



















Midpoint



$$e \geq 1$$

$$e = 1$$

$$e \leq 1$$

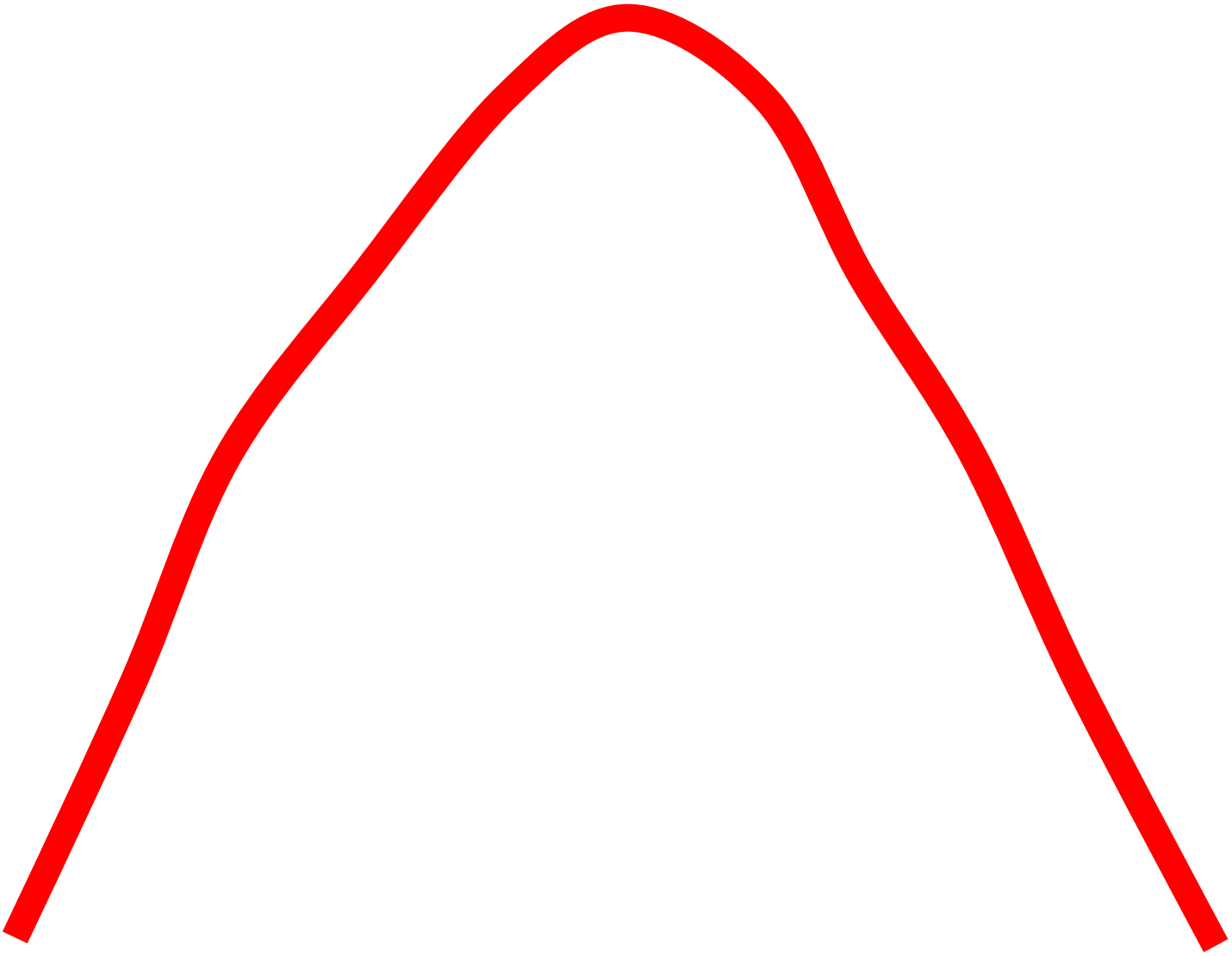
$$e > 1$$

$$e < 1$$



en un événement
Raisonné

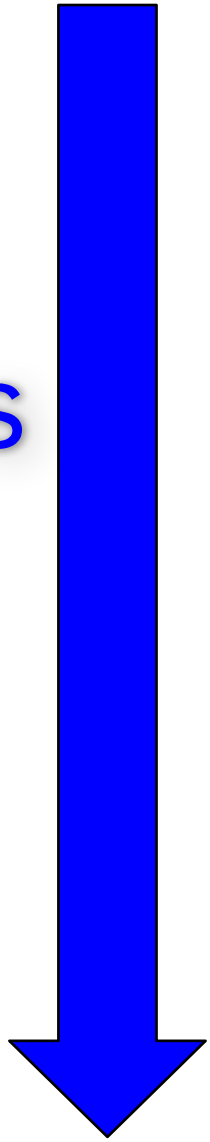




