**Price Elasticity Model Procedures for Kohls against amazon and target as competitors**

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| **Sections** | **Replication** |
| Preparing Price trac data | Done |
| Preparing sales data | Yet to do |
| Preparing content data | Yet to do |

**Section One Index:**

* Preparing Price trac data.
* Import kol.price\_data which is 40 weeks merged file for luggage category
* This is the basic raw file for PricetRac.
* Calculating ord\_week\_nmb and disc\_perc.
* Splitting the entire PriceTrac data set per retailer.
* Preparing Kohls data.
* Import Kohls data.
* Setup variables as below,

Extraction\_date, week\_nmb, Site\_Name, TCIN ,Product\_id Product\_Name, Regular\_price, Regular\_Price\_Range, Shipping disc\_perc markdown\_price final\_price , Product\_description, Availability, additional\_information price\_promo.

* Removing duplicate TCIN for Kohls, amazon and target.
* Preparing file for competitor pricing. Here the prices of competitors will be mapped against Kohls.
* Merge data w.r.t Kolhs, amazon and target.
* Check number of unique id's for each competitor.
* Calculating price difference.
* Calculating Recency of the product.
* Merging recency variables with price data.
* Counting product variants of colour available with Target during pricetrac crawl.
* Merging tcin count variables with price data.