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[Continued on next page]

(54) **Title**: AUTOMATED SPECIFICATION, ESTIMATION, DISCOVERY OF CAUSAL DRIVERS AND MARKET RESPONSE ELASTICITIES OR LIFT FACTORS

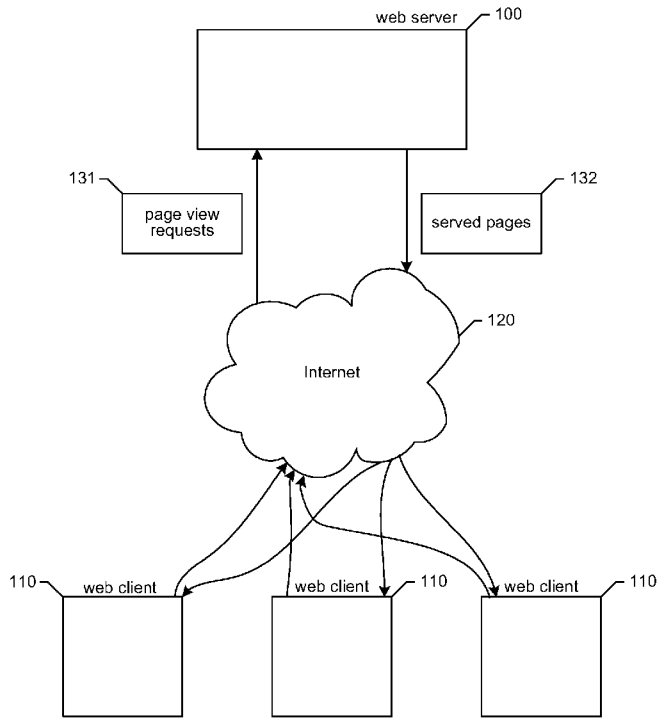


FIG. 1

(57) **Abstract**: In some embodiments, a software facility performs a method of automated specification of models, estimation of elasticities, and discovery of drivers using the framework(s) discussed elsewhere herein is provided. The facility first obtains the client, business, and/or brand goals in terms of profit optimization, volume or revenue goals, acquisition of new customers, retention of customers, share of wallet and upsell. In conjunction with these goals, the facility obtains cross-section meta-data related to the planning time horizon, markets, geographies, channels of trade and customer segments. In combination, the goals and meta-data define the structure of the data stack and the number of demand generation equations that are needed.

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