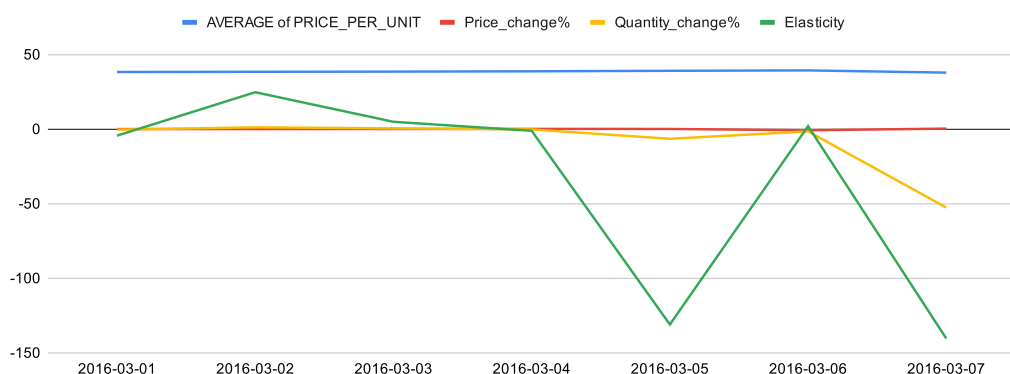


DATE_CONVERTED	AVERAGE of PRICE_PER_UNIT	Price_change%	Quantity_change%	Elasticity
2016-03-01	38.31927826	0.07156455551	-0.3114817806	-4.352458816
2016-03-02	38.46240737	0.04927350034	1.219823834	24.75618386
2016-03-03	38.56095437	0.1093784904	0.5399550676	4.93657451
2016-03-04	38.77971135	0.1684379606	-0.1871145405	-1.110881062
2016-03-05	39.11658727	0.136920769	-6.452494999	-130.952641
2016-03-06	39.39042881	-0.7465598082	-1.501874657	2.011727179
2016-03-07	37.89730919	0.3746794478	-52.57297567	-140.3145435
<b>Grand Total</b>	<b>38.64666809</b>	<b>-19.32333404</b>	<b>-1</b>	<b>0.05175090374</b>

### Price\_Elasticity\_Analysis



### Key Findings:

Customers were mostly price sensitive.

Most elasticity values were negative and large in magnitude, meaning

>When price increased slightly, quantity dropped sharply.

>When price increased slightly, quantity only recovered mildly.

This pattern shows elastic demand, typical during promotions when customers compare prices closely.

Two days showed extremely elastic behavior.

Those outliers indicate customers reacted very strongly to price

Date.	Price change%.	Quantity change%.	Elasticity.
Mar 05.	+0.136%.	-6.45%.	-130.95
Mar 07.	+0.375%.	-52.57%.	-140.31

Mar 05 Small price increase caused a huge drop in sales.

Mar 07 Very small price increase caused extreme collapse in the demand.

Date.	Elasticity.	WHY?
Mar 02.	+24.76.	Price increased and demand increased--Possible due to stockouts on the previous day or promotion ending.
Mar 03.	+4.94.	Demand rose despite a price increase-may indicate customer restocking

Positive elasticity does not mean the product is normal it indicates non-price factors such as:

>Inventory availability.

>Promotion timing.

>Competitor pricing.

>Pay day weekend shopping behavior.

### Interpretation.

>Customers react strongly to even small price increases.

>The product competes in a price sensitive category.

>Discounting can improve volume, but the impact is not linear.

>Non pricing factors (stock, competition, timing) significantly influence daily demand.

### Summary:

Demand was elastic throughout the promotion period.

Pricing should therefore be adjusted cautiously, with close monitoring of competitor behaviour and daily volume movement.