



Lecture 10

- Ski Jacket Case
 - ▶ Profit calculation
 - ▶ Spreadsheet simulation
 - ▶ Analysis of results
- Summary and Preparation for next class

Yield Management

Yield management is the process of allocating different types of capacity to different customers at different prices in order to maximize revenue.

Examples include

- Hotel industry
 - ▶ How many rooms to allocate for each market segment (over time)?
- Airline industry
 - ▶ How many seats to allocate for each fare class?
 - ▶ How to set fare classes and restrictions?
- Other industries
 - ▶ Cruise lines
 - ▶ Railroads
 - ▶ Car and truck rental
 - ▶ Theater and concert ticketing

In-class yield management examples:

- Retail Pricing: Quantity fixed, price over time to be decided (lecture 8)
- Ski Jacket: Price fixed, quantity to be decided

Estimating Demand

- Twelve managers have estimated next year's demand:

14,000	16,000
13,000	8,000
14,000	5,000
14,000	11,000
15,500	8,000
10,500	15,000

Their forecasts have mean $\mu = 12,000$ and a standard deviation $\sigma = 3,500$ (3,497 to be precise).

- What distribution for demand should we use in the simulation?

Without further information about how well historical forecasts have done, we'll assume that demand is normally distributed. That is, we'll assume that

$$D \sim N(\mu = 12,000, \sigma = 3,500).$$

Profit Calculation

- Suppose $Q = 12,000$. Demand is random, but suppose it turns out to be $D = 13,000$. What is the profit for the season?

$$\begin{aligned}\text{Profit} &= \text{Revenue} - \text{Variable cost} - \text{Fixed cost} \\ &= 100(12,000) - 80(12,000) - 100,000 \\ &= \$140,000\end{aligned}$$

Note: Even though $D = 13,000$, only 12,000 jackets were sold because $Q = 12,000$.

- Suppose $Q = 12,000$ as before. Now suppose demand turns out to be $D = 11,000$.

What is the profit for the season?

$$\begin{aligned}\text{Profit} &= \text{Rev} + \text{Salvage val} - \text{Var cost} - \text{Fixed cost} \\ &= 100(11,000) + 30(1,000) - 80(12,000) - 100,000 \\ &= \$70,000\end{aligned}$$

- What is a general formula?

Profit Formula

- The general formula is

$$\text{Profit} = \text{Revenue} + \text{Salvage value} - \text{Var cost} - \text{Fixed cost}.$$

- To compute revenue, there are two cases to consider: $D < Q$ and $D \geq Q$. If $D < Q$ the revenue is $S * D$; if $D \geq Q$ the revenue is $S * Q$. This can be incorporated in a spreadsheet with the single formula

$$\text{Revenue} = S * IF(D < Q, D, Q) .$$

If $D < Q$ the salvage value is $V * (Q - D)$; if $D \geq Q$ the salvage value is 0. This can be done in a spreadsheet with the formula

$$\text{Salvage value} = V * IF(D < Q, Q - D, 0) .$$

The variable cost is $C * Q$ and the fixed cost is F .

- The ski jacket production problem can be formulated as an optimization model:

$$\max_Q E[\text{Profit}(Q, D)] ,$$

i.e., find the Q among 6000, 8000, ..., 14000, etc., which maximizes expected profit.

Ski Jacket Simulation Spreadsheet

	A	B	C	D	E	F	G
1	SKI.XLS	Ski Jacket Simulation					
2							
3	Variable Cost (C)		80		Mean demand		12,000
4	Selling Price (S)		100		Standard deviation		3,500
5	Salvage value (V)		30		Demand (D)		12,000
6	Fixed Cost (F)		100,000				
7							
8			Salvage	Variable			
9	Quantity (Q)	Revenue	Value	Cost	Profit		
10	6,000	600,000	0	480,000	20,000		
11	8,000	800,000	0	640,000	60,000		
12	10,000	1,000,000	0	800,000	100,000		
13	12,000	1,200,000	0	960,000	140,000		
14	14,000	1,200,000	60,000	1,120,000	40,000		
15							

