## clean purchases raw **→** input src/data-management/clean\_purchases\_raw.R src/data/purchases.csv output → out/data/cleaned purchases.csv filter\_to\_selected\_brands construct\_panelist\_activity **→ input** out/data/cleaned\_purchases.csv out/data/cleaned\_purchases.csv src/data-management/filter\_study\_brands.R src/data-management/construct\_panelist\_activity.R src/data-specs/country\_brand\_keep\_list.csv output → output → out/data/n\_active\_by\_week.csv out/data/cleaned\_purchases\_filtered.csv compute\_brand\_shares compute\_brand\_prices → input out/data/cleaned\_purchases\_filtered.csv out/data/cleaned\_purchases\_filtered.csv out/data/n\_active\_by\_week.csv src/data-management/compute\_brand\_prices.R src/data-management/compute\_brand\_shares.R output → output → out/data/brand prices.csv out/data/brand\_shares.csv merge\_brand\_panel **→** input out/data/brand\_prices.csv out/data/brand\_shares.csv src/data-management/merge\_brand\_panel.R output → out/data/brand\_panel.csv filter\_burnin\_weeks → input out/data/brand\_panel.csv src/data-management/filter\_burnin\_weeks.R output → out/data/brand\_panel\_filter\_burnin.csv convert\_prices\_to\_eur out/data/brand\_panel\_filter\_burnin.csv out/data/exchange\_rates\_eur.csv src/data-management/convert\_to\_eur.R output → out/data/brand\_panel\_burnin\_eur.csv trim\_common\_weeks\_start\_only assign\_brand\_nests trim common weeks **→** input **→** input out/data/cleaned purchases filtered.csv out/data/brand\_panel\_burnin\_eur.csv src/data-management/trim\_common\_weeks.R src/data-management/assign\_privatelabel\_nests.R output → output → output → out/data/brand\_panel\_burnin\_eur\_trimmed\_start.csv out/data/brand\_panel\_burnin\_eur\_trimmed.csv out/data/brand\_nests.csv merge\_private\_label\_start merge\_private\_label **→** input out/data/brand\_nests.csv out/data/brand\_panel\_burnin\_eur\_trimmed\_start.csv out/data/brand\_panel\_burnin\_eur\_trimmed.csv src/data-management/merge\_private\_label.R src/data-management/merge\_private\_label.R output → output → out/data/brand\_panel\_burnin\_eur\_trimmed\_characteristics.csv out/data/brand\_panel\_burnin\_eur\_trimmed\_start\_characteristics.csv construct\_hausman\_iv **→** input out/data/brand\_panel\_burnin\_eur\_trimmed\_characteristics.csv src/data-management/construct\_hausman\_iv.R output → out/data/demand\_data.csv compute\_within\_nest\_share\_elasticity compute\_within\_nest\_share → input out/data/brand panel burnin eur trimmed start characteristics.csv out/data/demand\_data.csv src/data-management/compute\_within\_nest\_share.R src/data-management/compute\_within\_nest\_share.R output → output → out/data/elasticity\_data\_nested\_pl.csv out/data/demand\_data\_nested\_pl.csv estimate iv nested logit model **→** input out/data/demand data nested pl.csv src/analysis/estimate\_iv\_nested\_logit.R output → out/analysis/iv\_nested\_logit\_model.rds compute\_brand\_elasticities **→** input out/analysis/iv\_nested\_logit\_model.rds out/data/elasticity\_data\_nested\_pl.csv src/analysis/compute\_brand\_elasticities.R output → out/analysis/brand\_elasticities.csv all → input out/analysis/brand elasticities.csv

→ input

→ input

get\_exchange\_rates

src/data-management/get\_exchange\_rates.R

**→** input

out/data/exchange\_rates\_eur.csv

output →

**→** input

**→** input

out/data/brand\_panel\_burnin\_eur.csv

**→** input

src/data-management/trim\_common\_weeks\_start.R

out/data/brand\_nests.csv

**→** input