The dataset provided has the daily sales and transactions by restaurant for a certain QSR brand for the time period of Jan 2019 – Jan 2021, along with the opening and closing dates. Expected development of new stores and store closures is included along.

Candidate is expected to forecast daily sales and transactions by restaurant for the time period of Feb – Dec 2021 and present it to a panel. Submission should include a presentation and daily store wise forecast in the same format as the attached dataset.

The presentation must include the methodology adopted to do the forecast and the below output table for the brand performance (considering complete store base).

		Expected FY (Jan – Dec)	Growth vs 2019	Growth vs 2019 (%)
LFL Stores	Total Sales			
	Total Transactions			
	Average Transaction value			
New Stores	Total Sales			
	Total Transactions			
	Average Transaction value			
All Stores	Total Sales			
	Total Transactions			
	Average Transaction value			

Following inputs to be taken into consideration:

1. A new store in QSR industry usually takes an year to stabilize. Hence, business growth is evaluated separately for new stores and like for like stores (LFL).
2. LFL stores include all stores operating for more than 12 months after opening. As an example: a store opened on 12 Jun 2017, is considered a new store till 30 Jun 2018 and as an LFL store thereafter.
3. The 2020 pandemic calls for a change in the above industry practice as new stores opened in 2019 & 2020 could not stabilize because of non operation owing to the countrywide restrictions. Hence, for 2021, all stores opened before 2018 are considered as LFL stores. Stores opened in 2019 are considered LFL only after 24 months from opening. Stores opened in 2020 are considered LFL after 12 months from opening.
4. Full year LFL performance for the brand will be evaluated by taking the sum of sales of LFL store base for each month and comparing with the 2019 sales of the same store base. For example, 2019 sales of the store which closed on 10 Jun 2020 will not be considered as LFL while looking at LFL business growth in 2021.