TR increase

TR decreases

As price drops



If $e > 1$

Total Revenue
Increase as price
drops

If $e < 1$

Total Revenue

Decrease as price
drops

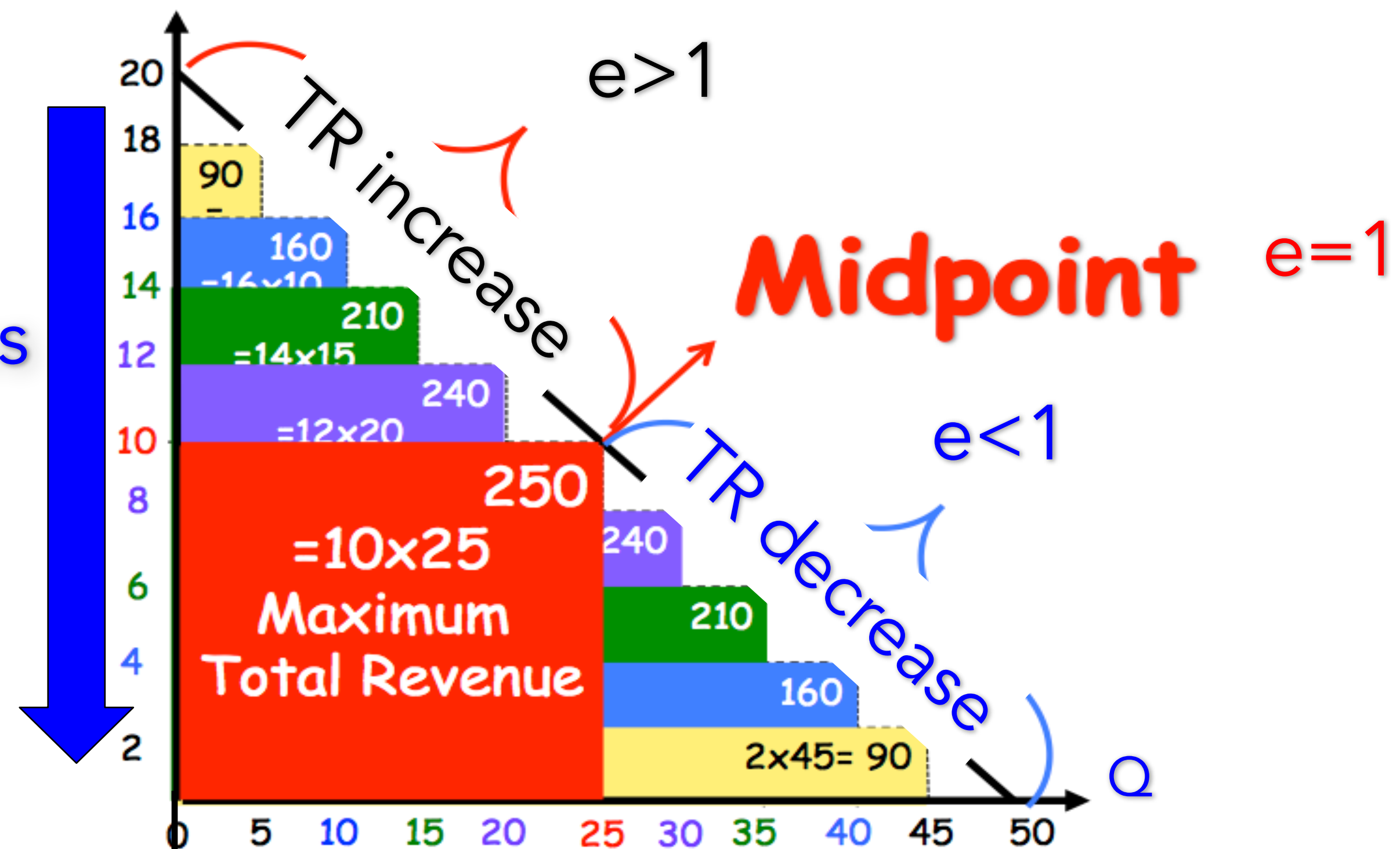


