

**Let's make money:**

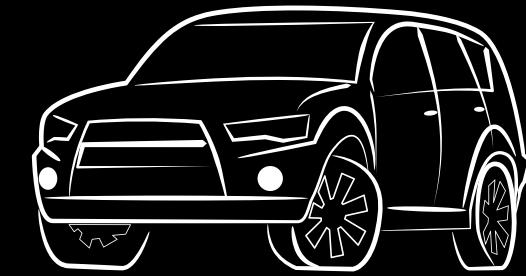
Atalho Real  
Atalho do Mercado  
Atalho de Alvalade  
Sumaya

# PRICE ELASTICITY AT A RESTAURANT GROUP

# WHAT IS ELASTICITY?

$>1$

ELASTIC



1

UNITARY

$<1$

INELASTIC

0

PERFECTLY INELASTIC



# HOW TO CALCULATE ELASTICITY?

PERCENTAGE METHOD

POINT METHOD

ARC METHOD

# HOW TO CALCULATE ELASTICITY?

## POINT METHOD

$$\text{PRICE ELASTICITY} = \frac{\text{(change in quantity demanded)}}{\text{(change in price) * (average price / average quantity)}}$$

# PERFECT PRICE

perfect price = average price \* elasticity

## MODULE USED



An open source time series forecasting library developed by Facebook. It automatically detects seasonal patterns, handles missing data, and allows customization of holidays/events.

Prophet simplifies forecasting with uncertainty estimation and is widely used across industries. It's a forecasting time-series data that incorporates trend, seasonal patterns and holidays.

## DATA USED



ATALHO DO MERCADO

ATALHO REAL

ATALHO ALVALADE

SUMAYA

ATALHO



# DATA USED

2016 - 2023



LET'S MAKE MONEY

# PROFIT 2022



ATALHO DO MERCADO

+117,780.54€

ATALHO REAL

+434,010.76€

ATALHO ALVALADE

+122,234.55€

SUMAYA

+153,431.67€

ATALHO



# PROFIT 2022



ATALHO DO MERCADO

+117,780.54€

ATALHO REAL

+434,010.76€

ATALHO ALVALADE

+122,234.55€

SUMAYA

+153,431.67€

TOTAL

**+827,457.52€**

ATALHO

