McDonald's

Average Daily Orders
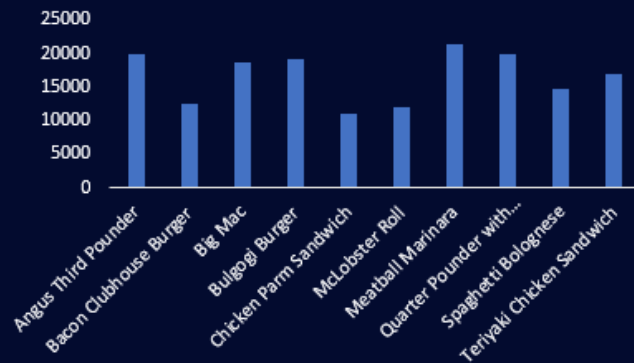**59.67**

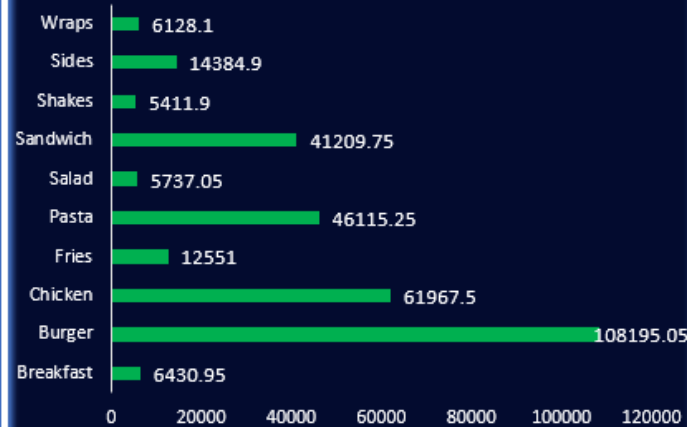## Items per Order (Avg.)
2

Top 5 Most Ordered Items

- Side Salad — 597
- Quarter Pounder with Cheese — 559
- French Fries (Large) — 549
- Bulgogi Burger — 567
- Big Mac — 595

Top 10 Items Sales Revenue

Categories: Angus Third Pounder, Bacon Clubhouse Burger, Big Mac, Bulgogi Burger, Chicken Parm Sandwich, McLobster Roll, Meatball Marinara, Quarter Pounder with..., Spaghetti Bolognese, Teriyaki Chicken Sandwich

Total Sales by Category

Category	Sales
Wraps	6128.1
Sides	14384.9
Shakes	5411.9
Sandwich	41209.75
Salad	5737.05
Pasta	46115.25
Fries	12551
Chicken	61967.5
Burger	108195.05
Breakfast	6430.95

Monthly Revenue by Category

Legend: Wraps, Sides, Shakes, Sandwich, Salad, Pasta, Fries, Chicken, Burger

Order Distribution by Time of Day

- Evening — 41%
- Afternoon — 38%
- Night — 16%
- Morning — 5%

Filters: Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, Shakes, Sides, Wraps

Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Weekly Sales Trend

Days: Mon, Tue, Wed, Thu, Fri, Sat, Sun
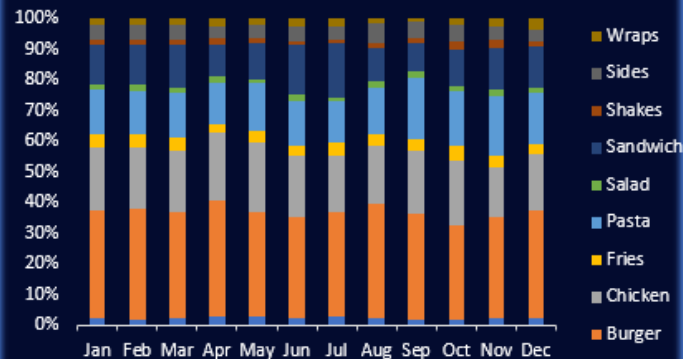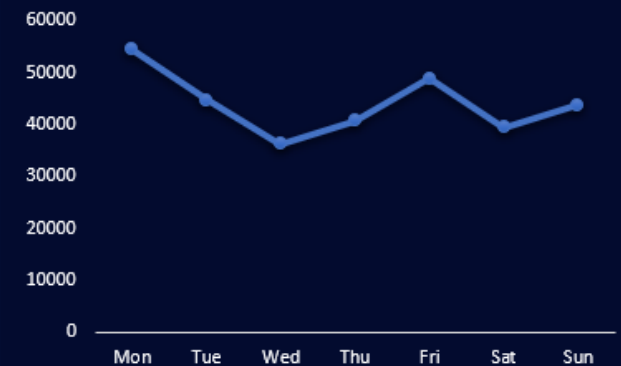
Executive Summary: McDonald's Sales Dashboard Analysis

