log Oij = Bo + B, log Pij + Bz Dij + Bz log Pij x Dij + Eij

For store i in 1:88:

$$M_1 \sim N(m_1, v_1)$$

yi ~ N(XBi, o2 Ini)

Sample Po, B, Bz, Bz, Bz from these Normals

FUI

Conditional posteriors.

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(4) The second of the secon

 $B_i \sim N(\underline{M}, diag(\tau_1^2, \tau_2^2, \tau_3^2, \tau_4^2))$ 

M ~ N( M, diag(Vo, V, Vc, V3))