Your task in this homework is to calculate price elasticity of purchase quantity when there is no promotion for the chosen brand.

Guidelines:

* Calculate price elasticity across the same price range, from $0.5 to $3.5 You can use the same variable, ‘price range’.
* Consider changing the names of the variables to reflect that they refer to the case when there is no promotion for the chosen brand.
* Set the value of the ‘Promotion Incidence’ variable to 0. This is how you take into account in practice that there is no promotion for the chosen brand.
* Save the price elasticity in a variable, called ‘price\_elasticity\_quantity\_promotion\_no’ because you are going to need it for the next lecture.