Assumption cell

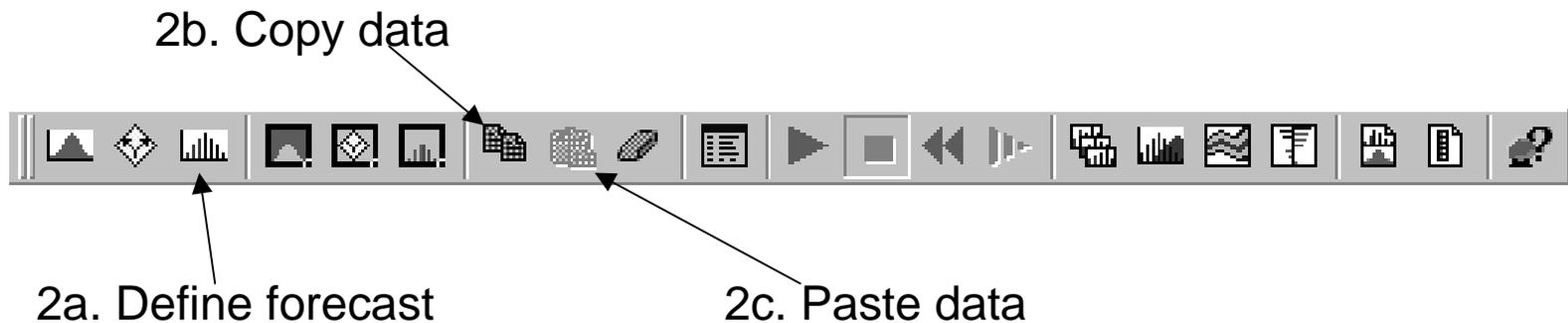
Forecast cells

- Cell B10: $=\$C\$4*IF(\$G\$5 < A10, \$G\$5, A10)$
 Cell C10: $=\$C\$5*IF(\$G\$5 < A10, A10 - \$G\$5, 0)$
 Cell D10: $=\$C\$3*A10$
 Cell E10: $=B10 + C10 - D10 - \$C\6
 - To compare the five production quantities with a Crystal Ball simulation:
 - (1) Define assumption cell (cell G5 is normal with mean =G3 and standard deviation =G4)
 - (2) Define forecast cells (E10 through E14)*
 - (3) Set simulation run preferences (500 trials and seed 123)
 - (4) Run the simulation
- *See next slide for details of step 2.

Defining Multiple Forecasts in Crystal Ball

- In step 2 (define forecasts) we want to define cells E10:E14 as forecast cells. A quick way to do this is:
 - (2a) Define forecast cell E10 (move cursor to cell E10 and then click on the Crystal Ball “Define Forecast” icon)
 - (2b) With the cursor on cell E10, click on the Crystal Ball “Copy Data” icon
 - (2c) Highlight cells E11:E14. Then click on the Crystal Ball “Paste Data” icon

This procedure defines cells E10:E14 as forecast cells.



- After setting the run preferences, click on the “Start Simulation” icon.

Ski Jacket Simulation Results - 500 Trials, Seed 123



Extract Data

- To compare the results of the five forecasts simultaneously, use the “Extract Data” icon from the Crystal Ball toolbar (choose “Statistics” as the Type of Data) to get summary results:

Quantity (Q)	Average Profit	Std. Error
6,000	15,945	1,202
8,000	46,228	2,351
10,000	58,936	4,105
12,000	45,729	6,260
14,000	3,645	8,321

- According to the simulation, the optimal quantity to produce is $Q^* = 10,000$.

Confidence Interval Computation

- Give a 95% confidence interval for the average profit corresponding to $Q = 10,000$. The mean profit is 58,936 with a standard error of 4,105.
- General formula for a $(1 - \alpha)$ confidence interval:

$$\bar{X} \pm z_{\alpha/2} SE$$

where the standard error = $SE = s/\sqrt{n}$.

- For a 95% confidence interval: $\alpha = 0.05$, and $z_{\alpha/2} = 1.96$. In general, $z_{\alpha/2}$ can be computed in a spreadsheet using `NORMSINV(1 - $\alpha/2$)` , e.g., `NORMSINV(0.975)` = 1.959961 .
- For our example, the 95% confidence interval based on $n = 500$ trials is:

$$58,936 \pm 1.96(4,105),$$
 i.e., the 95% confidence interval is

$$[50890, 66982]$$
 .
- To obtain a narrower confidence interval, run more simulation trials.

