

The Relationship of price and Quantity

Based on Pacman package, shiny package and ggplot2 package of R language, This web app is used to display the relationship between product sales and price, advertising expenses, coupon amount and month in real time.

The Pacman package is a tool for managing R language packages. The `p_load` function can check whether the packages exists in your computer. If they does not exist, it will try to download and load them. If they exist, they will be loaded directly. It can simplify our code, especially when we need many packages.

Among them, A1 represents the advertising cost of the product, month represents the current month, and A2 represents the amount of coupons. They calculate the predicted sales volume according to the expression provided in the server. You can change the expression to make the calculated predicted sales more in line with your needs.

The app uses ggplot2 package to draw pictures. It shows the relationship between price and sales volume in the same month, which helps us make some decisions.