

MC

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DONALD'S





ABOUT MC DONALD'S

- Built an interactive sales dashboard in Excel using McDonald's sales dataset.
- Analyzed sales performance, item popularity, customer preferences, and time-based trends.
- Explored insights such as:
 - Total revenue by category and top-selling menu items.
 - Daily and monthly order volumes.
 - Comparison of sales across weekdays vs. weekends.
 - Average items per order and sales variation by time of day.
- Provided data driven insights to identify popular products, peak sales periods, and customer behavior patterns.

OUR BEST SELLER MENU

The best seller menu item is the Side Salad, which is highlighted as "Hot Selling" on the dashboard.

Top 5 Sales Menu Items

- Angus Third Pounder
- Big Mac
- Bulgogi Burger
- Meatball Marinara
- Quarter Pounder with Cheese



Order Now



OUR VISION

01

The vision reflected in this McDonald's project dashboard is to achieve data-driven excellence in restaurant performance by closely monitoring sales trends, menu item popularity, and customer engagement.

02

the vision is to build a high-performing, customer-focused, and adaptable McDonald's operation powered by real-time analytics and actionable insights.

OUR MISSION

- Focus on promoting best sellers like the Side Salad and popular burgers to boost profits quickly.
- Monitor daily performance metrics (sales, dishes prepared, order volumes) to streamline operations and reduce waste.
- Use data insights to improve product offerings and service speed, responding rapidly to customer demand and market trends.



PROJECT GOALS

1. What is the total sales revenue for each category of menu items?
2. How many orders are placed each day?
3. Which menu item is the most frequently ordered?
4. What is the total revenue generated by menu items?
5. How does the revenue of each category compare over months?
6. What is the average number of items per order?
7. How do order volumes vary by time of day?
8. How do sales trends differ across weekdays and weekends?
9. How does the sales performance vary by category over different months?
10. Compare the sales of top 5 menu items.

ALL MENUS IN OUR RESTAURANT

- Burger: Includes top sellers like Big Mac, Angus Third Pounder, Bulgogi Burger, Quarter Pounder with Cheese, and others.
- Chicken: Likely includes chicken burgers, nuggets, and specialty items.
- Fries: Classic French fries and possible variations.
- Pasta: Options like Meatball Marinara shown as a top seller.
- Salad: Includes the high-performing Side Salad and possibly other salad varieties.
- Sandwich: Various sandwich items (details not specified, but likely includes chicken sandwiches or club sandwiches).



