

Assignment 3: Promotions Management

Group 11: Christina Wang, Kailin Fu, Shun Guan, Sylvia Lu, Yiran Huang

April 20, 2020

Contents

1	Promotional event planning	2
1.1	Including Plots	3
2	Estimating lift factors and promotion ROI analysis	4
2.1	Question 1	4
2.2	Question 2	7
2.3	Question 3	11
2.4	Question 4	13

1 Promotional event planning

1. Evidence for strong seasonal demand There is a strong seasonal demand for this product. Per event summary, the product has a much higher demand around the time of event 2. The base case for event 2 is 1,360, a 87% increase from event 1, a 469% increase from event 3, a 203% increase from event 4, and a 308% increase from event 5. Similarly, the base demand around event 1 is also higher than other events except event 2. The higher base demands around the time of event 2 and event 1 show a strong seasonal demand.

2. Incremental sales response

```
eventsummary = data.frame(baseQ = c(728, 1360), baseP = c(2.31, 2.31), promoQ = c(1129, 2303), promoP =  
eventsummary$baseRev = eventsummary$baseQ*eventsummary$baseP  
eventsummary$promoRev = eventsummary$promoQ*eventsummary$promoP  
eventsummary$incrRevFrac = (eventsummary$promoRev - eventsummary$baseRev)/eventsummary$baseRev  
print(eventsummary)
```

	baseQ	baseP	promoQ	promoP	baseRev	promoRev	incrRevFrac
1	728	2.31	1129	1.99	1681.68	2246.71	0.3359914
2	1360	2.31	2303	2.31	3141.60	5319.93	0.6933824

Per summary Table, the incremental sales response for event 1 is 33.60% and for event 2 is 69.33%.

3. Profitability results From ROI per event summary, event 5 is the most profitable with a ROI of 53%. Event 2 is the second, with a ROI of 44%. Event 1 does not have a profitable result with the promotion, with a negative ROI of -2%. Event 3, and 4 are even worse with much more negative ROIs of -22% and -79%.

4. The profitability with forward buying

```
eventsummary2 = data.frame(incrContr = c(8019, 18874), VC = c(4740, 9674), FC = c(2500, 2500))  
eventsummary2$ForwardBuyCost = c(962*2, 962*2)  
eventsummary2$eventCost = eventsummary2$VC + eventsummary2$FC + eventsummary2$ForwardBuyCost  
eventsummary2$grossContr = eventsummary2$incrContr - eventsummary2$eventCost  
eventsummary2$ROI = eventsummary2$grossContr/eventsummary2$incrContr  
print(eventsummary2)
```

	incrContr	VC	FC	ForwardBuyCost	eventCost	grossContr	ROI
1	8019	4740	2500	1924	9164	-1145	-0.1427859
2	18874	9674	2500	1924	14098	4776	0.2530465

The profit for event 1 will be -1145 with a ROI of -14.28% and for event 2 will be 4776 with a ROI of 25.30%.

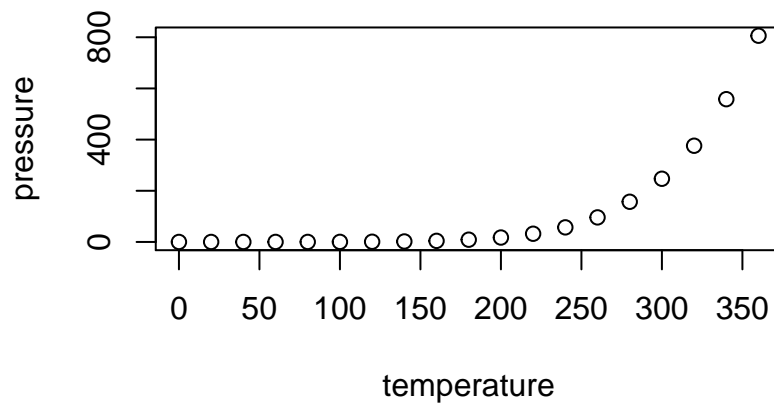
5. The approaches to calculate ROIs The Booz Allen Hamilton (BAH) approach and the one took in class are equally good. The BAH method is more applicable when considering each unit sale, while the one took in class is more generally applicable.

```
summary(cars)
```

	speed	dist
Min.	: 4.0	Min. : 2.00
1st Qu.:	12.0	1st Qu.: 26.00
Median :	15.0	Median : 36.00
Mean :	15.4	Mean : 42.98
3rd Qu.:	19.0	3rd Qu.: 56.00
Max. :	25.0	Max. : 120.00

