sales

Sales project: Comcast Data

If I choose a goal level higher than one would predict then asymmetric information. Here is asymmetric based on econometric modeling. Try to confirm or disconfirm the model.

Likelihood of achieving: 80%

Likely_L4: Should be likelihood of baseline

Behavioral data: What they choose (likelihood): Survey data (likelihood of achieving each goal). Signals not only over confidence but asymmetric information. Question of how hard they are going to work. If likelihood is 100% but don't have to work that hard.

2014

1. Goal Selection
2. Performance Data

2015

1. Goal Selection

```
pre.start <- which(names(sales)=='PreSurveyTaken')
pre.end <- which(names(sales)=='Gender')
pre.surveyFields <- names(sales)[pre.start:pre.end]
```

GoalLevel[2014,2015] BaseObjective[2014, 2015] GoalLevel/GoalLevel

2. Survey (Nothing about 2014 program)
    a. all names between PreSurveyTaken and Dups

All performance fields start before *PreSurveyTaken*

3. Performance data
4. Post Survey (If there was a 2016 program what is the likelihood of achieving you would take goal level 1,2,3 next time)
    a. PostEffort: The goal required a great amount of effort to achieve?
    b. PostEffortSatsf: Are you satisfied with the amount of effort you put in?
    c. PostGoalDiff: PostGoalDifficulty
    d. PostEffort: Did the goal require a great amount of effort to achieve?
    e. PostEffortBase[Lvl1, Lvl2, Lvl3]: How much effort would you need to put into to achieve
    f. PostLikeBase[Lvl1, Lvl2, Lvl3: What is the likelihood you will achieve (assuming the effort you would put in)