Item1:Anchor item (on promotion): Fridge\_cover

substitute items of anchor\_item: fridge\_cover1(a), fridge\_cover2(b) (fridge covers of 2 different brands)

item to which anchor item is complementary: fridge(x)

complementary item of achor\_item: fridge\_magnet(y)

a and x are on promotion :

item1 (quantity sold=200, baseline=100)

a(quantity sold=30, baseline=20) : On promotion

b(quantity sold=10, baseline=20) : non-promoted

x(quantity sold=10, baseline=8) : On promotion

y(quantity sold=10, baseline=8) : non-promoted

* **Item1\_adjusted\_baseline** = item1\_baseline – (uplift of a)\*(sales\_ratio of item1,a) + (uplift of x)\*(sales\_ratio of item1,x)

=100-10\*(sales\_ratio of item1,a) + 2\*(sales\_ratio of item1,x)

* **Item1\_true\_revenue\_uplift** = (adjusted\_uplift of item1\* item1\_promotion\_price) –(uplift of b)\*b\_price + (uplift of y)\*y\_price

=( adjusted\_uplift of item1\* item1\_promotion\_price) – (10\* b\_price) + (2\* y\_price)

Adjusted\_uplift of item1=(item1\_quantity sold) – (**item1\_adjusted\_baseline**)

=200 - **item1\_adjusted\_baseline**