

Chukwunonso Nnodum

### MODEL1

Beta	Intercept	Std Error	t-value
Intercept	6.30569	1.56945	4.018
Price per Unit	-2.16307	0.23481	-9.212
Price per Unit No Merch	2.23437	0.22713	9.838
Price per ACV Weighted distribution No Merch	0.07768	0.05624	1.381
Price per volume	-0.03235	0.01102	-2.935
Type.Of.SubstituteHEMP	-4.50994	2.21368	-2.037
Type.Of.SubstitutePASTURE RAISED PLANTS	-3.60596	1.9193	-1.879
Type.Of.SubstituteQUINOA AND STEEL CUT OATS	-4.9673	2.21365	-2.244
Type.Of.SubstituteRED LENTILS CHICKPEAS AND CARP	-4.19361	2.21362	-1.894
Type.Of.SubstituteVEGGIE EGG AND SOY PROTEIN	-4.64194	2.21388	-2.097
Type.Of.SubstituteVEGGIE GRAIN AND LEGUME PROTE	-5.19463	2.21388	-2.346
Type.Of.SubstituteVEGGIE WITH QUINOA	-4.5411	2.21417	-2.501

R-squared	0.4693
MSE value	2.246287

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### MODEL2

Beta	Intercept	Std Error	t-value
Intercept	6.91673	1.60372	4.313
Price per unit	-2.27991	0.23494	-9.704
Price per Unit No Merch	2.34367	0.22682	10.33
Price per ACV Weighted distribution	0.09763	0.04576	2.134
Price per volume	-0.0375	0.01144	-3.279
Type.Of.Meat.SubstitutedMEATLOAF	-5.54157	1.63532	-2.45

R-Squared 0.446

MSE 2.470429

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MODEL3			
Dependent Variable - log(Dollar Sales)			
Beta	Intercept	Std Error	t-value
Intercept	7.4417	1.5842	4.697
Price per Unit	-1.932	0.2595	-7.444
Price per Unit No Merch	2.003	0.2512	7.977
Price per volume	-0.029159	0.012462	-2.34

Flavor...ScentBIG TEX	-5.352032	2.23424	-2.395
Flavor...ScentBREAKFAST SCRAMBLE	-5.804409	2.234096	-2.598
Flavor...ScentCHICK PEAS SWEET POTATO	-4.787324	1.934801	-2.474
Flavor...ScentCOWGIRL	-4.396534	2.234258	-1.968
Flavor...ScentCRANBERRY & GOAT CHEESE	-5.488691	2.235022	-2.456
Flavor...ScentGARDEN	-3.562744	1.766153	-2.017
Flavor...ScentHEMPSEED	-4.990802	2.234383	-2.234
Flavor...ScentK C BARBEQUE	-5.854829	2.234762	-2.62
Flavor...ScentKIMCHI	-5.869611	2.234301	-2.627
Flavor...ScentMOROCCAN	-4.809894	2.239688	-2.148

R-squared	0.4597
MSE	1.791069
P-value for Heteroskedasticity test (Breusch-Pagan test)	1

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<b>MODEL4</b>			
<b>Dependent Variable - log(Dollar Sales)</b>			
<b>Beta</b>	<b>Intercept</b>	<b>Std Error</b>	<b>t-value</b>
Intercept	6.60874	1.60842	4.109
Price per Unit	-2.1877	0.23699	-9.231
Price per Unit No Merch	2.24256	0.22875	9.804
ACV.Weighted.Distribution	0.07646	0.4595	1.729
Price per volume	-0.03671	0.1169	-3.141
PACKAGE CARDBOARDSLEEVE AND VACUUM PACKED	-5.22758	2.26593	-2.307

R-squared	0.4516
MSE	2.3915

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<b>MODEL5</b>			
<b>Dependent Variable - log(Dollar Sales)</b>			
<b>Beta</b>	<b>Intercept</b>	<b>Std Error</b>	<b>t-value</b>

<b>Intercept</b>	8.7137	1.60047	5.444
<b>Price per Unit</b>	-2.23842	0.23282	-9.614
<b>Price per Unit No Merch</b>	2.30103	0.22484	10.234
<b>ACV.Weighted.Distribution</b>	0.08957	0.04525	1.98
<b>Price per volume</b>	-0.03039	0.0107	-2.839
<b>Product.Type CHICKEN SUBSTITUTE</b>	-3.88798	1.78825	-2.174
<b>Product.Type FISH SUBSTITUTE</b>	-3.43551	1.67204	-2.005
<b>Product.Type MEAT SUBSTITUTE</b>	-3.23517	1.60096	-2.021
<b>Product.Type PLANT BASED CHICKEN SUBSTITUTE</b>	-2.77175	1.61097	-1.721
<b>Product.Type PLANT BASED SUBSTITUTE</b>	-3.07888	1.60742	-1.915
<b>Product.Type PLANT POULTRY SUBSTITUTE</b>	-3.0211	1.60618	-1.881
<b>Product.Type SEAFOOD SUBSTITUTE</b>	-3.09656	1.71118	-1.81
<b>Product.Type SOY SUBSTITUTE</b>	-2.94655	1.78778	-1.648
<b>Product.Type TEMPH</b>	-2.83079	1.6601	-1.705
<b>Product.Type TEMPH SUBSTITUTE</b>	-4.28115	1.84686	-2.316
<b>Product.Type TOFU</b>	-2.68384	1.63008	-1.646
<b>Product.Type TOFU SUBSTITUTE</b>	-3.18006	1.68617	-1.886
<b>Product.Type VEGETABLE MEAT SUBSTITUTE</b>	-5.61639	2.26769	-2.477

<b>R-squared</b>	0.4461
<b>MSE</b>	2.51325

P-value
6.23E-05
2.00E-16
2.00E-16
1.67E-01
3.39E-03
4.18E-02
6.05E-02
2.50E-02
5.84E-02
3.62E-02
1.91E-02
4.05E-02

P-value
1.73E-05
< 2e-16
< 2e-16
2.66E-02
1.07E-03
0.01442

P-value
3.11E-06
2.14E-13
4.17E-15
0.0195

0.01679	*
0.00951	**
0.01352	*
0.04938	*
0.01423	*
0.04394	*
0.02573	*
0.00893	**
0.00875	**
0.03199	*

P-value
4.22E-05
<2e-16
<2e-17
8.40E-02
1.72E-03
2.12E-02

P-value
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6.17E-08
<2e-16
<2e-16
4.80E-02
4.59E-03
2.99E-02
4.01E-02
4.35E-02
8.56E-02
5.57E-02
6.02E-02
7.06E-02
9.96E-02
8.84E-02
2.07E-02
9.99E-02
5.95E-02
1.34E-02