DASHBOARD



\$61,626.29
Sales

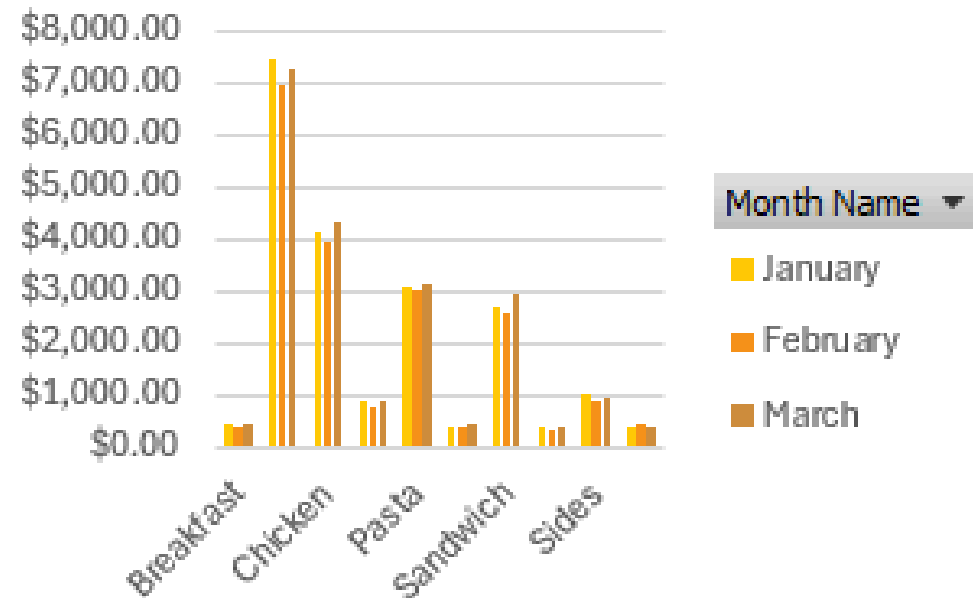
12234
Dishes prepared

2.28
Item Per Order

Side Salad
Hot Selling

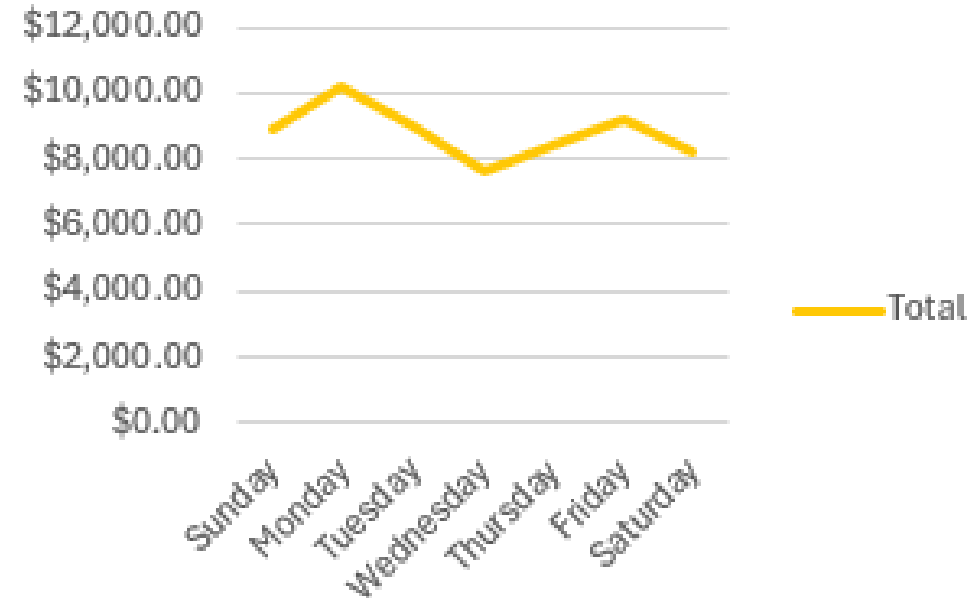
5370
Order placed

Sales



category

Sales



Day Name

Chart Area

Top 5 sales menu items

- Angus Third Pounder
- Big Mac
- Bulgogi Burger
- Meatball Marinara
- Quarter Pounder with Cheese



