Homework on Bass Model

Karen Hovhannisyan

February 19, 2024

Points: 50

Deadline: 2024-02-26

Every year, Time magazine publishes a list of the best 100 innovations of that year. The link is here.

1. Go to the list, choose an innovation, and put the link of the selected product here.
2. Think about look-alike innovation from the past. When you pick one, give your justifications in 1-2 paragraphs.
3. Go to Statista and find a time series that approximates the look-alike innovation. (the University provides access to it under the **AUA WIFI**.) and find a time series matching the look-alike innovation. Give your justification by 1-3 paragraphs. You can also use any other available resource for the data; simply remember to provide a reference.
4. Estimate Bass model parameters for the look-alike innovation.
5. Make predictions of the diffusion of the innovation you chose at stage 1
6. Estimate the number of adopters by period. Thus, you will need to estimate the potential market share. You can use Fermi's logic here as well.
7. Do all this either worldwide or country-wise.

Important: Whatever number you bring and use as an input, needs to have a reference. If you are using external research, make an academic reference as well.

The following files must be submitted to **GitHub**:

- **Markdown/ notebook file**
  - Well commented
  - In case of R: use the
  - In case of Python: provide also the *requirements.txt* file
- **PDF output**
- **Source files**
- **Research articles that you have used**

Moodle Submission: submit only the link of the GitHub repo.