**Remember to use the below concepts for dissertation writing:**

1. Remember to write that in future we can also integrate price sensitivity (conduct surveys, focus groups, etc) to fine-tune algorithm developed with demand elasticity.
2. Indicate about Price Elasticity of Demand (PED) and, it’s formula.
3. Talk about Normalisation and write about nominal data and hence used One-Hot Encoding. Explain why it’s been used.

**Tips and Techniques:**

1. If Price Elasticity of Demand (PED) is greater than 1, meaning demand is elastic and hence lowering prices is essential.
2. If Price Elasticity of Demand (PED) is less than 1, meaning demand is inelastic and hence increasing prices is essential.
3. Don’t forgot to increase prices based on peak seasonal or periods of high demand periods.

**Recommendations:**