Perfect ✅ — here’s your **detailed study table** that connects every *topic*, *presentation name*, and *slide number range* across both decks (3. Quantifying Demand.pptx and 4. Profit Maximization.pptx).

This version is organized exactly like your preferred layout — easy to follow and presentation-ready for class or review.

**🧭 Elasticity, Revenue & Profit Maximization — Slide-by-Slide Study Map**

| **Step** | **Topic** | **Presentation Name** | **Slide Numbers** | **What to Focus On** |
| --- | --- | --- | --- | --- |
| 1️⃣ | **Definition & Formula** | **3. Quantifying Demand** | **Slides 6 – 9** | Understand what elasticity means, how it’s computed (E = %ΔQ / %ΔP), and why it varies even when slope is constant. |
| 2️⃣ | **Elasticity Zones & TR Curve** | **3. Quantifying Demand** | **Slides 10 – 16** | Learn to read both **Price–Quantity** and **Total Revenue–Quantity** graphs. Identify elastic, unit-elastic, and inelastic regions and how TR rises, peaks, then falls. |
| 3️⃣ | **Graphical Proof** | **3. Quantifying Demand** | **Slide 17** | Visualize the “revenue gain vs. revenue loss” rectangles. Understand why TR increases in the elastic zone and decreases in the inelastic zone. |
| 4️⃣ | **Profit Maximization Logic** | **4. Profit Maximization** | **Slides 1 – 7** | Transition from elasticity to firm decision-making: how firms use MR = MC to find profit-maximizing output and price. |
| 5️⃣ | **Worked Example (Jack’s Ice Cream)** | **4. Profit Maximization** | **Slides 8 – 12** | Apply formulas using real numbers. Compute MR = MC, find optimal Qₘ, Pₘ, and profit πₘ = pQ – (FC + MC × Q). |
| 6️⃣ | **Cost and Efficiency Concepts** | **4. Profit Maximization** | **Slides 13 – 17** | Distinguish fixed vs variable cost, marginal vs average cost. Understand the “U-shaped” AC curve and why MR = MC still holds for optimum. |
| 7️⃣ | **Market Power & Deadweight Loss** | **4. Profit Maximization** | **Slides 18 – 20** | Relate monopoly pricing to efficiency loss: price > MC → consumer surplus ↓, producer surplus ↑, deadweight loss forms. |
| 8️⃣ | **Summary & Formulas Recap** | **4. Profit Maximization** | **Slide 21 (Summary)** | Review key formulas: E = (dQ/dP)\*(P/Q), MR = P(1 + 1/E), profit max when MR = MC. |

**📚 Quick Interpretation Guide**

* **Slides 6–17** (*Quantifying Demand*) → Conceptual foundation for elasticity & total-revenue behavior.
* **Slides 1–12** (*Profit Maximization*) → Application of elasticity to pricing decisions and MR = MC logic.
* **Slides 13–21** (*Profit Maximization*) → Cost structure, efficiency, and market-power consequences.