1.1 Including Plots

You can also embed plots, for example:



Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.

2 Estimating lift factors and promotion ROI analysis

In this part of the assignment, we analyze the effectiveness and ROI of different promotions for Hellman's 32 oz Mayonnaise. The analysis is based on account level data at Jewel-Osco and Dominick's Finer Foods in Chicago. Use the table (data frame) `hellmans_df` in the file `Hellmans.RData`. `hellmans_DF` contains the following variables:

- `account`
- `product`
- `week`
- `units`
- `dollars`
- `feature_pctacv`
- `display_pctacv`

2.1 Question 1

Create a price variable for Hellman's 32oz mayo. Then, although not strictly necessary (because the estimated coefficients will scale in a linear regression), you should divide the feature and display columns (variables) by 100. Examine the feature and display variables. Provide summary statistics (number of observations, mean, standard deviation) and histograms of these variables, separately for both accounts. To what extent do these two promotional instruments differ? Calculate the correlations between `feature_pctacv`, `display_pctacv`, and price (use the `cor` function in R). Comment on your findings. Do the correlations indicate a potential problem for your regression analysis to be performed below?

```
hellmans_df$price = hellmans_df$dollars / hellmans_df$units
hellmans_df$feature = hellmans_df$feature_pctacv / 100
hellmans_df$display = hellmans_df$display_pctacv / 100
```

```
my_summary <- function(df, account) {
  df_local = df[df$account == account,]
  list("Feature Summary" =
    list("count" = length(df_local$feature),
          "mean" = mean(df_local$feature),
          "sd" = sd(df_local$feature)),
        "Display Summary" =
    list("count" = length(df_local$display),
          "mean" = mean(df_local$display),
          "sd" = sd(df_local$display)))
}

D_summary = my_summary(hellmans_df, "Dominicks")
J_summary = my_summary(hellmans_df, "Jewel")
print(D_summary)
```

```
$`Feature Summary`
$`Feature Summary`$count
[1] 88
```

```
$`Feature Summary`$mean
[1] 0.1363636
```

```
$`Feature Summary`$sd
[1] 0.3451409
```

```
$`Display Summary`
$`Display Summary`$count
[1] 88
```

```
$`Display Summary`$mean
[1] 0.1206818
```

```
$`Display Summary`$sd
[1] 0.1762952
```

```
print(J_summary)
```

```
$`Feature Summary`
$`Feature Summary`$count
[1] 88
```

```
$`Feature Summary`$mean
[1] 0.1794318
```

```
$`Feature Summary`$sd
[1] 0.3834338
```

