CASE STUDY 1 (MEMO 1). Description: You will use data to estimate a demand function and calculate the estimated price elasticity of demand. You will use this to analyze the effect of a price change on revenue and determine the revenue maximizing price. Instructions (READ THESE): Complete Memo 1 on BP pg.491 Data: EPIX.xls Submission Guidelines: Be sure to address all of the questions in the memo. Provide clear responses/recommendations with proper justification. Your responses should be typed, and no longer than 1 page in length (you may include supporting regression output or calculations as a separate attachment). Write professionally as though you were actually responding to the memo in a business setting, i.e., with complete sentences, minimal grammatical and spelling errors, etc. Upload your response as a file submission (Word doc, pdf, etc.) to the assignment submission folder.