The Price-Change Effect on Uncertainty in Purchasing

Untitled DataFest Group

Yongjian Bi, Zheng Ding, Princeton Li, Jialiang Mao, Gaoang Wang
For interactive visualization visit http://cdn.rawgit.com/jtappler/DataFest_Visualizations/v1.0/SankeyDiagramVis.html.
Uncertainty in Buying

For interactive visualization visit http://cdn.rawgit.com/jtappler/DataFest_Visualizations/v1.0/BuyerSelectionVis.html
Uncertainty in Buying
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Model:

\[ Y_{ij} \sim N(\mu_{ij}, \sigma^2), i = 1, \ldots, I; j = 1, \ldots, J_i \]

\[ \mu_{ji} = \alpha_i + \sum_{k=1}^{3} \beta_{ik} x_{jk} \]

\[ \alpha \sim N(\mu_\alpha, \sigma^2_\alpha) \]

\[ \beta_{ik} \sim N(\mu_{\beta_k}, \sigma^2_{\beta_k}) \]

\[ (1) \]

\[ Y_{ij} \] denotes price of car \( j \) of make \( i, i = 1 \ldots I, j = 1 \ldots, J_i \). \( x_{j1}, x_{j2}, x_{j3} \) denote new or use indicator, mileage and msrp of car \( j \), respectively. We use non-informative priors on other parameters.
Significance