

	A	B	C	D	E	F	G
1	Fizzy-Cola Advertising/Sales						
2	Copyright (C) 1994, Cheshire Engineering Corp						
3							
4			Inputs (Advertising \$ per 1000 Population)				
5	Region		In-store	Direct Mail	Print Media	Radio/TV	
6	Northeast		1	2	5	10	
7	East		2	5	10	1	
8	Midwest		5	10	1	2	
9	South		10	1	2	5	
10	Southwest		1	10	5	2	
11	Mountain		2	1	10	5	
12	Northwest		5	2	1	10	
13	West		10	5	2	1	
14	Max In-store		10	1	1	1	
15	Max Dir Mail		1	10	1	1	
16	Max Print		1	1	10	1	
17	Max Rad/TV		1	1	1	10	
18	Test Budget						

	H	I	J	K	L
1					
2					
3					
4	Target		Output		
5	% Sales Growth		% Predicted		MF
6	25.25				TRAIN
7	12.75				TRAIN
8	12.25				TRAIN
9	21.75				TRAIN
10	11.25				TRAIN
11	19.75				TRAIN
12	26.25				TRAIN
13	14.75				TRAIN
14					TEST
15					TEST
16					TEST
17					TEST
18	0.00				