

<i>Week</i>	<i>Price Paid</i>	<i>Shelf Price</i>	<i>Feature</i>	<i>Units Sold</i>
1	\$1.89	\$1.89		494
2	\$1.89	\$1.89		1,365
3	\$1.89	\$1.89		1,071
4	\$1.39	\$1.89	AA	3,990
5	\$1.79	\$1.89		988
6	\$1.89	\$1.89		485
7	\$1.89	\$1.89		974
8	\$1.89	\$1.89		1,036
9	\$1.89	\$1.89		1,260
10	\$1.89	\$1.89		1,341
11	\$1.89	\$1.89		774
12	\$1.50	\$1.89	AA	3,906
13	\$1.69	\$1.89		845
14	\$1.89	\$1.89		1,027
15	\$1.89	\$1.89		1,179
16	\$1.89	\$1.89		932
17	\$1.79	\$1.94		1,117
18	\$1.94	\$1.94		1,121
19	\$1.94	\$1.94		813
20	\$1.94	\$1.94		1,024
21	\$1.69	\$1.94	AA	2,474
22	\$1.94	\$1.94		567
23	\$1.94	\$1.94		1,360
24	\$1.94	\$1.94		1,409
25	\$1.94	\$1.94		522
26	\$1.94	\$1.94		736
27	\$1.94	\$1.94		883
28	\$1.69	\$1.94	AA	2,547
29	\$1.89	\$1.94		724
30	\$1.94	\$1.94		646
31	\$1.94	\$1.94		1,262
32	\$1.94	\$1.94		418
33	\$1.94	\$1.94		679
34	\$1.94	\$1.94		925
35	\$1.94	\$1.94		1,283
36	\$1.94	\$1.94		617
37	\$1.97	\$1.97		828
38	\$1.97	\$1.97		674
39	\$1.97	\$1.97		678
40	\$1.97	\$1.97		590

41	\$1.97	\$1.97		937
42	\$1.39	\$1.97	AA	3,864
43	\$1.79	\$1.97		764
44	\$1.79	\$1.97		1,179
45	\$1.97	\$1.97		423
46	\$1.97	\$1.97		1,205
47	\$1.97	\$1.97		842
48	\$1.97	\$1.97		701
49	\$1.97	\$1.97		795
50	\$1.97	\$1.97		917
51	\$1.69	\$1.97	AA	2,471
52	\$1.97	\$1.97		344
53	\$1.97	\$1.97		566
54	\$1.97	\$1.97		1,148
55	\$1.97	\$1.97		672
56	\$1.79	\$1.97		1,372
57	\$1.97	\$1.97		810
58	\$1.97	\$1.97		1,099
59	\$1.97	\$1.97		849
60	\$1.97	\$1.97		437
61	\$1.79	\$1.97	AA	2,277
62	\$1.89	\$1.97		918
63	\$1.97	\$1.97		807
64	\$1.97	\$1.97		1,198
65	\$1.97	\$1.97		833
66	\$1.97	\$1.97		1,033
67	\$1.97	\$1.97		1,283
68	\$1.97	\$1.97		901
69	\$1.97	\$1.97		639
70	\$1.79	\$1.97	AA	2,196
71	\$1.97	\$1.97		843
72	\$1.97	\$1.97		910
73	\$1.97	\$1.97		803
74	\$1.69	\$1.97	AA	2,058
75	\$1.79	\$1.97		949
76	\$1.97	\$1.97		582
77	\$1.97	\$1.97		877
78	\$1.97	\$1.97		702
79	\$1.97	\$1.97		941
80	\$1.97	\$1.97		723
81	\$1.97	\$1.97		1,017
82	\$1.79	\$1.97	AA	1,988

83	\$1.97	\$1.97		716
84	\$1.97	\$1.97		1,027
85	\$1.97	\$1.97		669
86	\$1.97	\$1.97		857
87	\$1.97	\$1.97		1,106
88	\$2.09	\$2.09		536
89	\$2.09	\$2.09		584
90	\$2.09	\$2.09		578
91	\$1.99	\$2.09	AA	1,592
92	\$2.09	\$2.09		595
93	\$2.09	\$2.09		903
94	\$2.09	\$2.09		697
95	\$2.09	\$2.09		548
96	\$2.09	\$2.09		676
97	\$2.09	\$2.09		797
98	\$1.89	\$2.09	AA	1,797
99	\$1.99	\$2.09		908
100	\$2.09	\$2.09		757
101	\$2.09	\$2.09		541
102	\$2.09	\$2.09		782
103	\$2.09	\$2.09		883
104	\$2.09	\$2.09		900

Regression: Promotion Analysis

Intercept
Shelf Price
Discount
Feature
Trough

Promotional Planning for Kraft Cheese Singles

Promotion Planning: **Two Week Analysis**

Baseline
Prom Week: 20% promo, Feature
Week After Promotion

Total 2-Week Baseline
Total 2-Week Promotion
Increment

<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>
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Price	Discount	Feature	Trough
2	0	0	0
2	20%	1	0
2	0	0	20%

Revenue
0
0
0

NOTE: These cells will fill up auton

Unit Sales	Revenue

natically