**Key Deliverables**

1. Where does Panasonic stand with respect to other manufacturers.
2. Analyse data to determine which feature drives sales the most. Prioritize which features to invest in.
3. How to price the Panasonic TVs to drive more sales.

**Key Assumptions**

1. **The cost of improving all feature by 1 rating/ unit is the same –** In the absence of any further data, this assumption is taken. In the real world though, we need to have a cost function to completely understand how much of cost goes into an improvement of a feature and how much sales does it drive.