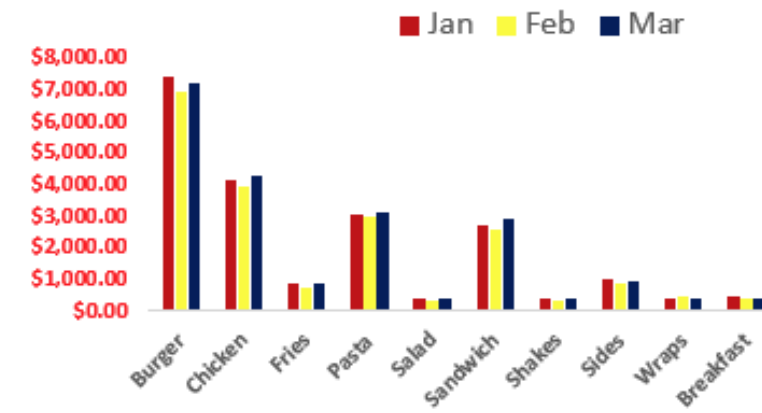
VALUE

2.28

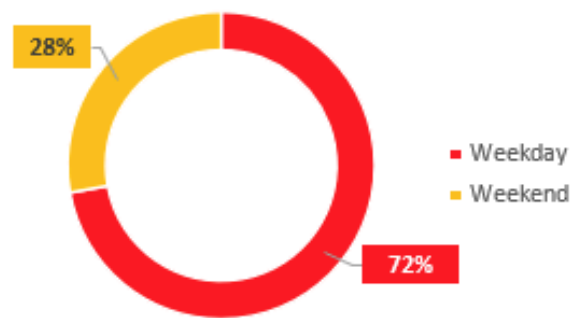
Busiest Hours



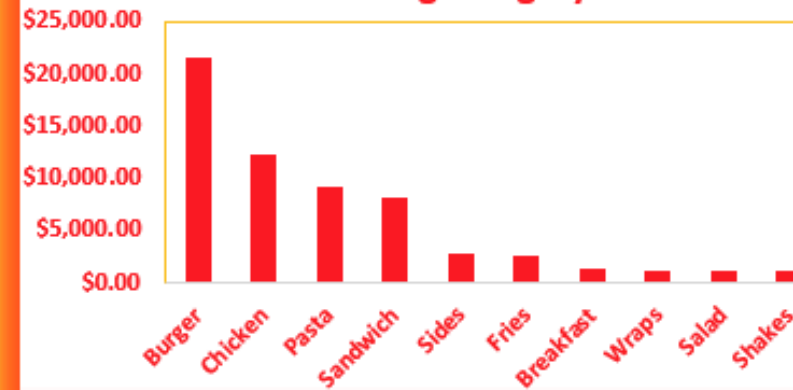
Best selling category by Month



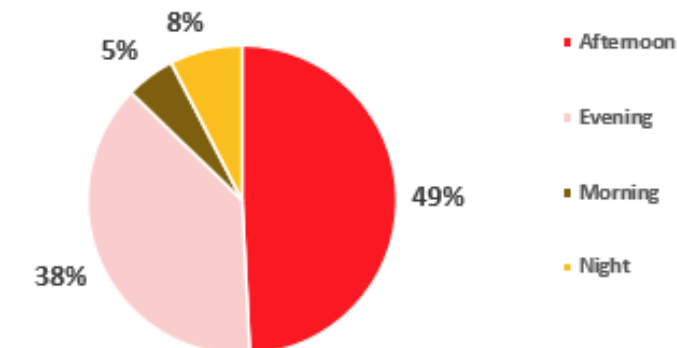
Weekday vs WeekDay Analysis