Results From 10,000 Simulation Trials

Quantity (Q)	500 trials	10,000 trials	
	Avg. Profit	Avg. Profit	Std Dev
6,000	15,945	15,744	27,606
8,000	46,228	44,789	54,799
10,000	58,936	57,056	94,940
12,000	45,729	42,743	142,503
14,000	3,645	-2,684	186,741

- With many more simulation trials, the estimates of the mean profit change slightly, but the optimal quantity to produce still appears to be

$$Q^* = 10,000 .$$

Now the 95% confidence interval for the average profit at $Q = 10,000$ is:

$$57,056 \pm 1.96(949),$$

i.e., the 95% confidence interval based on $n = 10,000$ trials is

$$[55196, 58916] .$$

Is $Q = 10,000$ Better Than $Q = 12,000$?

- A more direct way to compare two strategies, e.g., compare the profit for $Q = 10,000$ and $Q = 12,000$, is as follows:
 - ▶ Define a new forecast cell in the spreadsheet which is the difference in the profits under the two strategies.
 - ▶ Run the simulation.
 - ▶ Check that the average difference in profit is positive and compute a confidence interval to show that the difference is statistically significant.

Why is $Q^* < \mu$?

- We observe that $Q^* < \mu$, i.e., the optimal order quantity is less than the mean demand of 12,000. Furthermore, this result does *not* appear to be due to simulation error.

Intuition Behind the Result

- Observation: $Q^* < \mu$.

Intuition: Compare the marginal profit of stocking one more ski jacket with the marginal cost. If the extra ski jacket is sold, the added profit is $S - C = \$20$. If the extra jacket remains unsold, the added profit is $V - C = -\$50$, i.e., a \$50 cost. The *cost* of not selling one more jacket is *much greater* than the *benefit* of selling one more jacket. Hence the optimal Q will be less than μ .

Analytical Solution

- The ski jacket optimization model is:

$$\begin{aligned} \max \quad & E[\text{Profit}(Q, D)] \\ \text{s.t.} \quad & Q \geq 0 \end{aligned}$$

A formula which finds Q^* for all costs and demand distributions:

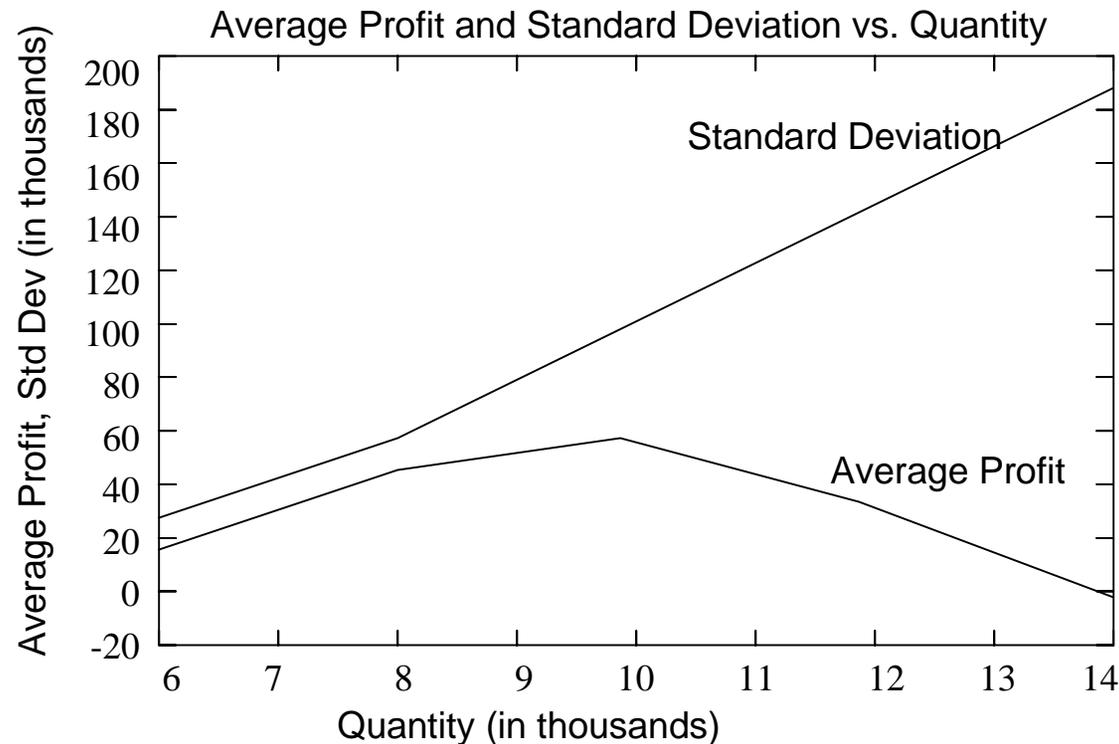
$$Q^* = F^{-1}\left(\frac{C_u}{C_u + C_o}\right) \quad (Q\text{-opt})$$

