**Items and Description about formatting:**For more information, visit: <https://docs.google.com/document/d/1QyC0j25iUTSJ8fk-55lrI2KqD8E7tZsqclG3ffRo9M0/edit?usp=sharing>

* **Cash Flow:** **Cash Flow =** **Cash Input - Cash Output**
  + Number in $
* **COGS:** **Cost Of Goods Sold=** **Beginning Inventory + Purchased Inventory - Final Inventory**
  + Number in $
* **Prime Cost: Prime Cost = Total COGS + Total Labour**
  + Number in $
* **Retention/Repeat Visitor Rate: Retention Rate = ((Number of customers at end of period - Number of new customers acquired during that period) ÷ number of customers at start of period)) x 100**
  + This will be in a percentage point with 2 decimal places.
  + We will assume that the sale of each item is 1 customer. This is because it is extremely unlikely that food truck owners have a membership or account set up for customers to track their customers. This still poses another issue.
    - Thus we will just change this metric to become:
    - **MoM Growth Rate = Month over Month Growth Rate = (Current month sales - Last month sales)/last month sales.**
* **Break Even Point:** **Break-Even Point (in units) = Total Fixed Costs / (Average Price per Unit - Variable Cost per Unit)**
  + Will be a number, include 2 decimal places.
* **Profit Margin:** 
  + **Gross Profit Margin = (Revenue - Cost of Goods Sold) / Revenue**
    - Number in $
* **Spend Per Head:** **Spend per head = Total revenue / # customers**
  + Number in $
* **Food Cost Percentage:** **Food Cost Percentage = (Cost of Food Sold / Food Sales Revenue) x 100**
  + Percentage value with 2 decimal places
* **Labor cost ratio (percentage): Labor cost ratio = Labor costs / Turnover (revenue)**
  + For instance, if your restaurant/food truck spent $20,000 on labor costs and generated revenue of $40,000 last month then: **Labor cost ratio = $20,000 / $40,000 = 50%**
  + Percentage value with 2 decimal places
* **Weekly Sales (Best and Worst Selling Food Item)**
  + Categorical menu Item
* **Truck Cost Percentage: Truck Cost Percentage = Total Truck Cost / Total Costs**
  + Percentage value with 2 decimal places
* **Labour Productivity: Labor productivity = Total payroll cost / # of orders**
  + Percentage value with 2 decimal places
* **Fuel and Transportation Costs per Revenue Dollar**
  + Calculation: (Fuel + Vehicle maintenance costs) / Total revenue x 100
  + Percentage value with 2 decimal places
* **Orders per Hour**
* - Calculation: Total orders / Operating hours
  + Numeric Number
* **Daily Inventory Turnover**
* - Calculation: Cost of goods sold / Average inventory value
  + Number with 2 decimal places
* **Year-over-Year Growth**
* - Calculation: ((Current period revenue - Prior period revenue) / Prior period revenue) × 100
  + Percentage value with 2 decimal places
* **Location Performance Trend**
* - Calculation: Current location revenue / Average of last 5 visits to location x 100
  + Percentage value with 2 decimal places
* **Performance Categorization:**
  + Assuming based on revenue from other documents available.
  + Possible values: Bottom, Lower, Middle, Upper, Top

| Incorporation Status | Naics code | Province | Total assets | Quality Indicator | Bottom Quartile | Lower Middle | Upper Middle | Top quartile | Year |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2 | 722330 | Canada | 183.2 | C | 81.6 | 76.5 | 155.3 | 419.4 | 2022 |
| 2 | 722330 | Nova Scotia | 100.7 | C | 48.8 | 99.6 | 76.5 | 178.1 | 2022 |
| 2 | 722330 | New Brunswick | 99.1 | E | 36 | 73.1 | 68 | 219.5 | 2022 |
| 2 | 722330 | Quebec | 218.7 | C | 107.5 | 144.8 | 237.5 | 384.8 | 2022 |
|  |  |  |  |  |  |  |  |  |  |
| 2 | 722330 | Alberta | 140.4 | C | 97.2 | 51.9 | 130.9 | 281.9 | 2022 |
| 2 | 722330 | Prairies | 131.3 | C | 86.3 | 52.9 | 129.7 | 256.1 | 2022 |
| 2 | 722330 | British Columbia | 219 | C | 106.2 | 85 | 159.4 | 525.6 | 2022 |

If color formatting is wanted, we can try to follow the JR Notes on the reference doc at the top to see targets (for good or bad metrics)

Did not include:

* Food Waste Ratio - difficult to track and manage form user and inventory perspective.
* Customer acquisition costs - not sure about how much marketing costs would apply to foodtrucks.
* 2. **Revenue per Hour of Operation**
* - Calculation: Total revenue / Total operating hours
* - Purpose: Measure efficiency of operating times
  + Reason: unlikely to submit every single possible sale separately - makes data entry very tedious and time consuming
* **Revenue per Event** (for caterers)
* - Calculation: Total event revenue / Number of events
* - Purpose: Track profitability of different event types
  + Reason: for caterers
* **Average Order Fulfillment Time**
  + Financial system, not tracking prep time, also tedious to make db support it
* 3. **Peak Hour Performance Ratio**
* - Calculation: Peak hour sales / Average hourly sales
  + Reason: unlikely to submit every single possible sale separately - makes data entry very tedious and time consuming
* **Stock-out Frequency**
* - Calculation: Number of stock-outs / Total operating days
  + Uncertain about stockouts tracking significance
* **Location Change Efficiency**
* - Calculation: Revenue / Number of location changes
  + Unsure…?

### Sales Performance

* + Not included because individual sales are not tracked.
* Seasonal performance index
  + ambiguity in seasonal timespan
* 2. **New vs. Regular Customer Ratio**
* - Calculation: New customers / Regular customers
  + Reason - does not track individual customers
* 3. **Geographic Revenue Density**
* - Calculation: Revenue / Square mile of operating area
  + Square mile of operating area??
* **Market Share per Location**
* - Calculation: Your revenue / Total food truck revenue in location
  + Not provided with most up to date information and so will not implement this as it would be false data.