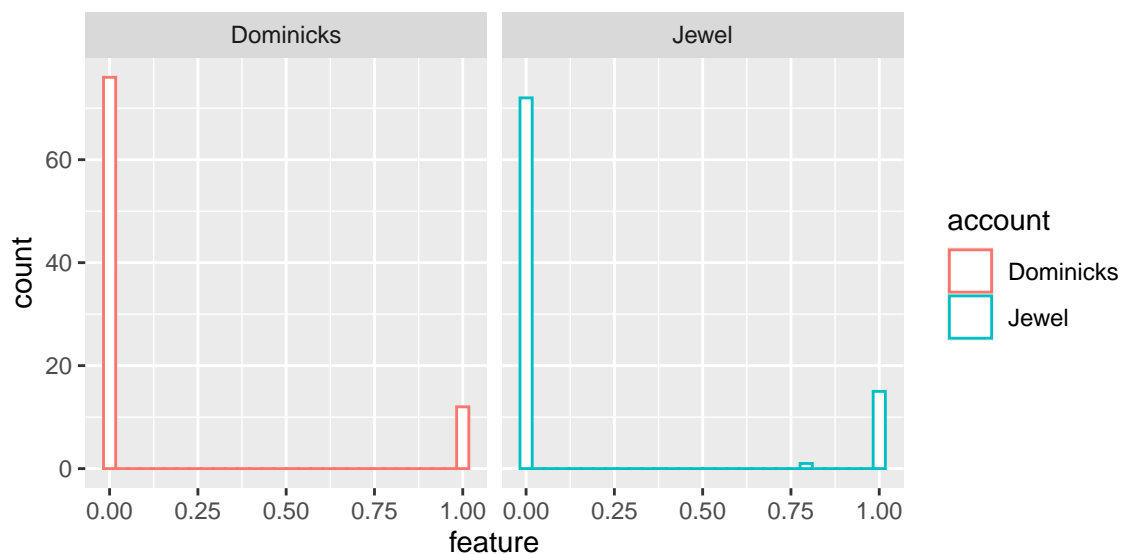
```
$`Display Summary`
$`Display Summary`$count
[1] 88
```

```
$`Display Summary`$mean
[1] 0.2298864
```

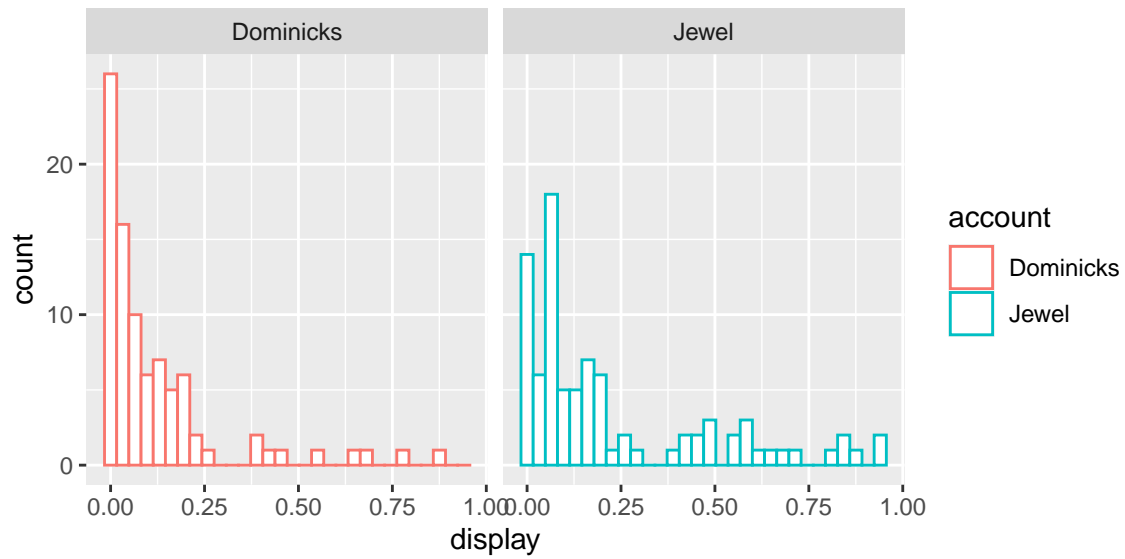
```
$`Display Summary`$sd
[1] 0.2581655
```

```
hellmans_df %>%
```

```
ggplot(data = ., aes(x=feature, color=account)) + geom_histogram(fill="white") + facet_grid(cols = vars
```



```
hellmans_df %>%
  ggplot(data = ., aes(x=display, color=account)) + geom_histogram(fill="white") + facet_grid(cols = vars
```



```
#Correlations
cor(hellmans_df$feature_pctacv, hellmans_df$display_pctacv)
```

```
[1] 0.7599992
```

```
cor(hellmans_df$feature_pctacv, hellmans_df$price)
```

```
[1] -0.5747241
```

```
cor(hellmans_df$display_pctacv, hellmans_df$price)
```

```
[1] -0.6700056
```