Q

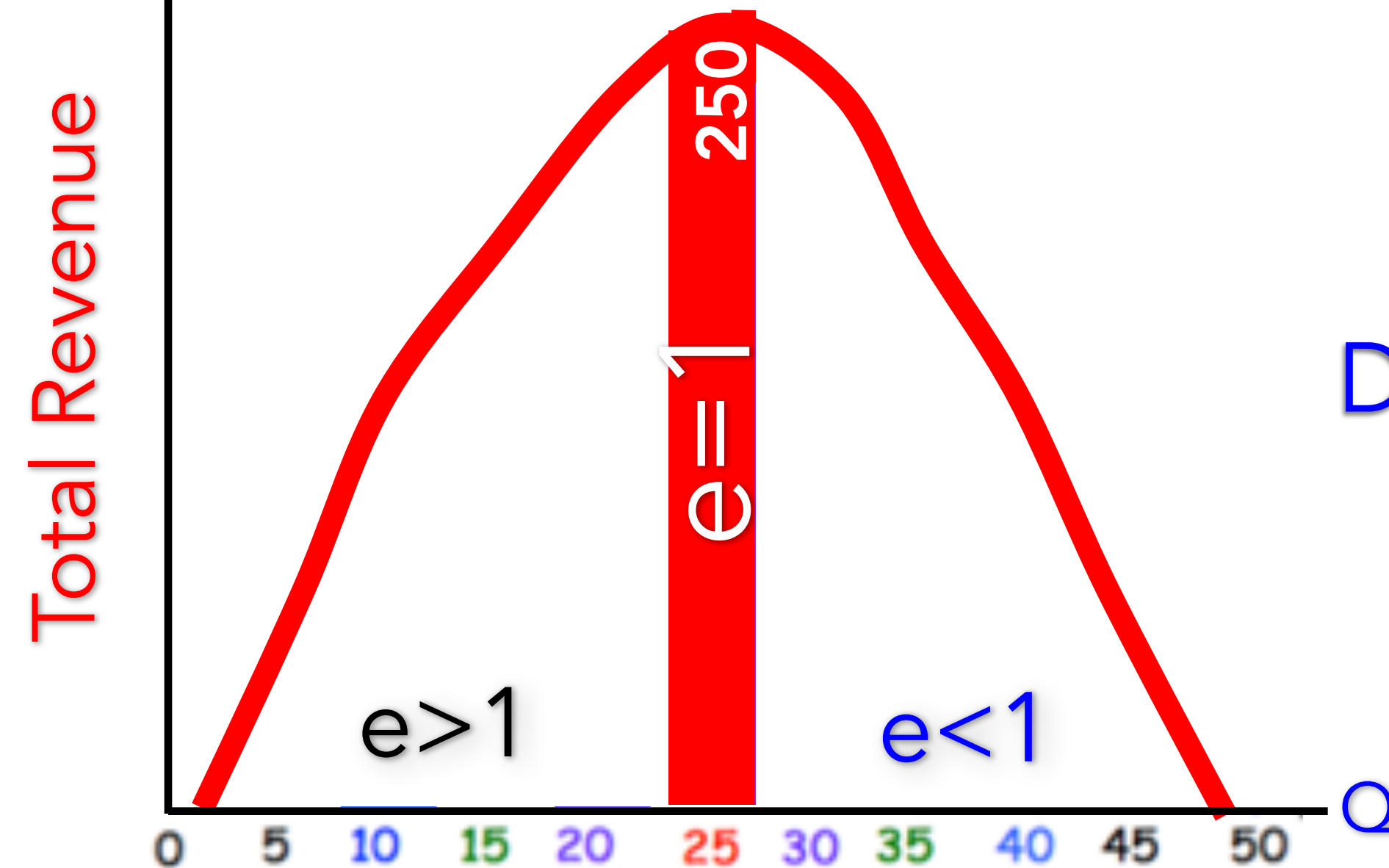
Q



As price drops



If $e > 1$
Total Revenue
Increase as price
drops



If $e < 1$
Total Revenue
Decrease as price
drops

