

# Guess Estimation

→ Consulting BCG → BCG Gamma  
↳ only for Analytics

→ Marketing Research

Day 1 → 3,2  
DMCG → Nielsen → 1  
Day 50 → 1,0  
Region :- coke or Pepsi  
C/D  
4/2

→ Moody Analytics

## Guess Estimate

↳ Guess + Estimate  
↓  
[logically correct]

Do the Maths → create Impression

Q) → Estimate the <sup>units</sup> no of Red cars sold in Delhi in 2023? → Delhi NCR & Passenger vehicle

2 ways Guess estimate

[Demand ?]

[Supply side]

① → Clarify Questions

② → Volume (unit of Measurement)

Revenue/unit  
 ↓  
 value → volume

③ → Time frame

④ → Clarify the Geography (Dom / Dom NCR)

⑤ → Clarify the Customers

→ B2B v/s B2C  
 → Gender  
 → Age group  
 → Income

⑥ → Distribution → Online v/s offline

→ Primary v/s Secondary

Population

Base population → 2cr

No of family → 4  
 members

No of Family → 50L

Income Groups  $\rightarrow$  25 : 25 : 50  
 $\downarrow \quad \downarrow \quad \downarrow$   
 L1 M d

Family  $\rightarrow$  12.5, 12.5, 25  
 (Lakh)  
 $\downarrow \quad \downarrow \quad \downarrow$   
 — M d

Frequency  $\rightarrow$  2 1 0

Total Demand  $\rightarrow$  25  $\approx$  12 0  $\approx$  37 L  
 (Lakhs)

Frequency  $\rightarrow$  5 10  
 (once years)

Sales per  $\rightarrow$   $\frac{25}{5} = 5$  1.2  $\approx$  6.2  
 years Lakhs

Red Cars  $\rightarrow$  10%

6.2 L  $\xrightarrow{10\%}$  [62K]

Red Cars Sold  $\rightarrow$  62K

Size =  $\frac{\text{Base Line Population} \times \text{Ratio (25 : 25 : 50) to be included in estimate} \times \text{Frequency of Purchase}}{(\text{units})}$

$$\begin{array}{c} \text{Qty of Purchase} \\ \times \\ \text{Avg Price} \end{array}$$

Supply - Side →

→ unit sold = no of supplier \* no of units sold by supplier

Airport →

→ no of Passenger Aircraft Boarding from Terminal 1 of Bangalore Airport.

- Kayaks + New ✓
- International or domestic ✓

Bangalore Airport



→ no of gates → 30 gates

Demand:

Time

→ 0-8



→ 10 gates

8-4 pm



15

4pm - 12 night



20

flights Depart → 1 hour

1 hour

1 hour

Flights  
Depart  
(in hours)

$$\rightarrow 8 \times 10 = 80$$

$$\downarrow 8 \times 15 = 120$$

$$\downarrow 8 \times 20 = 160$$

$\downarrow$

$\downarrow$

$\downarrow$

200

200

200

How much  
people can  
sit in plane

$$\rightarrow \left( \begin{array}{l} 80\% \\ \text{Occupancy} \end{array} \right) \hookrightarrow 160$$

$$\hookrightarrow 160$$

$$\hookrightarrow 160$$

$$\text{Total Passengers} \rightarrow 80 \times 160$$

$$120 \times 160$$

$$160 \times 160$$

Total supplies  $\rightarrow$  limited

$\times$   
Max Capacity Per supplier

$\times$   
Utilization Rate

$\times$   
Rate