A majority of the consulting interviews will require you to do market sizing. Guesstimates (or Market Sizing) are an important part of several interview processes and B-School competitions. They are also a lot of fun!

You can be given a market sizing question as a standalone case (though less frequent) or as a part of a broader business situation case like "entering a new market". Market Sizing can be tricky since there is not one correct answer so be prepared beforehand. In general, **the interviewer will be less interested in the number you got for the market compared to the approach you used** to get to that number. This case type is used to test your quantitative and reasoning skills.

The interviewer wants to evaluate whether you are comfortable working with numbers and whether you are capable of making good assumptions and handle ambiguity. Market sizing questions are not only about sizing markets but also other types of estimations, for instance, estimating the number of golf balls in a Jumbo. Ideally your result should be "in the right ballpark", meaning the answer must not be off by more than **20%** compared to the actual answer.

More than the result, the crucial aspects of this problem-solving process are the approach you took, the structure you applied and the way you thought about the problem. If you fail to share your approach and the thought process, it is unlikely the interviewer will be able to read your mind or give you a pass for the case interview.

**Some examples for market sizing cases are:**

- "How many mattresses are sold each year in the India?"

- "How big is the US diapers market?"

- "How many gas stations can be found in Paris?"

- "How big will the market for 3D TVs be?"

**Materials for Guesstimate:**

1. To learn how to solve a guesstimate, refer to Link 1.

2. Read the Consulting Guide 2019 by C&A Club till Page 32

**Additional:**

1. Additional material on guesstimate: Link 2.

2. An actual interview video where a guesstimate question is asked: Link 3.

**Links:**

1. https://igotanoffer.com/blogs/mckinsey-case-interview-blog/market-sizing

2. https://www.preplounge.com/en/bootcamp.php/case-cracking-toolbox/identify-your-case-type/market-sizing

3. https://www.youtube.com/watch?v=pAj0ojkq7Ho

## Your Question:

Market size for taxis / Uber in the US every year? (Assume population of US ~325 million)

Rules for Submission:

1. You are not allowed to use an external data. Use only the above information to estimate.

2. Submit it in a form of a pdf document or a PowerPoint (max 2 slides) explaining all the calculations and the final answer highlighted. Send the solutions via mail to **caciitg@gmail.com** before 18th December, 2019 EOD (GMT +5:30, IST)

Remember, this is not an actual interview but for your own practice. So, try not to use any external data sources and come up with a solution of your own. Do not hesitate to take valid **assumptions**. Focus is more on **approach than on accuracy**.

Wishing Best,
Consulting & Analytics Club
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