This report summarizes insights derived from McDonald's sales data from the year 2023. A dynamic Excel dashboard was created to explore and visualize item-level sales performance, category trends, customer preferences, and time-based ordering behaviour. Data preprocessing included duplicate removal and handling of null values using forward/backward fill techniques.

Category-Level Sales Performance

The total sales revenue across all categories amounted to **$308,131.45**. Categories with the highest contributions include:

- **Burger:** $108,195.05

- **Chicken:** $61,967.50

- **Pasta:** $46,115.25

- **Sandwich:** $41,209.75

Lower-performing categories such as **Shakes**, **Wraps**, and **Salad** indicate potential opportunities for product repositioning or promotional support.

Overall Order Volume and Frequency

- **Total Orders Processed:** 5,370

- **Total Days Covered:** 90

- **Average Orders per Day:** 59.67

- **Average Items per Order:** 2

This shows steady daily traffic with room for increasing basket size through upselling and combo offerings.

Most Popular Menu Items (By Order Count)

The top 5 most frequently ordered items are:

Item	Order Count
Side Salad	597
Quarter Pounder with Cheese	595
French Fries (Large)	567
Bulgogi Burger	559
Big Mac	549

These items can be bundled or highlighted in special promotions to drive further volume.

Top Revenue-Generating Items

Top contributors to revenue based on item-level sales:

Item	Revenue
Meatball Marinara	$21,306.3
Angus Third Pounder	$19,975
Quarter Pounder with Cheese	$19,826.8
Bulgogi Burger	$19,210.4
Big Mac	$18,658.85

High-revenue items generally align with frequently ordered items, validating their importance in the menu lineup.

Sales by Time of Day

Time of Day Order Count

Time of Day	Order Count
Evening	2,197
Afternoon	2,025
Night	858
Morning	290

- **Evening** is the most active ordering window.
- **Morning** orders are low, indicating either limited breakfast menu interest or promotional gaps.

Weekly Sales Performance

Day	Revenue
Monday	$54,501.90
Tuesday	$44,683.85
Wednesday	$36,264.00
Thursday	$40,677.55
Friday	$48,878.80

Saturday $39,410.20

Sunday $43,715.15

- **Monday** is the highest sales day — a strong start to the week.
- **Wednesday** has the lowest sales — a good candidate for targeted midweek promotions.

Revenue Trends Across Months (Category-Wise)

A breakdown of monthly revenue across categories reveals several key trends:

Top Performing Months Overall (by Total Sales):

- **March** – $76,387.40

- **January** – $74,578.65

- **February** – $66,462.05

These three months together account for over **67%** of the total annual revenue. This likely reflects promotional activity or seasonal demand peaks.

Categories with Consistent High Sales:

Category	Total Revenue	Observations
Burger	$108,195.05	Steady month-over-month; consistently the top performer.
Chicken	$61,967.50	Follows burger in monthly revenue trends.
Pasta	$46,115.25	Strong in Jan–Mar, then steady.
Sandwich	$41,209.75	Peaks in Q1; dips mid-year.

These categories dominate revenue throughout all months and show minimal volatility, indicating core menu strength.

Additional Insights & Recommendations

1. **Boost sales on slower days** like **Wednesday** through midweek promotions or discounts.

2. **Capitalize on Evening orders** with happy-hour combos and targeted advertising.

3. **Bundle Side Salad and Fries** with main items to raise average basket size.

4. Consider revising or removing underperforming categories like **Shakes** or **Wraps**, or relaunching them with new recipes or branding.

5. Run **category-specific campaigns** (e.g., "Burger Month") based on consistent top-performing items.