2.2 Question 2

Estimate the log-linear demand model separately for each account, using price as the only explanatory variable. Then add the feature and display variables. Comment on the difference between the two regressions in terms of goodness of fit, and the price elasticity estimates. Is the change in price elasticity estimates as expected? What is the reason for this change? Are the coefficient estimates similar for both accounts?

```
D_lm =  
hellmans_df %>%  
filter(account == "Dominicks") %>%  
glm(log(units) ~ log(price), data = .)  
  
summary(D_lm)
```

Call:

```
glm(formula = log(units) ~ log(price), data = .)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-0.63760	-0.17214	-0.01628	0.10558	0.79349

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	10.0368	0.0719	139.60	< 2e-16 ***
log(price)	-4.1665	0.4107	-10.15	2.3e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for gaussian family taken to be 0.06617719)

Null deviance: 12.5037 on 87 degrees of freedom
Residual deviance: 5.6912 on 86 degrees of freedom
AIC: 14.753

Number of Fisher Scoring iterations: 2

```
J_lm =  
hellmans_df %>%  
filter(account == "Jewel") %>%  
glm(log(units) ~ log(price), data = .)  
  
summary(J_lm)
```

Call:

```
glm(formula = log(units) ~ log(price), data = .)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-0.59230	-0.16883	-0.03486	0.15152	0.81131

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	10.60443	0.05259	201.66	<2e-16 ***
log(price)	-4.58359	0.42660	-10.74	<2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for gaussian family taken to be 0.06161774)

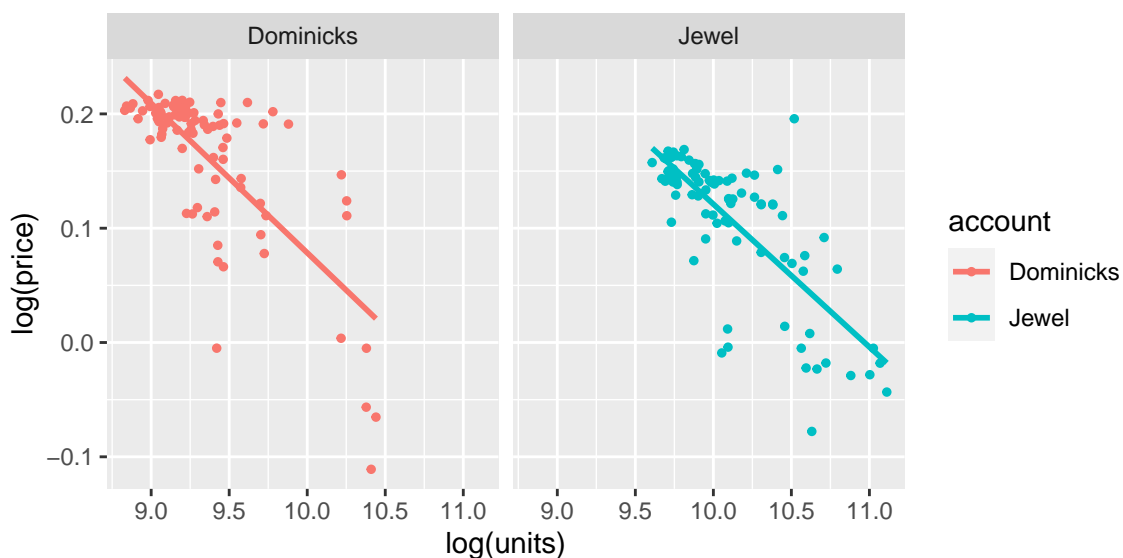
Null deviance: 12.4124 on 87 degrees of freedom
Residual deviance: 5.2991 on 86 degrees of freedom
AIC: 8.4712