category

Breakfast

Burger

Chicken

Fries

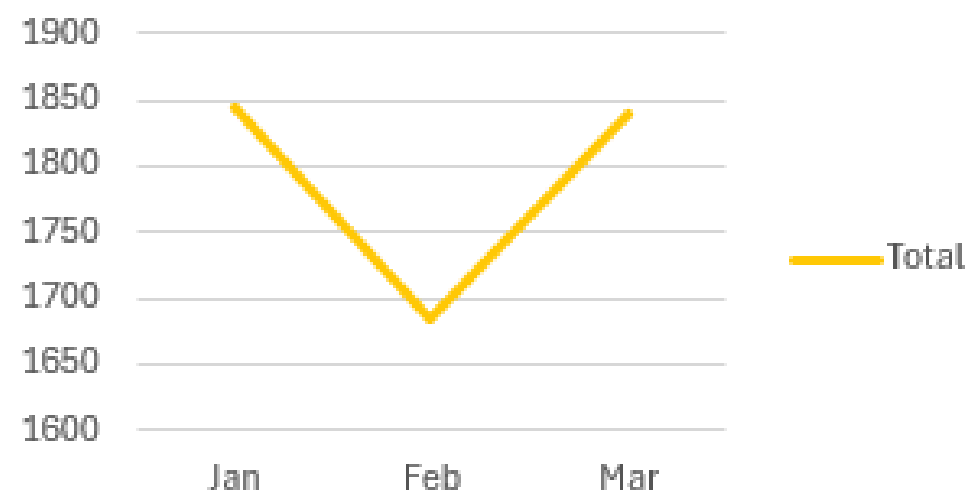
Pasta

Salad

Sandwich

orders

Orders by order_date



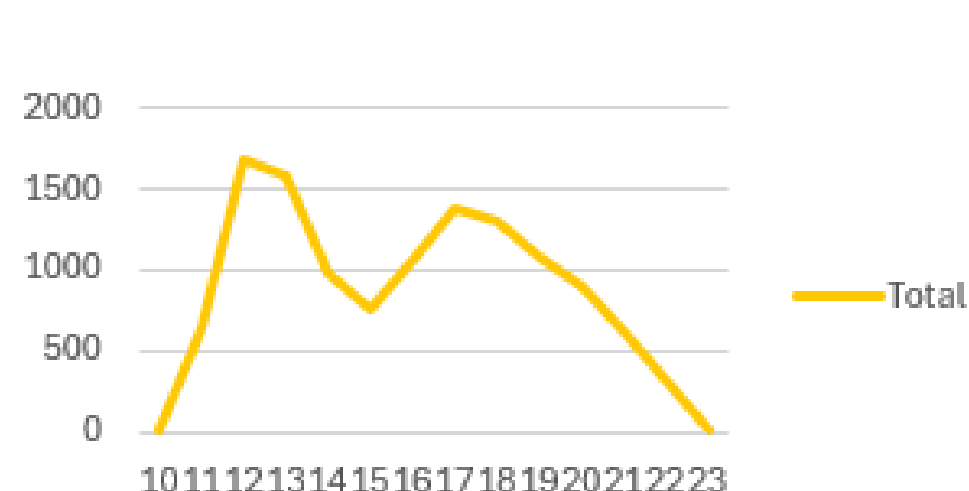
order_date (Month)

order_date

+ -

dishes_prepared

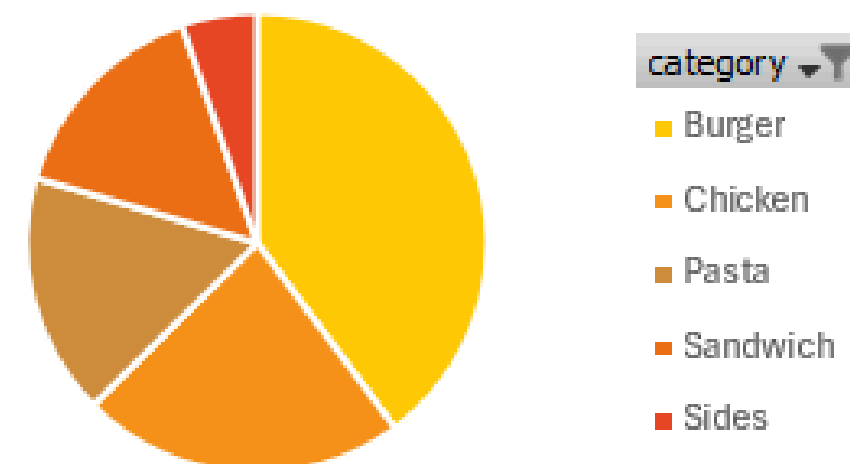
Time of order



Hour

Sales

Sale comparision as per
Category



order_date

All Periods

DAYS

SEP 2023

4 5 6 7 8 9



order_date

All Periods

DAYS

MAR 2023

3 4 5 6 7 8





SUMMARY

The McDonald's project dashboard presents a comprehensive overview of recent sales performance and menu analysis, focusing on key metrics such as total sales (\$61,626.29), dishes prepared (12,234), items per order (2.28), and total orders placed (5,370). The dashboard highlights the Side Salad as a "Hot Selling" item in the short term and showcases the top 5 best-selling menu items, including Angus Third Pounder, Big Mac, Bulgogi Burger, Meatball Marinara, and Quarter Pounder with Cheese.



KEY INSIGHTS

- Menu Categories: The menu is diverse, spanning Breakfast, Burger, Chicken, Fries, Pasta, Salad, Sandwich, and Sides, reflecting wide customer preferences.
- Sales & Trends: Visual analytics track monthly sales, daily order volumes, and time-of-day patterns, helping to optimize operations and identify peak times.
- Best Performers: Certain burgers and salads are leading sales, enabling targeted marketing and inventory decisions.
- Sales Comparison: Pie chart analysis of categories aids strategic focus and resource allocation for highest-impact menu items.

RECOMMENDATIONS

1. Promote Hot Sellers
2. Emphasize marketing and promotions for the Side Salad and top burgers like Angus Third Pounder and Big Mac to maximize short-term sales.
3. Optimize Staffing and Inventory
4. Align resources with peak order times (e.g., late mornings and early evenings) to improve efficiency and reduce waste.
5. Enhance Menu Variety
6. Expand popular categories while exploring growth in underperforming segments such as Pasta and Sides based on sales data.
7. Implement Dynamic Pricing
8. Adjust prices strategically during peak periods to increase revenue without losing customer

THANKU SO MUCH

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