

	Q1	Q2	Q3	Q4a	Q4b	Q4c	Q5a	Q5b	Q5c
Intercept	-7.5*** (0.389)	-7.106*** (1.377)	-6.061 (35.834)	-7.618*** (0.27)	-7.765*** (1.453)	-7.765*** (36.872)	-7.509*** (0.394)	-7.118*** (1.504)	-5.505 39.441
Price	-0.034 (0.017)	-0.13 (0.12)	-0.355 (0.547)	-0.008 (0.012)	0.105 (0.239)	0.105 (0.868)	-0.032 (0.017)	-0.127 (0.133)	-0.517 (0.851)
Promotion	0.179 (0.59)	0.282 (0.642)	0.254 (0.757)	0.197 (0.585)	0.359 (0.629)	0.359 (0.64)	0.181 (0.589)	0.29 (0.639)	0.212 (0.781)

I'm not 100% sure whats going on with these pvalues...

brand	elasticity_est_1	elasticity_est_2	elasticity_est_3
1	-11851.378244	-11745.634571	-11245.138707
2	-10136.736042	-9221.757286	-9342.573825
3	-17632.863199	-16868.827059	-17411.892865
4	-18239.132470	-17693.797403	-17882.918912
5	-29939.348508	-30380.252015	-31083.648000
6	-70092.532339	-77227.017684	-79449.935743
7	-49791.023202	-55467.498002	-55805.244832
8	-66478.607794	-75420.596650	-76069.789381
9	-25127.639923	-25672.277888	-26020.583720
10	-31192.970030	-30285.725140	-32180.569659
11	-56017.619621	-56292.990396	-59390.004459

Table 1: Elasticities - extremely high