**Step 2.2 - Model walkthrough (Response curves & Simulation)**

Project Name: [PAPERGAMES DEMO2](https://papergames.ae-dde.com/Modeling/Modeling/DIYLoadModelFitOutput?modelId=237)

Demo Model saved for Papergames is – Model Part1

Where we had applied gamma transformations for 1. FB\_Ap\_June\_Gamma 2. YT\_Ap\_June\_Gamma

1. FB\_Ap\_June\_Gamma : Apply Scurve transformations with **50% saturation level by changing alpha** in the model (in template H column values)

Name the measure with “FB\_Ap\_June\_Gamma\_SC\_Demo”

1. YT\_Ap\_June\_Gamma : Apply Scurve transformations with **default saturation** (D column)

Name the measure with “YT\_Ap\_June\_Gamma\_SC \_Demo”

Now first add **FB\_Ap\_June\_Gamma \_SC\_Demo** to the model and see how the model reacts

\*\* picks up the +ve coeff\*\*

Go back and add **YT\_Ap\_June\_Gamma\_SC\_Demo to t**he model

\*\* FB picks up the -ve coeff\*\*

Like earlier we will remove YT from the model and re- run it

FB picks up the +ve coeff; Copy the coeff

Now add YT to the Model and fix the priors to the FB var with SD of 20%

Likewise we look at contribution ; finalise the model ; generate ROI and Response curves.