Your homework task is to come up with ways to improve the purchase quantity model to obtain better results. Think about what is most important when predicting purchase quantity.

Here are several ideas you can explore:

1. You can try to incorporate the last incremented brand variable in your model. How can you transform this variable so, that isn’t binary anymore but includes information about the previous purchased quantity?

2. Instead of calculating price elasticity across all brands, try to focus on creating a purchase quantity model for a particular brand, instead. You can achieve this by filtering all transactions for brand 5.

3. You can examine purchase quantity of one or more of the four segments. Can they reveal some interesting insight into the customer’s purchase quantity?

4. You can filter your data both by brand and segment. You can consult the brand choice table from the descriptive analysis of customer analytics to find out which segment buys which brand most often. For instance, we have already discussed that the Career-focused segment buys brand 5 most often. And in one of the homework tasks you examined brand 2 and know that the Fewer-Opportunities segment prefers this brand before all others.

5. Think of any other ways you can improve on this model! Hope you come up with some great ideas!

Good luck!