

CDO Analytics use case.

1. Please find the elasticity between $y = \text{total_discount_amount}$ and $x_b = \text{total_qty_ordered}$ at SKU level.
2. How many SKUs are inelastic vs elastic?
3. For the elastic SKU please develop a model that finds the optimal $\text{total_discount_amount}$ that maximises the total_qty_ordered before diminishing returns
4. For the nonelastic SKUs please propose a method to experiment if pausing the discounts is having an impact.

Please share a Github project with the code used to solve the case and prepare a PPT to be shared at executive level with the insights.