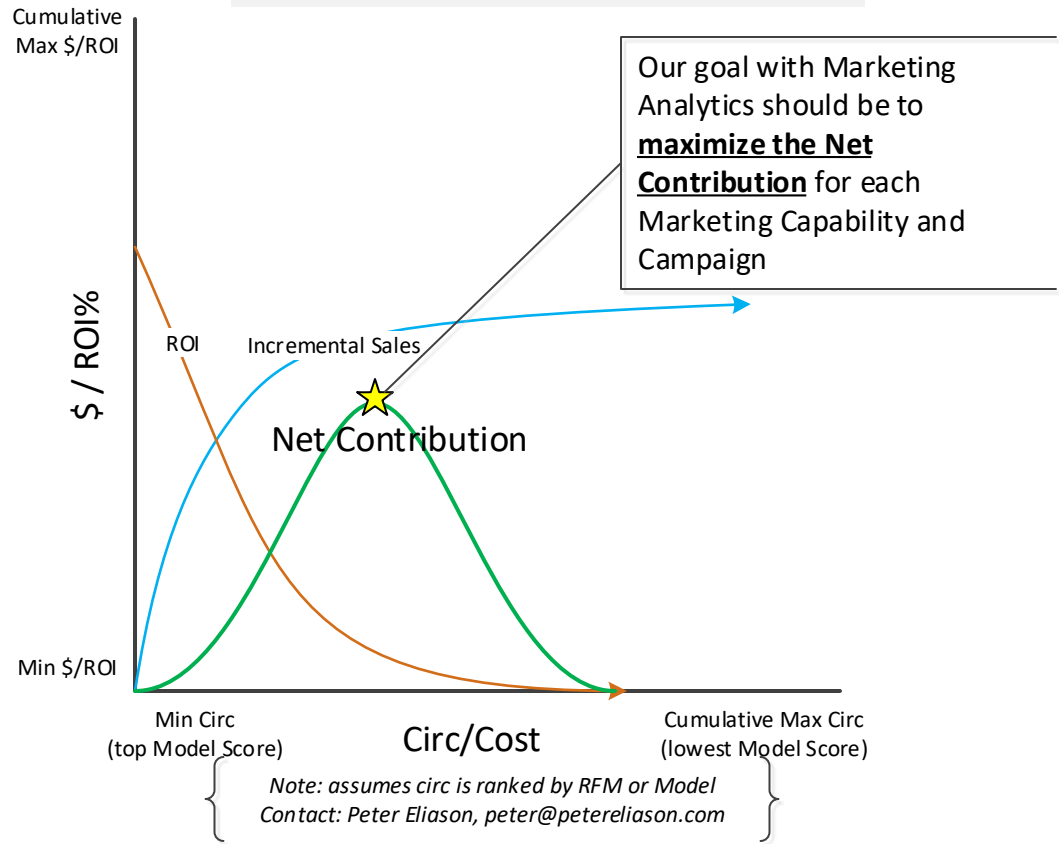


Marketing Economic Diagram



- Comments:
- Modeling won't change the rightmost data points per metric – all it will do is try to move the means to the left
 - In order to drive more sales, offer testing, and segmentation need to be prioritized