Number of Fisher Scoring iterations: 2

#Two linear model demand-price graph

hellmans_df %>%

```
ggplot(data = ., aes(x= log(units), y = log(price), color=account)) + geom_point(size = 1, alpha = 1) +  
  facet_grid(cols = vars(account)) + geom_smooth(method = "lm", se = FALSE)
```



#Compare with the feature add model

```
D_d_lm =  
hellmans_df %>%  
  filter(account == "Dominicks") %>%  
  glm(log(units) ~ log(price) + display, data = .)  
summary(D_d_lm)
```

Call:

```
glm(formula = log(units) ~ log(price) + display, data = .)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-0.43297	-0.14369	-0.02460	0.09584	0.59909

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	9.61572	0.08888	108.190	< 2e-16 ***
log(price)	-2.36500	0.44187	-5.352	7.25e-07 ***
display	1.07331	0.16833	6.376	9.04e-09 ***


```
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for gaussian family taken to be 0.04529276)

Null deviance: 12.5037  on 87  degrees of freedom
Residual deviance:  3.8499  on 85  degrees of freedom
AIC: -17.645
```

Number of Fisher Scoring iterations: 2

```
J_d_lm =
hellmans_df %>%
filter(account == "Jewel") %>%
glm(log(units) ~ log(price) + display, data = .)
summary(J_d_lm)
```

```
Call:
glm(formula = log(units) ~ log(price) + display, data = .)
```

```
Deviance Residuals:
    Min       1Q   Median       3Q      Max
-0.36125 -0.10576 -0.03313  0.09383  0.51352
```

```
Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept) 10.09791    0.06263 161.233 < 2e-16 ***
log(price)  -1.89014    0.39966  -4.729 8.86e-06 ***
display      0.95534    0.09657   9.892 8.47e-16 ***
```

```
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for gaussian family taken to be 0.02897969)

Null deviance: 12.4124  on 87  degrees of freedom
Residual deviance:  2.4633  on 85  degrees of freedom
AIC: -56.941
```

Number of Fisher Scoring iterations: 2

```
D_d_f_lm =
hellmans_df %>%
filter(account == "Dominicks") %>%
glm(log(units) ~ log(price) + display + feature, data = .)
summary(D_d_f_lm)
```

```
Call:
glm(formula = log(units) ~ log(price) + display + feature, data = .)
```

```
Deviance Residuals:
    Min       1Q   Median       3Q      Max
-0.34144 -0.13771 -0.02137  0.11067  0.61078
```

```
Coefficients:
```

```

              Estimate Std. Error t value Pr(>|t|)
(Intercept)  9.52123     0.08944 106.451 < 2e-16 ***
log(price)   -1.84318     0.45032  -4.093 9.74e-05 ***
display      0.83410     0.17653   4.725 9.14e-06 ***
feature      0.28531     0.08925   3.197 0.00196 **
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for gaussian family taken to be 0.04086078)

Null deviance: 12.5037  on 87  degrees of freedom
Residual deviance:  3.4323  on 84  degrees of freedom
AIC: -25.748

```

Number of Fisher Scoring iterations: 2

```

J_d_f_lm =
hellmans_df %>%
filter(account == "Jewel") %>%
glm(log(units) ~ log(price) + display + feature, data = .)
summary(J_d_f_lm)

```

Call:

```
glm(formula = log(units) ~ log(price) + display + feature, data = .)
```

Deviance Residuals:

```

      Min       1Q   Median       3Q      Max
-0.36769 -0.12020 -0.02219  0.08526  0.49093

```

Coefficients:

```

              Estimate Std. Error t value Pr(>|t|)
(Intercept) 10.08881     0.06327 159.450 < 2e-16 ***
log(price)   -1.89735     0.39969  -4.747 8.39e-06 ***
display      1.06947     0.14891   7.182 2.56e-10 ***
feature     -0.09124     0.09062  -1.007  0.317
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

```

(Dispersion parameter for gaussian family taken to be 0.02897501)

```

Null deviance: 12.4124  on 87  degrees of freedom
Residual deviance:  2.4339  on 84  degrees of freedom
AIC: -55.997

```

Number of Fisher Scoring iterations: 2

```
# add display improve the model, reduce deviance. However, add feature just improve it a little bit, si
```

2.3 Question 3

Consider the following three promotions:

- (a) 15% TPR
- (b) 15% TPR, 70% display
- (c) 15% TPR, 70% display, 100% feature

Calculate the lift factors for each promotion for both accounts, based on the regression estimates in 2. Set estimates that are not statistically significant = 0.