Best Selling Category



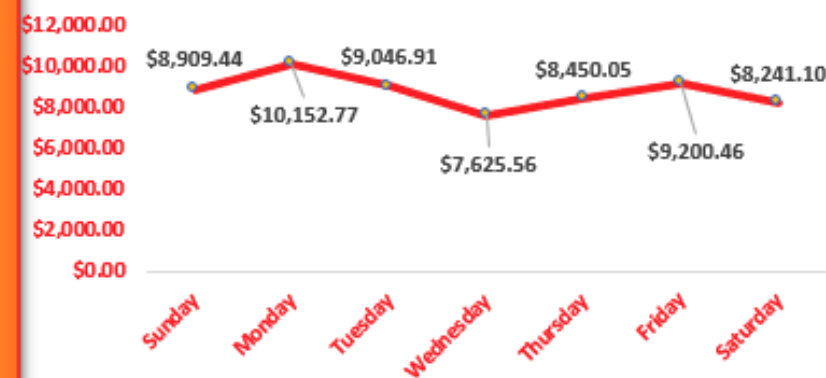
ORDER DISTRIBUTION BY TIME PERIOD



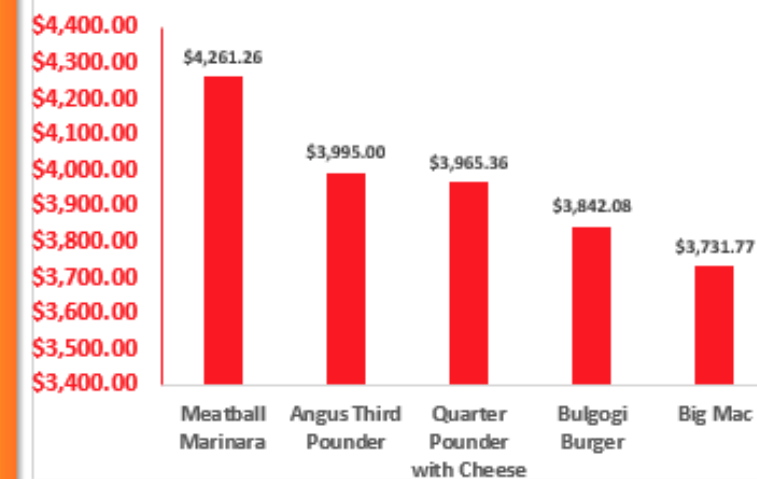
Growth % by Months



Weekly Analysis



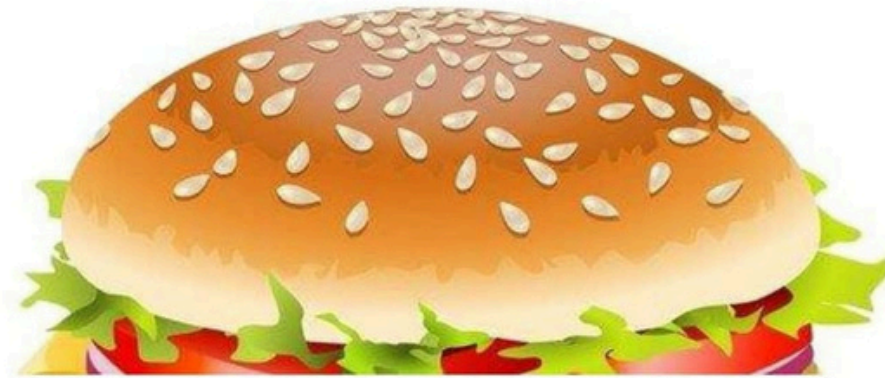
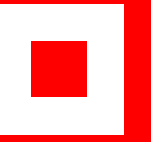
TOP 5 ITEMS



