We chose to adapt a DRY approach for predicting the metrics. Fortunately, I am able to employ my social connections to get high quality base data.

The approximate combined metrics of 24 Macdonald’s restaurants operating in Tamil Nadu and Kerala provides a good starting point for subsequent manipulations in that data.

* Total average no. of orders per day in all those Macdonald’s stores=10500
* Approximate percentage of orders that also includes French fries= 80%
* Average transaction value of French fries in those stores = ₹70
* Input cost is almost 30% of the final sales price.

Based on that fact, I am deriving our metrics taking into account factors such as premium market segment, location, seasonal changes, marketing blitzkrieg, and our negotiation capabilities with suppliers etc.