


Week 6: *Conjoint Questions*

 EMSE 6035: Marketing Analytics for Design Decisions

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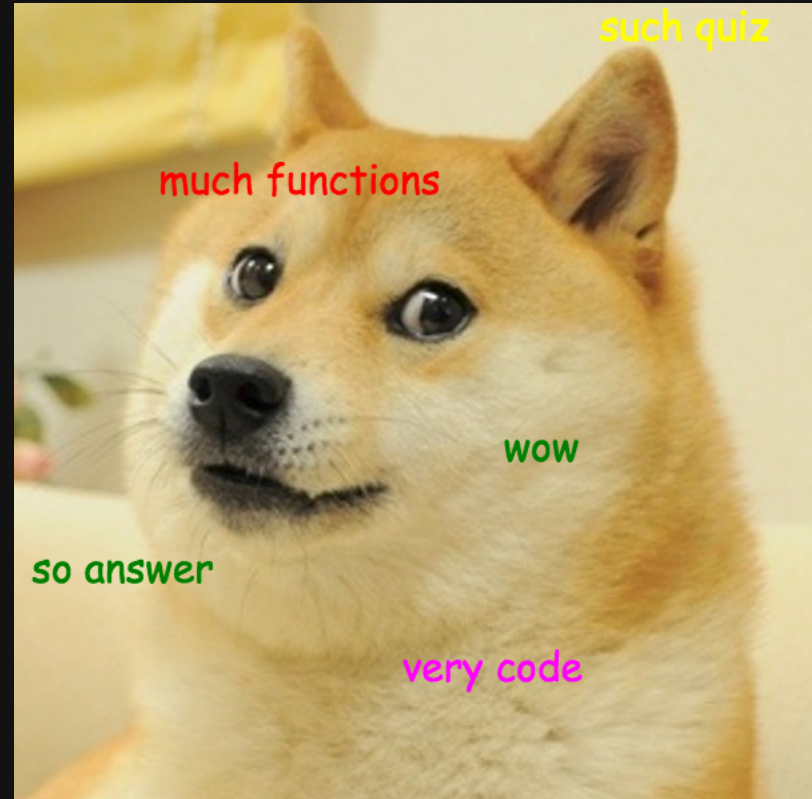
 October 06, 2020

Quiz 2

Link is on the [schedule](#)

Make sure to download the zip file
on the first page!

10:00



Some RMarkdown tips

Convert a data frame to a markdown table with `kable()`

```
library(tidyverse)
```

```
mtcars %>%  
  kable()
```

	mpg	cyl	disp	hp	drat	wt	qsec	vs	am	gear	carb
Mazda RX4	21.0	6	160.0	110	3.90	2.620	16.46	0	1	4	4
Mazda RX4 Wag	21.0	6	160.0	110	3.90	2.875	17.02	0	1	4	4
Datsun 710	22.8	4	108.0	93	3.85	2.320	18.61	1	1	4	1
Hornet 4 Drive	21.4	6	258.0	110	3.08	3.215	19.44	1	0	3	1
Hornet Sportabout	18.7	8	360.0	175	3.15	3.440	17.02	0	0	3	2
Valiant	18.1	6	225.0	105	2.76	3.460	20.22	1	0	3	1
Duster 360	14.3	8	360.0	245	3.21	3.570	15.84	0	0	3	4
Merc 240D	24.4	4	146.7	62	3.69	3.190	20.00	1	0	4	2
Merc 230	22.8	4	140.8	95	3.92	3.150	22.90	1	0	4	2
Merc 280	19.2	6	167.6	123	3.92	3.440	18.30	1	0	4	4

Example from team Omao (cups)

```
library(tidyverse)
library(here)

df <- read_csv(here("data", "competitors.csv"))
df %>%
  kable()
```

brand	volumelnOz	quantity	price	pricePerCup	biodegradability	opacity	logo
greatValue	9	50	\$2.98	\$0.06	FALSE	TRUE	FALSE
decorRack	9	50	\$5.99	\$0.12	FALSE	TRUE	FALSE
tigerChef	9	100	\$7.99	\$0.08	FALSE	TRUE	FALSE
smartly	9	80	\$2.79	\$0.03	FALSE	FALSE	FALSE
solo	9	50	\$4.04	\$0.08	FALSE	FALSE	FALSE
greatValue	9	100	\$3.76	\$0.04	FALSE	FALSE	FALSE
ecoProducts	9	1000	\$187.69	\$0.19	TRUE	FALSE	TRUE
worldCentric	9	2000	\$220.00	\$0.11	TRUE	FALSE	TRUE
hefty	18	50	\$3.98	\$0.08	FALSE	TRUE	FALSE

More `kable()` formatting options:
`{kableExtra}` package

References

Simple approach: Insert a footnote with `^[]`

markdown

The Eiffel Tower is 324 meters tall^{[From the [Eiffel Tower wikipedia page](https://en.wikipedia.org/wiki/Eiffel_Tower)]}

render

The Eiffel Tower is 324 meters tall¹

¹From the [Eiffel Tower wikipedia page](https://en.wikipedia.org/wiki/Eiffel_Tower)

References

Complex (but more complete) approach: Use bibtex

<https://bookdown.org/yihui/rmarkdown-cookbook/bibliography.html>

You can insert citations with `[@citekey]`, and a "References" table will be automatically created.

