		WEI YU		YUCHEN ZENG		XI WANG		ETHAN MENG		RUXIN ZHANG	
Partworth	Intercept	2.17		4.54		13		4.91		2.79	
	Screen 75 inch	8		9.25		2		1.38		9.38	
	Screen 85 inch	16		12.88		4		3.13		14.25	
	Resolution = 4k	1.67		5.5		6		3.83		4.17	
	Sony = 1	4		1.67		1		12		0.33	
	Price (low = 0; hi =1)	-1		-6		-12		-3.67		-0.83	
Attrite Importance	Screen Size	0.71		0.49		0.17		0.14		0.73	
	Screen Resolution	0.07		0.21		0.26		0.17		0.21	
	Brand Name	0.18		0.06		0.04		0.53		0.02	
	Price	0.04		0.23		0.52		0.16		0.04	
Willingness to pay	Intercept	1083.33		378.47		541.67		670.45		1675	
	Screen 75 inch	4000		770.83		83.33		187.5		5625	
	Screen 85 inch	8000		1072.92		166.67		426.14		8550	
	Resolution = 4k	833		458.33		250		522.73		2500	
	Sony = 1	2000		138.89		41.67		1636.37		200	
Optimal price	Optimal price	2500		2100		2100		2100		2600	
Max profit	Max profit	3228.12		12.29		2.25		0.14		338.71	
Plot marketshares	Plot marketshares										
Plot profit	Plot profit										