# Data:

Firstly all raw data inputted into the scripts needs be in coma separated values format. Excel can make and import such files.

RawData1 Contains the information about the product configurations used in the experiment. Each row contains information about the presence/absence of an attribute level. The presence of a feature in a configuration is denoted by 1 and the absence is 0. The last row, FC contains the information which determines the width of each category of attributes. For example in RawData1 we have the price category consisting of 4 attribute levels, so in the last column of that category, a 4 is placed. The first column denotes the product configuration number, and the first row denotes the attribute levels. Importantly, the price category should be the first attribute category, and it should only contain the dollars, *without* the dollar sign or any other information, just the numbers.

RawData2 Contains the ranking information for all the subjects interviewed. Each row contains the results of a single subject/respondent. The most favourable product configurations have a lower number (1 being most favourable, 2 second most, etc). The first column denotes subject number and first row denotes configuration number as per RawData1.

RawData3 contains the product configurations which are going to be used in the market simulation and price elasticity. The product of interest for the elasticity analysis should be placed in the top row. The categories and attribute levels have to follow the same sequence as in the RawData1, likewise the FC column needs to be placed in the bottom row.

# Output:

The output is a rudimentary text output. There are five different outputs corresponding to the content in the excel file.

**Attribute Importance** output contains the importance of attributes in the product study. The percentages indicate the importance level for each attribute category. This analysis can be found in the “PW and AI” worksheet in the example excel file “Conjoint Results Analysis Cell phone”.

The **Part Worth Graphing Data** contains the graphing data necessary to build graphs such as the one in the “PW and AI” worksheet. Each element in the output list corresponds to an attribute category. For each element in the list the first element contains the x axis and the second element contains the coefficients of regression averages for that category.

The **Logit Choice Output** corresponds to the content in the “Market Simulation” worksheet; the lower chart highlighted in yellow. It contains the market share of each the product configurations inputted in RawData3. This is determined using the data acquired from the regression analysis.

The **Elasticity Analysis** contains the information corresponding to the “Elasticity” worksheet. Each element in the output list corresponds to the different levels of the price, starting from leftmost to rightmost as contained in RawData1 configuration data. The numbers inside these lists correspond to market share of the particular product, in the order given in RawData3.

The **Revenue from Elasticity Analysis** multiplies the price and the market share to of the first product in RawData3. The final output **Maximum Revenue** indicates what the price should be to maximise revenue for the first product in RawData3.