```
lift_factor <- function(model, TPR = 0, DIS = 0, FEA = 0) {  
  alpha = if(summary(model)$coef[1,4] < 0.1) {summary(model)$coef[1,1]} else {0}  
  
  beta_lp = if(summary(model)$coef[2,4] < 0.1) {summary(model)$coef[2,1]} else {0}  
  # print(beta_lp)  
  
  beta_d =  
  if(length(summary(model)$coef[,1]) >= 3 ){  
    if(summary(model)$coef[3,4] < 0.1)  
    {summary(model)$coef[3,1]} else {  
      0  
    }  
  } else {  
    0  
  }  
  # print(beta_d)  
  
  beta_f =  
  if(length(summary(model)$coef[,1]) >= 4 ){  
    if(summary(model)$coef[4,4] < 0.1)  
    {summary(model)$coef[4,1]} else {  
      0  
    }  
  } else {  
    0  
  }  
  
  lf = exp(beta_lp*log(1 - TPR) + beta_d*DIS + beta_f*FEA)  
}  
  
#(a)  
#For Dominicks  
print(lift_factor(D_d_f_lm, 0.15))
```

```
[1] 1.349254
```

```
#For Jewel  
print(lift_factor(J_d_f_lm, 0.15))
```

```
[1] 1.361185
```

```
 #(b)  
#For Dominicks  
print(lift_factor(D_d_f_lm, 0.15, 0.7))
```

```
[1] 2.419158
```

```
#For Jewel  
print(lift_factor(J_d_f_lm, 0.15, 0.7))
```

```
[1] 2.877672
```

```
 #(c)  
 #For Dominicks  
print(lift_factor(D_d_f_lm, 0.15, 0.7, 1))
```

```
[1] 3.217896
```

```
 #For Jewel  
print(lift_factor(J_d_f_lm, 0.15, 0.7, 1))
```

```
[1] 2.877672
```

2.4 Question 4

Perform an ROI analysis of the three promotions, (a), (b), and (c), separately for the two retail accounts, Dominick's and Jewel-Osco. The promotions last for one week. Your analysis should follow the approach that we took in class, not the version of this approach taken by Booz Allen Hamilton in the first part of the assignment.

Note. Perform the analysis using units, not cases of Hellman's mayo. You will need the following data for your analysis:

- The regular price of the product at both accounts is \$1.20.
- The VCM for Hellman's is \$0.55 per unit.
- The manufacturer fully pays for the shelf price reduction. E.g., if the shelf price is reduced from \$1.20 to \$1.00, the manufacturer pays for this TPR through a \$0.20 per unit (off-invoice) allowance.
- The fixed cost (MDF) for the promotion involving display only is \$3,000 at Dominick's and \$5,000 at Jewel-Osco. The fixed cost for the promotion including feature and display is \$4,500 at Dominick's and \$6,800 at Jewel-Osco.

In order to estimate baseline sales, use the regression estimates and the regular price, and predict sales for display and feature = 0.

Using these data, and the lift factors found in 3, you can then fill in the cells in the blueprint of a spreadsheet below, for each of the three promotions at both accounts.

Consider both:

- No stockpiling (purchase acceleration)
- The case where 20 percent of the incremental units as predicted by the event lift are due to stockpiling (purchase acceleration), and hence not truly incremental

