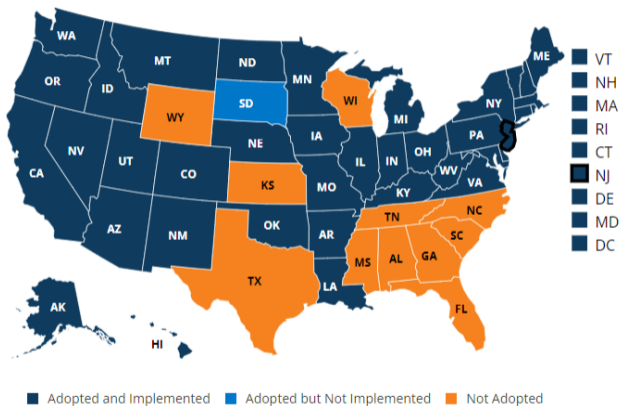


# Lecture 6: Storytelling and Functions

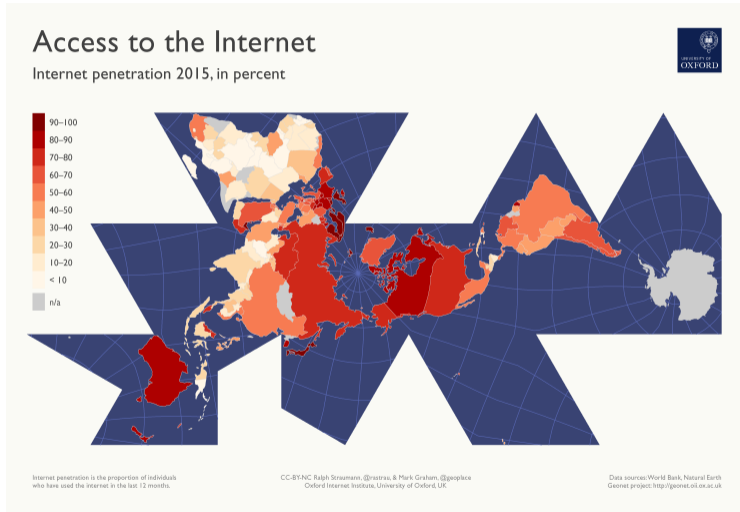
March 6, 2023

## Isabel on Bryan's graphic: Internet Penetration



“Status of State Medicaid Expansion Decisions: Interactive Map,” *KFF*, [link](#).

# Gio on Tara's graphic

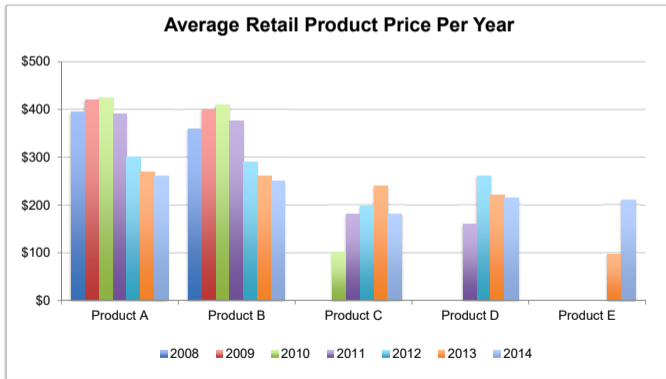


“Who can access the internet?,” Geonet, Oxford, June 25, 2017. [link](#).

# Telling a Story with Graphics

FIG0801

**Price has declined for all products on the market since the launch of Product C in 2010**



# Telling a Story with Graphics

FIG0811

In the next **5 minutes...**

## **OUR GOAL:**

- 1** Understand **how prices have changed over time** in the competitive landscape.
- 2** Use this knowledge to **inform the pricing of our product**.

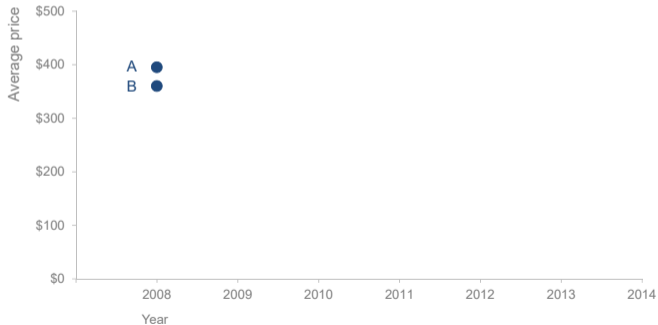
We will end with a **specific recommendation**.

