

	A	B	C	D	E
1	Effect of Demand at Road Atlantis				
2					
3	Exogenous Parameters			Exogenous Variable	
4	Ticket Price	35		Demand	161
5	Ticket Seller	350			
6	Spectator Insurance	5000		Calculations	
7	Cost per guard	500		Total Spectator Fixed Cost	=SUM(\$B\$5:\$B\$6)
8	Spectators per guard	500		Number of additional guards	=ROUNDUP(E4/\$B\$8,0)
9	"free" cleanups	400		Spectator Security Cost	=\$B\$7*E8
10	Overtime for extra cleanup	0.6		Spectator Cleanup Cost	=MAX(0,\$B\$10*(E4-\$B\$9))
11	Snack spending per spectator	4.5		Total Spectator Variable Cost	=SUM(E9:E10)
12	Concession rate	0.3		Total Spectator Cost	=E7+E11
13				Snack Net Revenue	=\$B\$11*\$B\$12*E4
14				Ticket Revenue	=\$B\$4*E4
15				Total Spectator Revenue	=SUM(E13:E14)
16				Spectator Profit/Loss	=E15-E12
17					
18		Demand	Total Cost	Total Revenue	Profit/Loss
19			=E12	=E15	=E16
20		0	=TABLE(,E4)	=TABLE(,E4)	=TABLE(,E4)
21		160	=TABLE(,E4)	=TABLE(,E4)	=TABLE(,E4)
22		161	=TABLE(,E4)	=TABLE(,E4)	=TABLE(,E4)
23		500	=TABLE(,E4)	=TABLE(,E4)	=TABLE(,E4)
24		501	=TABLE(,E4)	=TABLE(,E4)	=TABLE(,E4)