```
ROI_Summary <- function(model, TPR = 0, DIS = 0, FEA = 0, fixed_payment_cost = 0, regular_price = 1.2, regular_margin = 0.55, stockpiling = 0.2) {
  baseline_units = exp(predict(D_d_f_lm, data.frame(price = regular_price, display = 0, feature = 0),
    type = "response"))
  total_units = lift_factor(D_d_f_lm, TPR, DIS, FEA) * baseline_units
  incremental_units = (total_units - baseline_units)
  incremental_units_Stockpiling = incremental_units * Stockpiling
  incremental_units_net = incremental_units - incremental_units_Stockpiling
  promoted_price = (1 - TPR)*regular_price
  promoted_margine = promoted_price - (regular_price - regular_margin)
  incremental_contribution = promoted_margine * incremental_units_net
  variable_cost = TPR * regular_price * baseline_units
  event_cost = variable_cost + fixed_payment_cost
  gross_contribution = incremental_contribution - event_cost
  ROI = gross_contribution/event_cost
  list("Baseline units" = baseline_units,
    "Incremental units" = incremental_units,
    "Total units" = total_units,
```

```

    "Precent with pa" = Stockpiling,
    "Incremental units with pa" = incremental_units_Stockpiling,
    "Incremental units net" = incremental_units_net,
    "Incremental contribution" = incremental_contribution,
    "Variable cost" = variable_cost,
    "Fixed payment cost" = fixed_payment_cost,
    "Event cost" = event_cost,
    "Event gross contribution" = gross_contribution,
    "ROI" = ROI)
}

#For Dominicks
#(a)
df1 = data.frame(ROI_Summary(D_d_f_lm, 0.15))
#(b)
df2 = data.frame(ROI_Summary(D_d_f_lm, 0.15, 0.7, fixed_payment_cost = 3000))
#(c)
df3 = data.frame(ROI_Summary(D_d_f_lm, 0.15, 0.7, 1, fixed_payment_cost = 4500))

D_df = cbind(data.frame(t(df1)), data.frame(t(df2)), data.frame(t(df3)))
colnames(D_df) = c("Dominicks(a)", "Dominicks(b)", "Dominicks(c)")
print(D_df)

```

	Dominicks(a)	Dominicks(b)	Dominicks(c)
Baseline.units	9751.5563384	9.751556e+03	9.751556e+03
Incremental.units	3405.7695478	1.383900e+04	2.162793e+04
Total.units	13157.3258862	2.359055e+04	3.137949e+04
Precent.with.pa	0.0000000	0.000000e+00	0.000000e+00
Incremental.units.with.pa	0.0000000	0.000000e+00	0.000000e+00
Incremental.units.net	3405.7695478	1.383900e+04	2.162793e+04
Incremental.contribution	1260.1347327	5.120429e+03	8.002336e+03
Variable.cost	1755.2801409	1.755280e+03	1.755280e+03
Fixed.payment.cost	0.0000000	3.000000e+03	4.500000e+03
Event.cost	1755.2801409	4.755280e+03	6.255280e+03
Event.gross.contribution	-495.1454082	3.651484e+02	1.747056e+03
ROI	-0.2820891	7.678799e-02	2.792929e-01

```

#Consider stockpiling is 20%
#(a)
df1 = data.frame(ROI_Summary(D_d_f_lm, 0.15, Stockpiling = 0.2))
#(b)
df2 = data.frame(ROI_Summary(D_d_f_lm, 0.15, 0.7, fixed_payment_cost = 3000, Stockpiling = 0.2))
#(c)
df3 = data.frame(ROI_Summary(D_d_f_lm, 0.15, 0.7, 1, fixed_payment_cost = 4500, Stockpiling = 0.2))