# Telling a Story with Graphics

FIG0812

Products A and B were launched in 2008 at price points of **\$360+**

Retail price over time

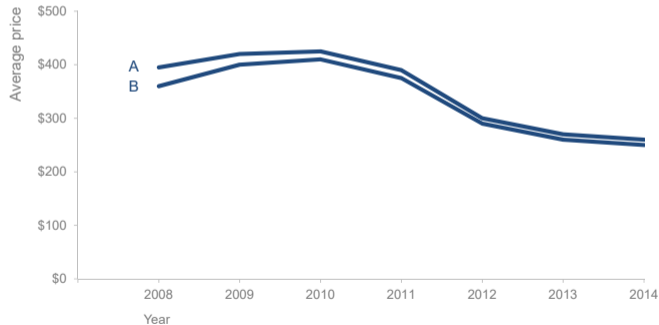


# Telling a Story with Graphics

FIG0813

They have been priced similarly over time, with B consistently slightly lower than A

Retail price over time

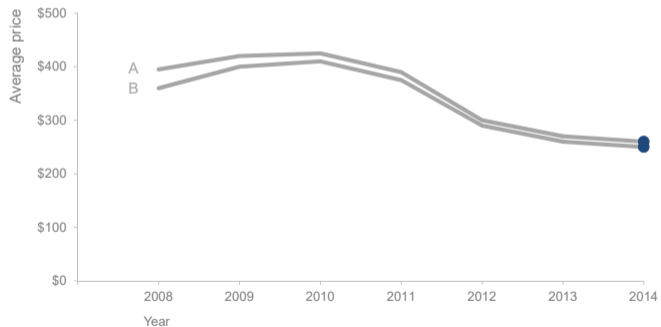


# Telling a Story with Graphics

FIG0814

In 2014, Products A and B were priced at **\$260** and **\$250**, respectively

Retail price over time



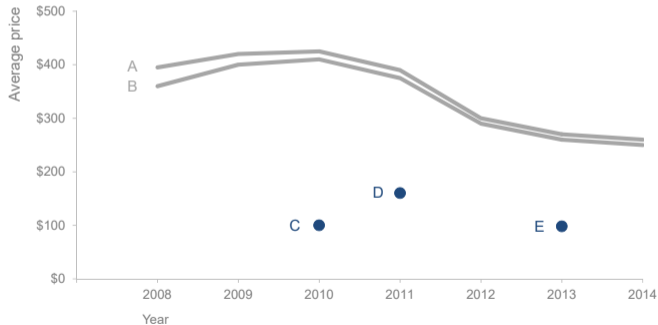


# Telling a Story with Graphics

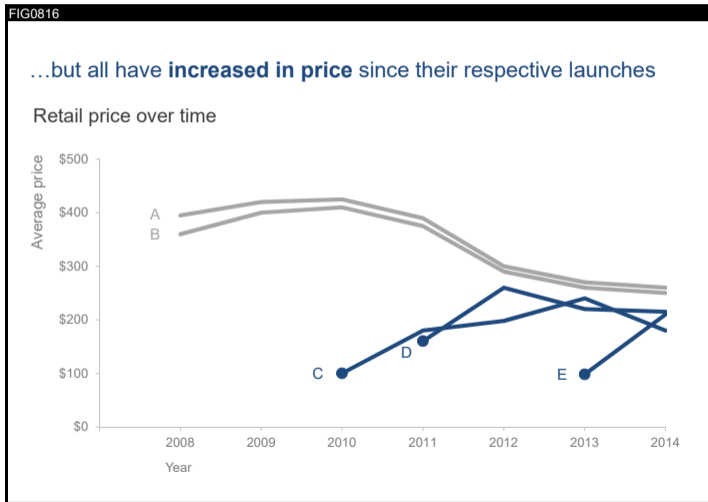
FIG0815

Products C, D, and E were each introduced later  
at **much lower price points**...

Retail price over time



# Telling a Story with Graphics

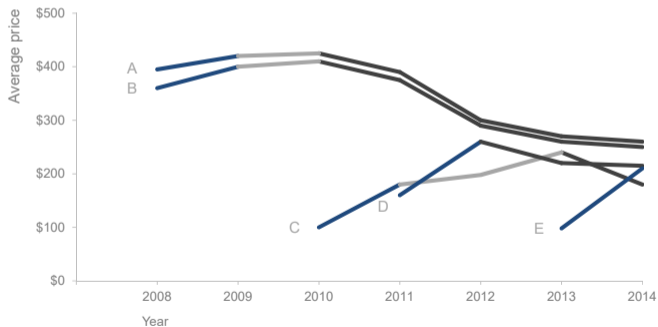


# Telling a Story with Graphics

FIG0817

In fact, with the launch of a new product in this space, we tend to see an **initial price increase**, followed by a **decrease** over time

Retail price over time

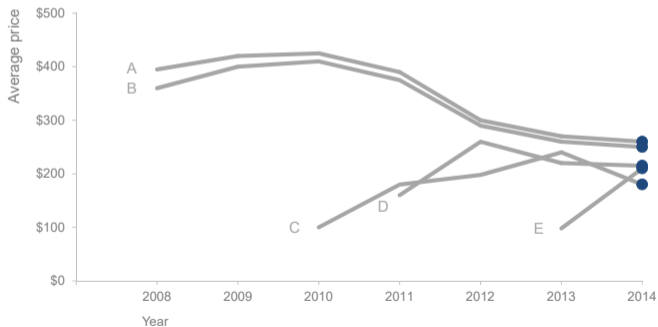


# Telling a Story with Graphics

FIG0818

As of 2014, retail prices have converged, with an **average retail price of \$223**, ranging from a low of \$180 (C) to a high of \$260 (A)

Retail price over time



# Telling a Story with Graphics

FIG0819

To be competitive, we recommend introducing our product *below* the \$223 average price point in the **\$150-\$200 range**

Retail price over time