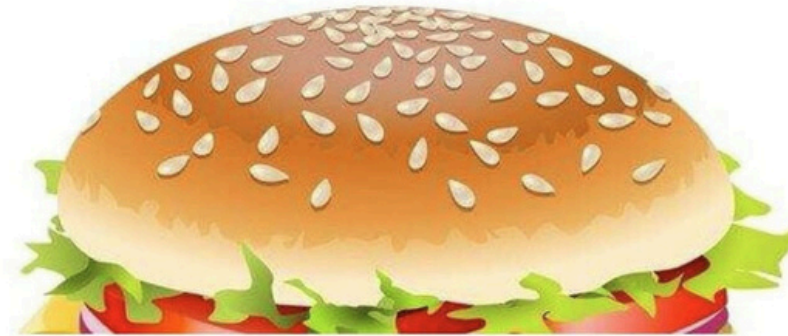




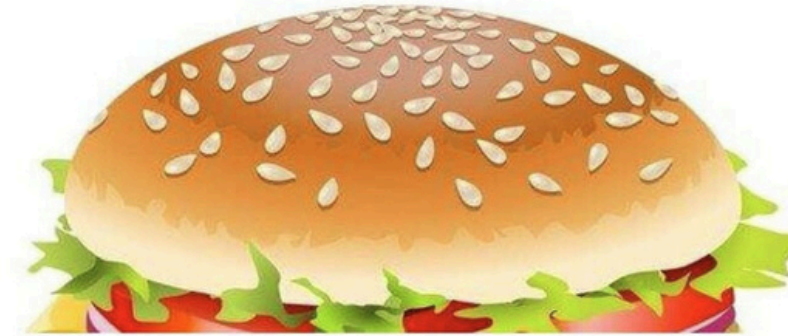
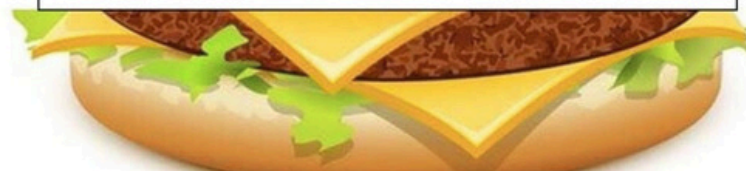
# Actionable Insights to Drive Growth



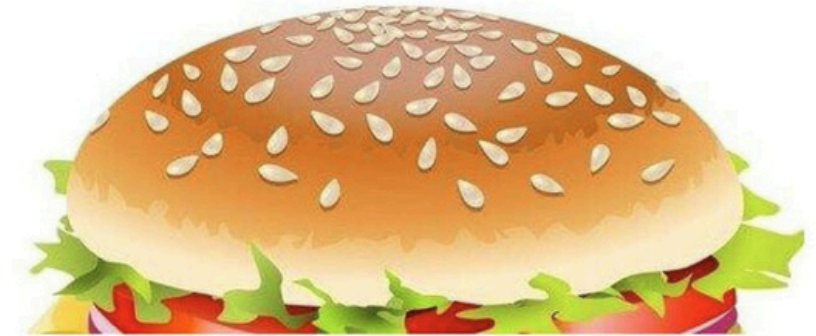
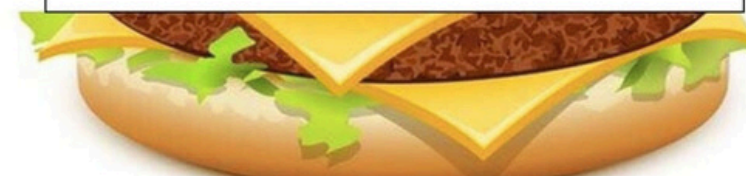
**Launch Lunch  
Combo Offers  
during peak  
hours  
(12–3 PM)**



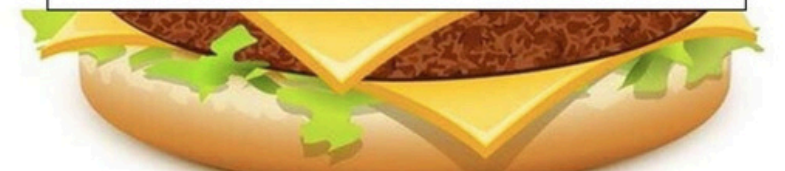
**Promote  
Weekend  
Family Meals to  
sustain higher  
footfall**



**Enhance low-  
performing  
items through  
discounts**



**Use time-based  
offers to  
increase  
evening traffic**





# Key Insights & Observations

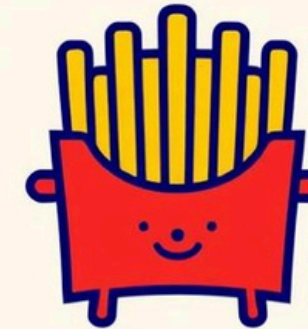
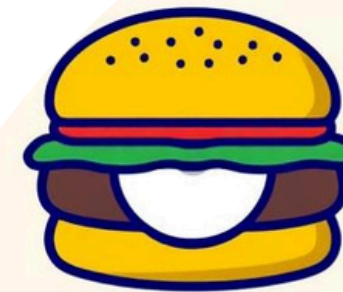
 **Burgers & Pasta contribute the largest share of revenue**

 **Peak sales during 12 PM–3 PM lunch hours**

 **WeekDays generate higher sales than weekEnds**

 **March shows strongest growth trend**

 **Average Order Value improving steadily**





# Challenges & Learnings

- **Challenge:** Handling missing or inconsistent timestamps
- **Challenge:** Linking tables accurately in Power Pivot
- **Learning:** Using Power Query & DAX for transformations
- **Learning:** How clean data improves insight accuracy & storytelling





**That's a wrap –  
thanks for the  
delicious  
collaboration!**