D_20_df = cbind(data.frame(t(df1)), data.frame(t(df2)), data.frame(t(df3)))
colnames(D_20_df) = c("Dominicks(a)", "Dominicks(b)", "Dominicks(c)")
print(D_20_df)

```

	Dominicks(a)	Dominicks(b)	Dominicks(c)
Baseline.units	9751.5563384	9751.5563384	9.751556e+03

Incremental.units	3405.7695478	13838.9961068	2.162793e+04
Total.units	13157.3258862	23590.5524453	3.137949e+04
Precent.with.pa	0.2000000	0.2000000	2.000000e-01
Incremental.units.with.pa	681.1539096	2767.7992214	4.325587e+03
Incremental.units.net	2724.6156382	11071.1968855	1.730235e+04
Incremental.contribution	1008.1077861	4096.3428476	6.401869e+03
Variable.cost	1755.2801409	1755.2801409	1.755280e+03
Fixed.payment.cost	0.0000000	3000.0000000	4.500000e+03
Event.cost	1755.2801409	4755.2801409	6.255280e+03
Event.gross.contribution	-747.1723548	-658.9372933	1.465884e+02
ROI	-0.4256713	-0.1385696	2.343434e-02

#For Jewel

#(a)

```
df1 = data.frame(ROI_Summary(J_d_f_lm, 0.15))
```

#(b)

```
df2 = data.frame(ROI_Summary(J_d_f_lm, 0.15, 0.7, fixed_payment_cost = 5000))
```

#(c)

```
df3 = data.frame(ROI_Summary(J_d_f_lm, 0.15, 0.7, 1, fixed_payment_cost = 6800))
```

```
J_20_df = cbind(data.frame(t(df1)), data.frame(t(df2)), data.frame(t(df3)))
colnames(J_20_df) = c("Jewel(a)", "Jewel(b)", "Jewel(c)")
print(J_20_df)
```

	Jewel(a)	Jewel(b)	Jewel(c)
Baseline.units	9751.5563384	9751.5563384	9.751556e+03
Incremental.units	3405.7695478	13838.9961068	2.162793e+04
Total.units	13157.3258862	23590.5524453	3.137949e+04
Precent.with.pa	0.0000000	0.0000000	0.000000e+00
Incremental.units.with.pa	0.0000000	0.0000000	0.000000e+00
Incremental.units.net	3405.7695478	13838.9961068	2.162793e+04
Incremental.contribution	1260.1347327	5120.4285595	8.002336e+03
Variable.cost	1755.2801409	1755.2801409	1.755280e+03
Fixed.payment.cost	0.0000000	5000.0000000	6.800000e+03
Event.cost	1755.2801409	6755.2801409	8.555280e+03
Event.gross.contribution	-495.1454082	-1634.8515814	-5.529445e+02
ROI	-0.2820891	-0.2420109	-6.463196e-02

#Consider stockpiling is 20%

#(a)

```
df1 = data.frame(ROI_Summary(J_d_f_lm, 0.15, Stockpiling = 0.2))
```

#(b)

```
df2 = data.frame(ROI_Summary(J_d_f_lm, 0.15, 0.7, Stockpiling = 0.2, fixed_payment_cost = 5000))
```

#(c)

```
df3 = data.frame(ROI_Summary(J_d_f_lm, 0.15, 0.7, 1, Stockpiling = 0.2, fixed_payment_cost = 6800))
```

```
J_20_df = cbind(data.frame(t(df1)), data.frame(t(df2)), data.frame(t(df3)))
colnames(J_20_df) = c("Jewel(a)", "Jewel(b)", "Jewel(c)")
print(J_20_df)
```

	Jewel(a)	Jewel(b)	Jewel(c)
Baseline.units	9751.5563384	9751.5563384	9751.5563384
Incremental.units	3405.7695478	13838.9961068	21627.9341851
Total.units	13157.3258862	23590.5524453	31379.4905235
Precent.with.pa	0.2000000	0.2000000	0.2000000

Incremental.units.with.pa	681.1539096	2767.7992214	4325.5868370
Incremental.units.net	2724.6156382	11071.1968855	17302.3473481
Incremental.contribution	1008.1077861	4096.3428476	6401.8685188
Variable.cost	1755.2801409	1755.2801409	1755.2801409
Fixed.payment.cost	0.0000000	5000.0000000	6800.0000000
Event.cost	1755.2801409	6755.2801409	8555.2801409
Event.gross.contribution	-747.1723548	-2658.9372933	-2153.4116221
ROI	-0.4256713	-0.3936087	-0.2517056