

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Predicting Brand Sales

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Please contact the corresponding authors if you would like to access the full case

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Abstract:

The case introduces the concept of price elasticity. The students are provided with weekly sales of a brand in different pack-sizes. The case also helps in learning demand prediction and understanding customer preferences for pack sizes. When analysing the case, we find that customer price elasticity is also a function of pack sizes.

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