



Sample Data Guide

Gabor-Granger Pricing Analysis

File	Respondents	Columns
gabor_granger_sample.sav	500	7

This file contains pricing data for Gabor-Granger demand curve analysis. 500 U.S. consumers were each shown one of three product variants (Standard, Premium, or Deluxe) and asked the maximum price they would be willing to pay. The analysis builds a demand curve — plotting the share of respondents willing to buy at each price — and identifies the revenue-maximizing price point where price x demand is highest. Subgroups by age, gender, income, and region allow variant-level and demographic pricing optimization.

Business Questions

This dataset supports the following pricing questions:

1. What is the revenue-maximizing price for each product variant (Standard, Premium, Deluxe)?
2. How does the demand curve shift across income levels and geographic regions?
3. At the optimal price, what share of the target audience would purchase?

Price Column (required for analysis)

This is the core input column for the analysis.

Column	Description	Details
Q3_max_price	Maximum willingness to pay (USD)	Continuous numeric, range \$6.88 - \$53.08, mean \$26.24

Subgroup / Filter Columns

Use any of these columns to filter respondents or run subgroup comparisons.

Column	Description	Values
Age	Age group	1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54
Gender	Gender	1 = Female, 2 = Male
Region	Geographic region	1 = Northeast, 2 = Midwest, 3 = South, 4 = West
Income	Household income	1 = Under \$30K, 2 = \$30-50K, 3 = \$50-75K, 4 = \$75-100K, 5 = \$100K+

ProductVariant	Product variant shown	1 = Standard, 2 = Premium, 3 = Deluxe
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Note: This data file is in SPSS (.sav) format with full metadata including variable labels, value labels, and measure types. Column names and value labels are embedded in the file and will display automatically when opened in SPSS or uploaded to CrowdminesAI.