Guesstimate

- breaking down problem into smaller pieces so that each piece is easily computable

- right no. is not important, APPROACH IS IMP

Q. How many kites are sold during Sankrant in Ahemdabad?

* Go from top to down

Total no. of kites

no. of kites per person × no. of people flying kites

- 2 days of flying kites (Sankranti
- every 2 hr a kite change (might be cut, etc)
- 24 hrs
  - 8 hr - sleep
  - 8 hr - other activities
  - 8 hr - flying kites.

- no. of kites = 8 hr = 4 kites.
  2 kite/hr

2 days of Sankrant
⇒ 2 × 4 = 8 kites/person

① By Age Group

Assume population = 8 million

Age distribution - 0-80 (equal distribution)

diff level of enthusiasm.

% of ppl flying kites			kites/ppl
50%	10 - 20 yr	$\frac{10}{80} \times 8 = 1M$	8
30%	20 - 40 yr	$\frac{20}{80} \times 8 = 2M$	4
10%	40 - 60 yr	$\frac{20}{80} \times 8 = 2M$	2

Total ppl

8 × 50% of 1 million

4 × 30% of 2M

2 × 10% 2M

② no. of Households

Population = 8M

Avg ppl / household = 4

no. of households = $\frac{8M}{4} = 2M$

Divide by income levels (household)

low	Medium	High
20%	60%	20%

May below income dont have money etc

% (no. of ppl) buying kites	10%	30%	50%
no. of kites	2	4	8

low = 20% of 2M

$\frac{20}{100} \times 2M$

= 400k households × 10% × 2 kites

= 80k.

similarly for med, high and add all

Q. No of planes taking off from Lucknow per day

Q-1. ' take off or landing as well?

2. cargo flights, Intl, domestic which all to consider?
(Consider on passenger flights Intl & domestic)