

## Topics that will be drawn and assigned to the teams

### Instant Coffee Category

1. Are price elasticities of brands different across stores? If differences exist, do these give clues regarding the price and promotional policy of each store?

To reduce the dimensionality of the problem consider the following retailers: TESCO, ASDA, SAINSBURYS, MORRISONS and combine the two major discounters ALDI and LIDL (they have similar policies); then focus on the following types: granules, freeze dry, and micro ground.

2. Do heavy versus light users in the category have different price elasticities and differences in buying behaviour (e.g., buy different brands, buy different proportion of products on discount)?

To reduce the dimensionality of the problem consider the following retailers: TESCO, ASDA, SAINSBURYS, MORRISONS and combine the two major discounters ALDI and LIDL (they have similar policies); then focus on the following types: granules, freeze dry, and micro ground.

3. Do different types of promotions (e.g., multi-buy versus simply reducing the price) work differently? Are there differences in impact and effectiveness? What happens in the short- vs. longer-term? Do different people buy these? If people buy more do they consume more also?
4. Are different sub-categories competing or not? How can we define a competitive set and extract market structure from this data? (example, freeze dried versus granules versus micro, decaf versus caffeinated) How would competitive sets influence your modelling of the data?

### Carbonated Soft Drinks

5. Are price elasticities of brands different across stores? If differences exist, do these give clues regarding the customer base of each store?

To reduce the dimensionality of the problem consider the following retailers: TESCO, ASDA, SAINSBURYS, MORRISONS and combine the two major discounters ALDI and LIDL (they have similar policies); then separate out cans and bottles (insight: retailers believe consumers think about format first and brand second in this category; visit a supermarket in the UK and see how they physically position these goods on the shelves). Important also that you look carefully at Coke promotions (run across all variants at the same time). Focus on the following brands: Coke (all products), Pepsi (all products), Private labels (all types), Fanta, 7UP and Irn Bru.

6. Do heavy versus light users in the category have different price elasticities and differences in buying behaviour?

To reduce the dimensionality of the problem consider the following retailers: TESCO, ASDA, SAINSBURYS, MORRISONS and combine the two major discounters ALDI and LIDL (they have similar policies); then separate out cans and bottles (insight: retailers believe consumers think about format first and brand second in this category; visit a supermarket in the UK and see how they physically position these goods on the shelves). Important also that you look carefully at Coke promotions (run across all variants at the same time). Focus on the following brands: Coke (all products), Pepsi (all products), Private labels (all types), Fanta, 7UP and Irn Bru.

7. Do different types of promotions (e.g., multi-buy versus simply reducing the price) work differently? Are there differences in impact and effectiveness? What happens in the short- vs. longer-term? Do different people buy these? If people buy more do they consume more also?
8. Are different sub-categories competing or not? How can we define a competitive set and extract market structure from this data? (example: bottles versus cans, colas versus flavours, etc.). How would competitive sets influence your modelling of the data?