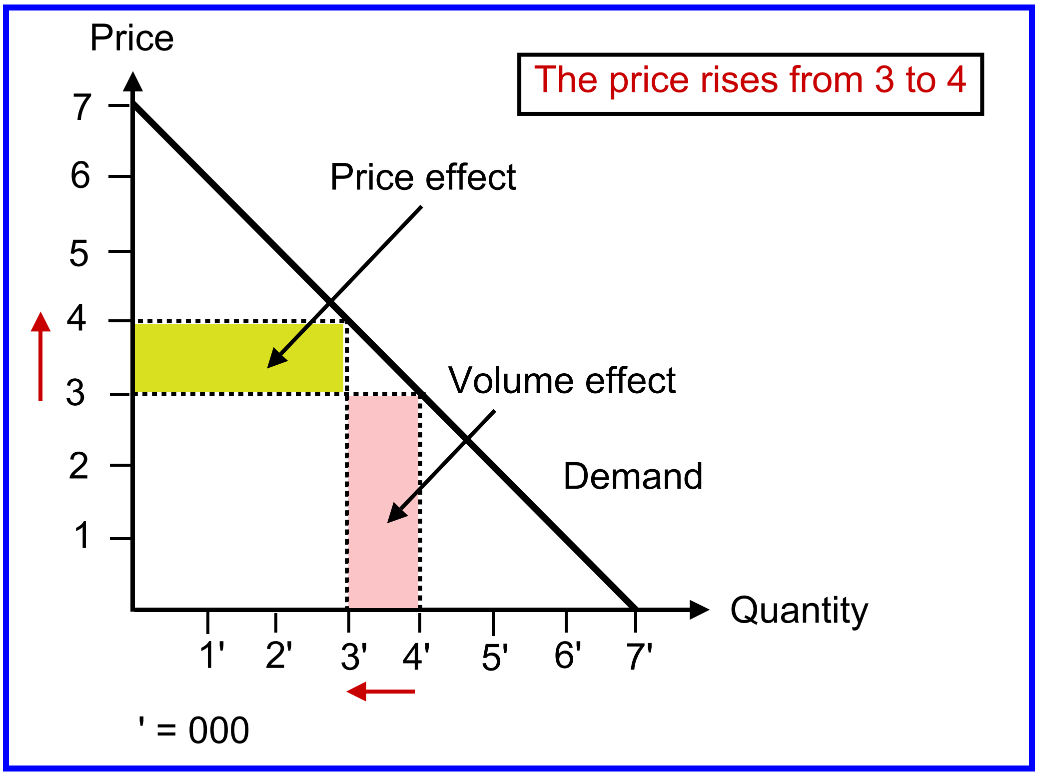
Price effect and volume effect_in-depth



Price effect	= 1 * 3000	= + 3000
Volume effect	= 3 * (- 1000)	= - 3000
(= Price effect and volume effect; variation total revenue)		= 0

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In general

Price effect (PE)	= (P2 - P1) * Q2	→	(4 - 3) * 3000	= + 3000
Volume effect (VE)	= (Q2 - Q1) * P1	→	(3000 - 4000) * 3	= - 3000
PE + VE	= P2Q2 - P1Q2 + P1Q2 - P1Q1 = P2Q2 - P1Q1			

Abbreviations:

P1	old price	Q1	old quantity
P2	new price	Q2	new quantity

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Rules

1. Price effect > Volume effect (absolute values, i.e. without sign)
   11. Price + → Total revenue +
   12. Price - → Total revenue -
2. Price effect < Volume effect (absolute values, i.e. without sign)
   21. Price + → Total revenue -
   22. Price - → Total revenue +