

# Store Level Analysis



**The Price?**  
**GOOD QUESTION!**



# Price Sensitivity

Own Price  
Elasticity

-0.56

Cross Price  
Elasticity

0.23

1%

Price

0.5%

Sales

INELASTIC

I NEED IT, WILL  
BUY IT !!

1%

Price-  
Kleenex

0.2%

Sales-  
Scotties



SUBSTITUTE

# Feature

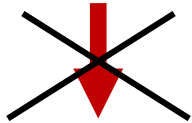
Sales



Overall  
Feature

15447

Sales



Retailer  
Coupon/  
Rebate

Large Size  
Ad

Medium Size  
Ad

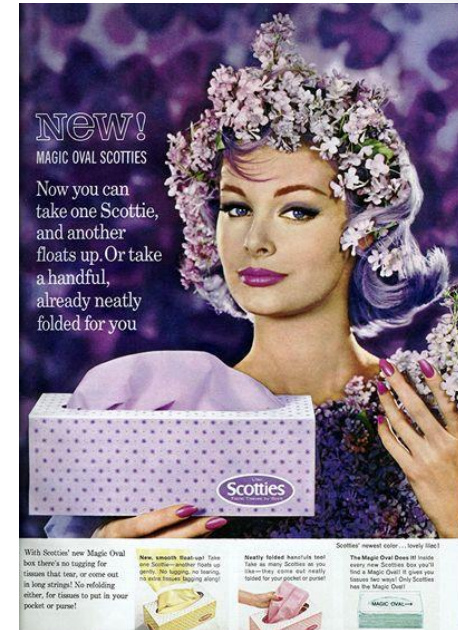
Small Size  
ad

2026

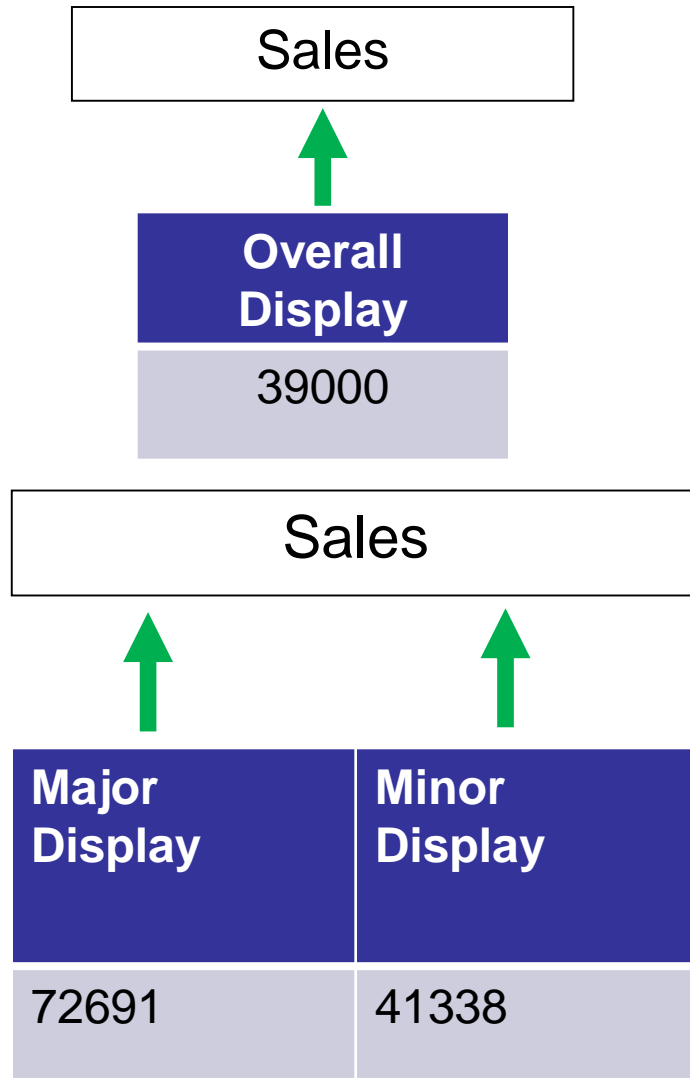
55893

20231

3281



# Display





# Seasonality

**WINTER**

**SUMMER**

**SPRING**



# Seasonality(Interactions)

Spring Sales		
↑	↑	↑
Display	Feature	Price Reduction
8369	6886	3390

Summer Sales		
↓	↓	↓
Display	Feature	Price Reduction
19726	3198	1102

**S1(Spring):-** Jan- April  
**S2 (Summer):-** May- Aug  
**S3(Winter):-** Sep- Dec

Base Comparison: - Winter

Sales	
↑	↓
S1	S2
786	2802

# Summary

## Budget Allocation

### Features

- **Large Size Ads** (70% Sales Contribution) ↑
- **Medium Size Ads** (25% Sales Contribution) ↑

### Spring

- **Display** (45% Sales Contribution) ↑
- **Feature Ads** (36% Sales Contribution) ↑

### Display

- **Major Display** (63% Sales Contribution) ↑
- **Minor Display** (36% Sales Contribution) ↑

### Summer

- **Display Ads** (82% Sales Contribution) ↓
- **Medium Size Ads** (13% Sales Contribution) ↓