where $C_u = S - C$, $C_o = C - V$, and where $F^{-1}(x)$ is the inverse of $F(x) = P(D \leq x)$ (see, e.g., the W&A text, p.503).

Analytical Solution

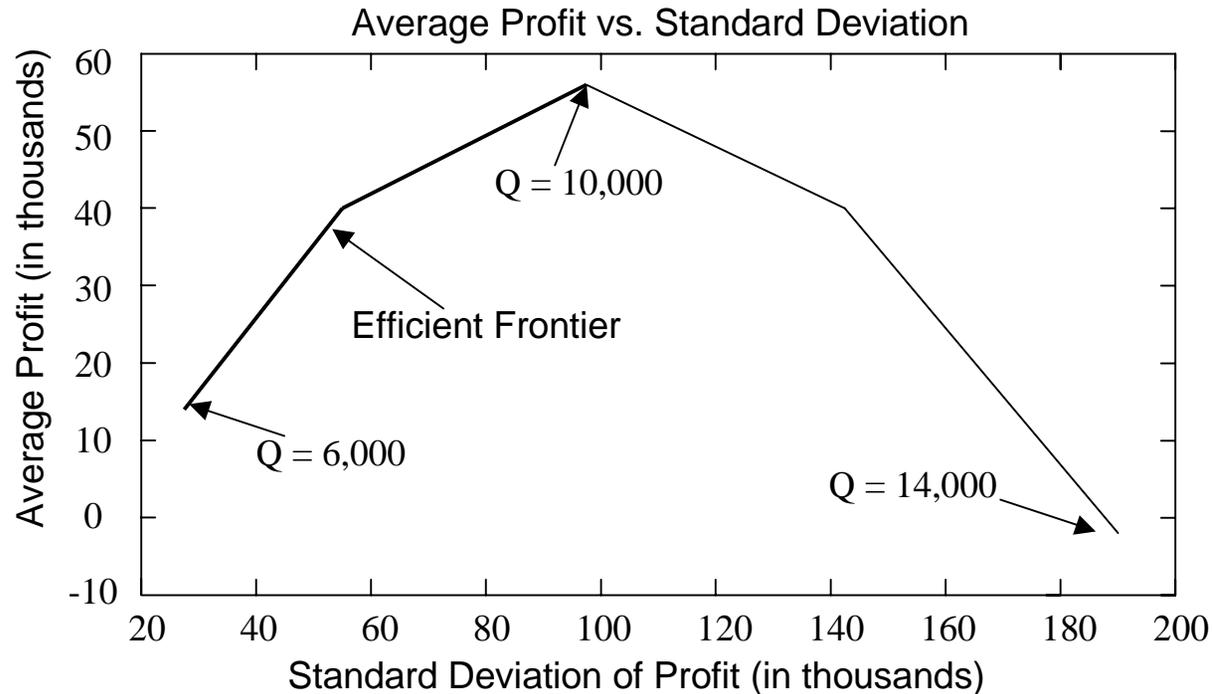
- We have $C_u = 100 - 80 = 20$, $C_o = 80 - 30 = 50$, and $C_u / (C_u + C_o) = 20 / (20 + 50) = 2/7$. Since demand is distributed $N(\mu = 12,000, \sigma = 3,500)$, $F^{-1}(2/7) = \text{NORMINV}(2/7, 12000, 3500) = 10019.18$, i.e., $P(D \leq 10019.18) = 2/7$.
- Optimal average profit: The formula (*Q-opt*) gives the optimal Q , but not the optimal average profit.
- The optimal (continuous) quantity is $Q^* = 10019.18$. Why bother simulating?
- The formula (*Q-opt*) gives the optimal value if Q is allowed to be continuous, but does not handle batch size requirements as easily. (In this case, the optimal Q turned out to be very close to an allowable batch size of 10,000.)
- Maximizing average profit does not consider the *distribution* of profits that will actually occur. For example, the table of average profit vs. quantity shows that $Q = 12,000$ and $Q = 8,000$ have the same average profit of about \$44,000. Would management be indifferent between these two production quantities?

