

Figure 4.2 Scatter Plots Between the Log Number of Sold Packages and the Own Price in Four Different Stores. Each plot displays the log-sales versus price in two outlets using different symbols (plus signs and black dots)

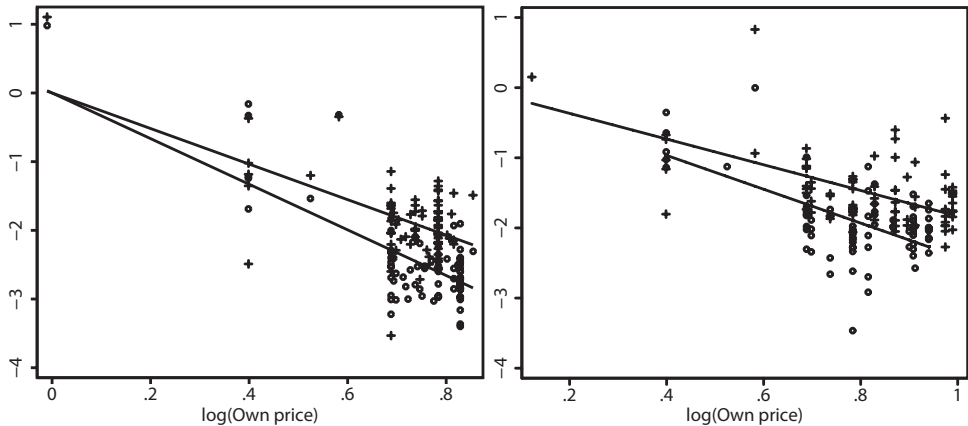


Figure 4.3 Log-Sales Versus Log-Price Curves for Four Different Outlets together with Corresponding Partial Residuals

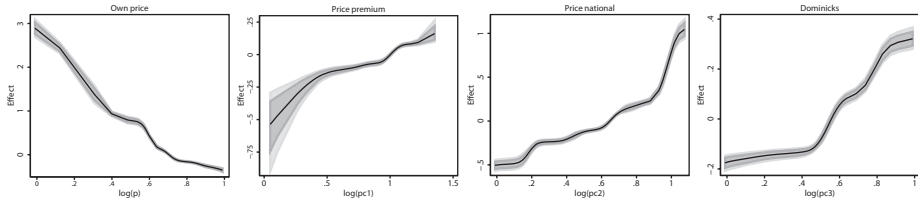


Figure 4.4 Estimated Price Effects in the Model (4.13). Shown are the posterior mean together with 80% and 95% pointwise credible intervals

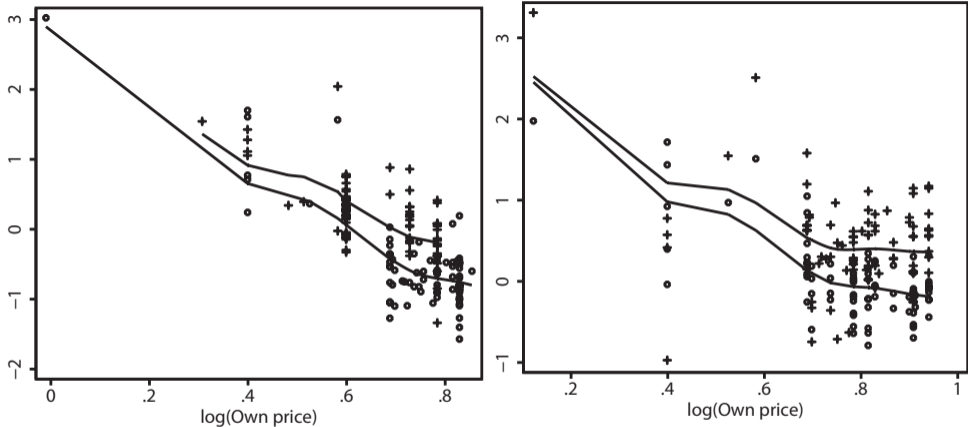


Figure 4.5 Log-Sales Versus Log-Price Curves in Model (4.13) for Four Different Outlets together with Corresponding Partial Residuals