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

Green = Calculation exists and is being used  
Yellow = Calculation structure is in place but not currently implemented/in use or there is a possible alternative available  
Red = Vital piece of structure missing for calculation  
  
All Calculations are followed by a brief description as to how/why/why not they are implemented

* **Cash Flow:** **Cash Flow =** **Cash Input - Cash Output**

Number in $

Currently implemented as Total Revenue since current system does not yet allow users to input additional expenses/costs

* **COGS:** **Cost Of Goods Sold=** **Beginning Inventory + Purchased Inventory - Final Inventory**

Number in $  
Currently implemented as Total of all sales - Cost of all receipts, need a way to track beginning inventory and current inventory values

* **Prime Cost: Prime Cost = Total COGS + Total Labour**

Number in $

Labour costs are categorized in the “Other” DB table but not currently implemented into the website for use or adjustment by food trucks

* **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.**

**No way to currently track new or repeating customers for Retention Rates**

**Although database tables are capable of doing month to month/year to year, we decided to wait on date/time specific metrics due to project time restraints/project scope**

* **Break Even Point:** **Break-Even Point (in units) = Total Fixed Costs / (Average Price per Unit - Variable Cost per Unit)**

Will be a number between 0 - x where 1 is perfectly broken even.

If possible, assign coloring to this where <1 is green (good), >1 is red (bad), and 1 is grey.

In order to make “Break Even Point” a unique metric, system requires front end implementation of the “othercosts” table which allows users to add additional costs such as labor or fees

* **Profit Margin: Gross Profit Margin = (Revenue - Cost of Goods Sold) / Revenue**

Number in $

Currently implemented as Total Revenue since current system does not yet allow users to input additional expenses/costs

* **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

Although we currently store all food purchased and the pricing, we don't have metrics that categorize average price per unit if the same ingredient is purchased at two different prices. Implementation of this might have additional complications when using OCR to scan a receipt due to inconsistencies in the way purchased products appear on a receipt. Suggestions are to just use the last found price of the used ingredient instead of an average, this might create some slight inaccuracies for the “averages” but will also give a better “current market trendline”

* **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  
**Database tables are capable of doing month to month/year to year, we decided to wait on date/time specific metrics due to project time restraints/project scope**

* **Truck Cost Percentage: Truck Cost Percentage = Total Truck Cost / Total Costs**

Percentage value with 2 decimal places  
No implementation for these expenses currently or how to denote “truck” versus others

* **Labor Productivity: Labor productivity = Total payroll cost / # of orders**

Percentage value with 2 decimal places

Waiting on Labor Costs implementation from “othercosts” table

* **Fuel and Transportation Costs per Revenue Dollar**

Calculation: (Fuel + Vehicle maintenance costs) / Total revenue x 100

Percentage value with 2 decimal places

Cost Categories not yet implemented, Could be an expansion to othercosts database table

* **Orders per Hour**

Calculation: Total orders / Operating hours

Numeric Number

There is no way to currently adjust operating hours, Could be set in the settings page for a user profile or just defaulted to 8

* **Daily Inventory Turnover**

Calculation: Cost of goods sold / Average inventory value (We don’t currently store the history of this anywhere, making anything more than 24 hour period an inaccurate daily turnover for that date)

Number with 2 decimal places

**Database tables are capable of doing date/time calculations, we decided to wait on date/time specific metrics due to project time restraints/project scope**

* **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

We don’t have any location based parameters implemented on the front or back end

No Implementation or structure to implement metrics below this point, Suggestion is to revisit or attempt these metrics after completion of above metrics as many of the numbers for calculations can be pulled from above sources

* **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.