Average Profit, Std Dev vs. Quantity Q



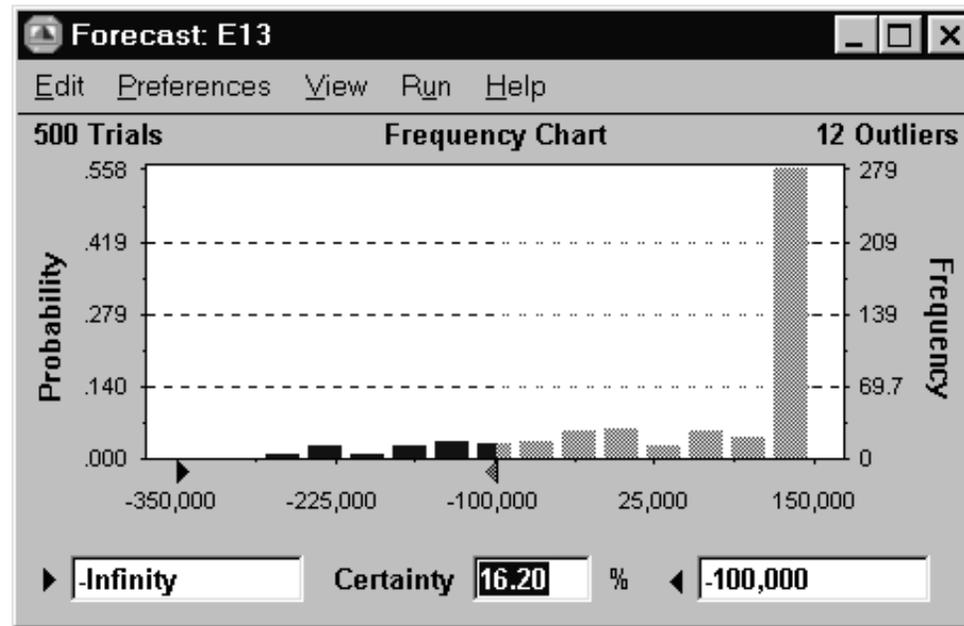
- The standard deviation of profit for $Q = 8,000$ is approximately \$55,000. The standard deviation of profit for $Q = 12,000$ is approximately \$143,000. Even though both quantities have the same expected profit, the risk is nearly *3 times greater* for $Q = 12,000$ compared to $Q = 8,000$.

