		WEIYU	YUCHEN ZENG	XI WANG	ETHAN MENG	RUXIN ZHANG		
Partworth	Intercept	2.17	4.54	13	4.91	2.79		
	Screen 75 inch	8	9.25	2	1.38	9.38		
	Screen 85 inch	16	12.88	4	3.13	14.25		
	Resolution = 4k	1.67	5.5	6	3.83	4.17		
	Sony = 1	4	1.67	1	12	0.33		
	Price (low = 0; hi =1)	-1	-6	-12	-3.67	-0.83		
Attrite Importance	Screen Size	0.71	0.49	0.17	0.14	0.73		
	Screen Resolution	0.07	0.21	0.26	0.17	0.21		
	Brand Name	0.18	0.06	0.04	0.53	0.02		
	Price	0.04	0.23	0.52	0.16			
Willingness to pay	Intercent	1083.33	378.47	541.67	670.45	1675		
viningricoo to pay	Screen 75 inch	4000	770.83	83.33	187.5			
	Screen 85 inch	8000	1072.92	166.67	426.14			
	Resolution = 4k	833	458.33	250	522.73			
	Sony = 1	2000	138.89	41.67	1636.37			
Optimal price	Optimal price	2500	2100	2100	2100	2600		
- Printer Printer	- p							
Max profit	Max profit	3228.12	12.29	2.25	0.14	338.71		
Plot marketshares	Plot marketshares	Sales = Share x Ma	rket Size Sales = Share x Mark	et Size Sales = Shar	e x Market Size Sales = Sha	re x Market Size Sales = Share x	Market Size	
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Plot profit	Plot profit Profit = Margin		Sales Profit = Margin x	Sales Profit = Ma	ergin x Sales Profit =	Margin x Sales Profit = Marg	Profit = Margin x Sales	
		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1000 2 0 1000 2 0 1000 2 price	0	2000 3000 1000 0 1000 1000 1000 1000 100	2000 3000 0 1000 price price	2000 3000	