Your task is to calculate elasticities of Purchase Probability when there are **no** promotional activities, using the same model, as for the case **with** promotional activities.

You can try that completely on your own or follow the steps below:

1. Create a data frame for price elasticity and include a price\_range column. Then add another column for Promotion, this time indicating there are **0** Promotional activities for each price range.
2. Predict probabilities using the model\_incidence\_promotion.
3. Extract probabilities for class 1.
4. Calculate Elasticity of Purchase Probability with **no** Promotion, using the formula in the lecture.
5. Update the master data frame. Add a new column with the Price Elasticities with **no** Promotion.
6. Plot Elasticities for Promotion and **no** Promotion on the same graph.

Good Luck!