Efficient Frontier



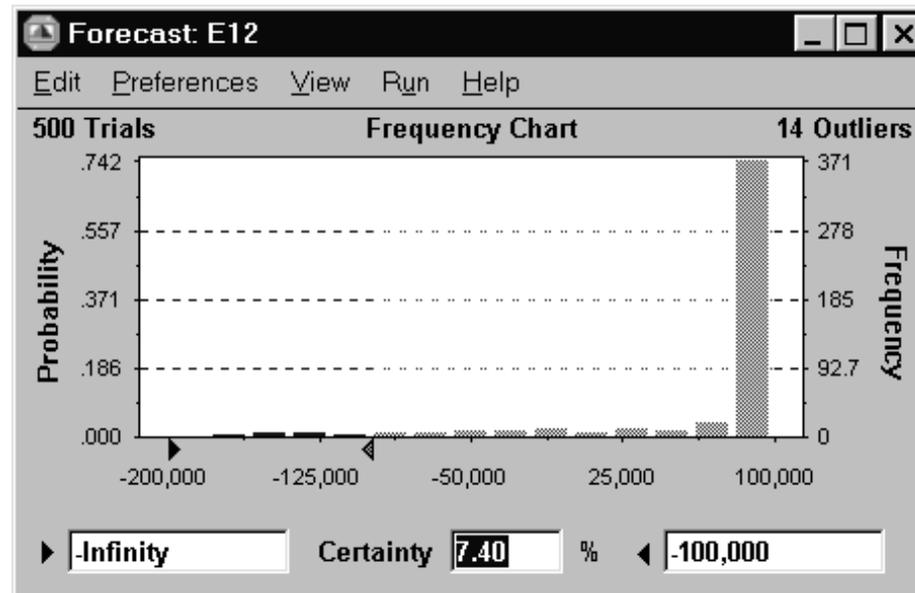
- Production quantities $Q \leq 10,000$ are efficient; production quantities $Q > 10,000$ are inefficient. Management might prefer $Q < 10,000$ because of the reduced risk.
- Average profit and standard deviation do not tell the whole story though. A frequency histogram shows the entire distribution of profit for a fixed Q . Since demand is normally distributed, is profit also normally distributed?

Distribution of Profit ($Q = \mu = 12,000$)



- The histogram shows that the distribution of profit is highly skewed to the left. Losses greater than \$100,000 happen about 16% of the time. (In the cell E13 frequency chart, drag the right arrow to -100,000 and read the probability in the window titled “Certainty.”)
- Even though demand is normally distributed, profit is *not* normally distributed. With $Q = \mu = 12,000$, the most likely outcome is a profit of 140,000. This occurs whenever $D \geq \mu$, which happens 50% of the time.

Distribution of Profit ($Q^* = 10,000$)



- The histogram shows that the distribution of profit is also highly skewed to the left. Losses greater than \$100,000 happen about 7% of the time. (In the E12 frequency chart, drag the right arrow to -100,000 and read the probability in the window titled "Certainty.")
- Even though demand is normally distributed, profit is *not* normally distributed. With $Q^* = 10,000$, the most likely outcome is a profit of \$100,000. This occurs whenever $D \geq 10,000$, which happens about 75% of the time.

Modifying Histograms in Crystal Ball

- The histograms on the previous two slides were automatically generated when the simulation was run. However, some adjustments were made to make them more presentable. Specifically in the E12 and E13 forecast windows:
 - ▶ *To change the number of bins:* Choose “Preferences” and then choose “Chart.” Change the number of groups (bins) to 15.
 - ▶ *To change the x-axis range:* Choose “Preferences” and then choose “Display Range.” In the section “Using Fixed End-Points” change the “Min” to -350,000 and the “Max” to 150,000.
 - ▶ *To print the histogram:* Choose “Edit” and then “Copy.” Return to the Excel spreadsheet (or word processor) and select “Paste.”
- Remember: It is a good idea to have only one simulation spreadsheet open at a time when a Crystal Ball simulation is run. This is because Crystal Ball will simultaneously simulate all open spreadsheets. This will slow down the computer and also means that the random number seed will not work as expected.

Other Versions of the “Newsvendor” Model

- The main characteristics of the ski jacket case are:
 - ▶ A decision needs to be made with imperfect information
 - ▶ The item is “perishable” in that it cannot be restocked after better information about demand becomes known
 - ▶ There are costs for overstocking (or overestimating demand) and costs for understocking (or underestimating demand)

Other applications:

- Retailing
- PC manufacturing
- Number of H&H bagels to stock in the Uris deli each morning

For next class

- Read “Identifying, Measuring, and Hedging Currency Risk at Merck,” “Merck’s 1995 Annual Report,” and “Managing Risk” in the readings book.
- At this point we have covered enough material on simulation for you to begin the “Yield Management at American Airlines” case. The case is due March 3rd (at the start of the final exam).