✓ <u>size</u> → [MLOPS]
↓
[DSA]

↓

SDE   +   ML
✓   ✓
—×—

Guesstimates

→ Consulting   BCG → <u>BCG Gamma</u>

→ Market Research

→ <u>Nielson</u> → <u>R</u> → Day 1 → <u>S, 2</u>
                            Day 30 → 1, 0

<u>Region</u> :- Coke or Pepsi   C | P
                                   4 | 2

→ Moody Analytics

FMCG | Ecomm

<u>2S</u> ?   →   Guesstimate

↓

<u>Guess</u> + <u>Estimate</u>

↓

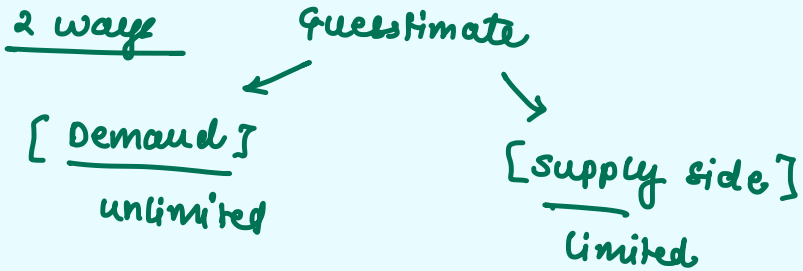[Logically correct]

<u>Retail</u> →

Gender 50% of customer

50   →   correction with product

<u>Do the maths!</u>

Theory $[\frac{1}{2} \times \underline{\frac{1}{4}} \times \frac{1}{5} \times \frac{1}{3}]$

85 → 90 ? → simple no

" Estimate the no of Red cars sold in Delhi in 2023 "

↑ unit → Passenger new

↳ NCR ↳ Timeframe

2 ways

Guesstimate

[Demand]
unlimited

[supply side]
limited

1. volume (unit of Measurement)

Revenue / unit
↓   ↳ volume
Value

2. Timeframe :-

3. clarify the Geography

VTCCD

4. clarify the customer

B2B vs B2C
Gender
Income
Age

5. Distribution → online vs offline
→ Primary vs secondary

Population

Base
Population   2 cre

No of fam
peope   4
_____

[No of family]   50 L
                     ↓

Income   25 : 25 : 50
                    ↓   ↓   ↓
                    H   m   L

family   12.5 , 12.5 , 25
(lakh)   H   m   L
                    ↓   ↓   ↓ ↘ 0

frequency   2   1   0

                    ↓   ↓

Total demand   25 L   ~12 L   ∴ 37 L

                    ↓   ↓

freq   5   10
                  _____

                   5 L   1.2 L   →   6.2 L (Total
                    ↳   car)

6.2 L Case

→ Red car! → <u>10%.</u>

6.2 L → [62K]

size

= Baseline Population
       X
Ratio (25:25:50)
   to be included in estimate
       X
   frequency of Purchase
       X
   Qty of Purchase
       X
   Avg Price

Supply side
↓

unit sold = no of supplier × no of
                unit sold by supplier

→ <u>No of Passenger</u>   Boarding
  from <u>T1</u> of Bangalore Airport
       in a <u>day</u> → <u>Normal</u>

  → layover + <u>new</u> ✓
  → International or <u>domestic</u>
          X   ✓

          Bangalore Airport
                ↓

  → <u>No of Gates</u> → <u>30 Gates</u>
                              |

  <u>Demand</u>:

Time   <u>30</u>   30   30

→ <u>0 - 8 am</u>   8 - 4pm   4pm — 12:00
                        an   nigut
        ↓   ↓   ↓

→   10 gates   <u>15</u> gates   <u>20</u> gates
                                                 1
→   <u>1 hour</u>   1 hour   1 hour
        ↓   ↓   1

    <u>8 × 10 = 80</u>   8 × 15   8 × 20
        ↓   = <u>120</u>   = <u>160</u>
                        ↓   ↓
→ [200   200   200
    ↳ <u>160</u>]   ↳ <u>160</u>   ⌣ <u>160</u>

   80 × 160   120 × 160   160 × 160

∑ Total of <u>supplier</u> → <u>limited</u>
        ×
    Max capacity per supplier
        ×
    utilization Rate
        ×
        Price]