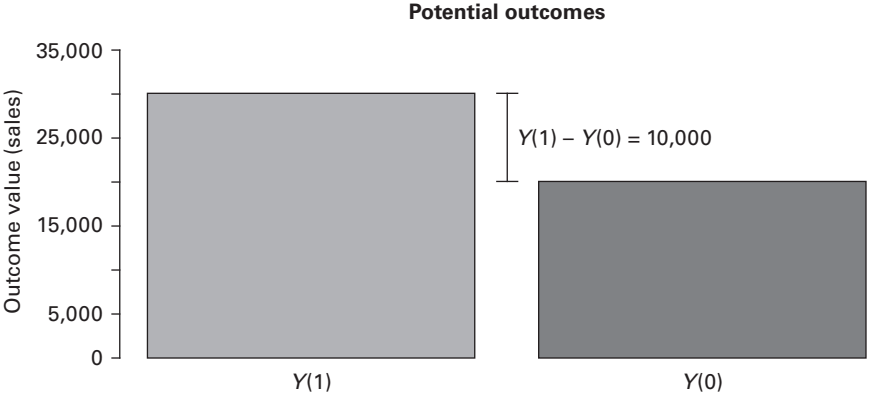
Potential outcomes
35,000
25,000
15,000
5,000
0
Outcome value (sales)
Y(1) − Y(0) = 10,000
Y(1)
Y(0)