Footnotes are perfectly fine for this class

Week 6: *Conjoint Questions*

1. Defining choice questions in R
2. Displaying choice questions in RMarkdown

BREAK

3. Choice questions in formr

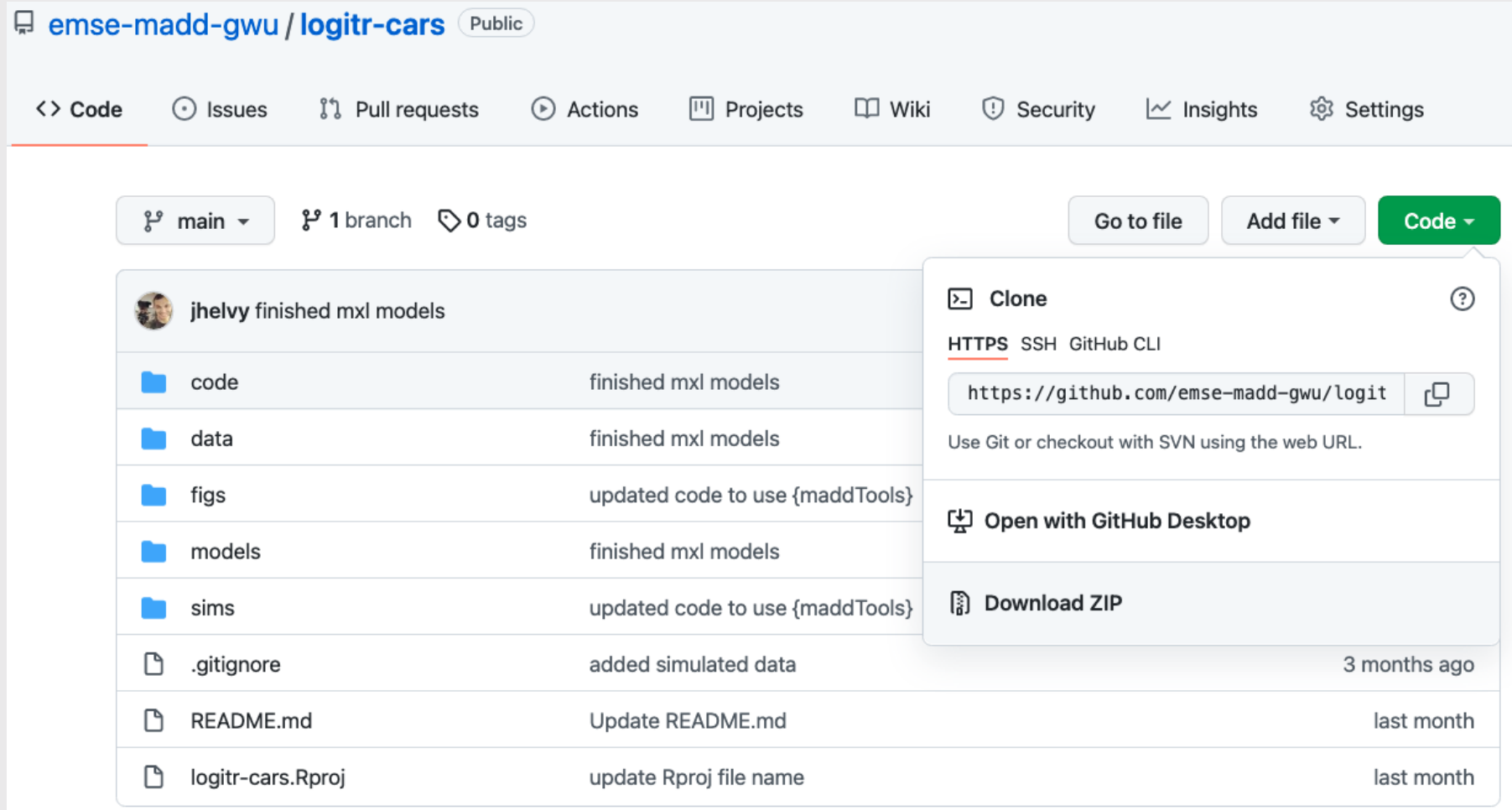
Week 6: *Conjoint Questions*

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Download the **logitr-cars** repo from GitHub



emse-madd-gwu / **logitr-cars** Public

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main 1 branch 0 tags

Go to file Add file Code

jhelvy finished mxl models

code	finished mxl models
data	finished mxl models
figs	updated code to use {maddTools}
models	finished mxl models
sims	updated code to use {maddTools}
.gitignore	added simulated data
README.md	Update README.md
logitr-cars.Rproj	update Rproj file name

Clone ?

HTTPS SSH GitHub CLI

<https://github.com/emse-madd-gwu/logitr-cars>

Use Git or checkout with SVN using the web URL.

Open with GitHub Desktop

Download ZIP

3 months ago

last month

last month

We'll be using the {conjointTools} package today

```
install.packages("remotes")  
remotes::install_github("jhelvy/conjointTools")
```

Choice question components

1. Define the attributes and levels
2. Define a "design of experiment" data frame
3. Define a "survey" data frame

Open `logitr-cars.Rproj`

Basic survey

Any combination of attributes can be shown in each choice question

Question 1

Option:	1	2	3
Price:	\$25	\$25	\$15
Fuel Economy:	20 (mpg)	25 (mpg)	30 (mpg)
Accel. Time:	6 (s)	7 (s)	7 (s)
Powertrain:	Gasoline	Electric	Electric

Question 2

Option:	1	2	3
Price:	\$15	\$15	\$15
Fuel Economy:	25 (mpg)	30 (mpg)	25 (mpg)
Accel. Time:	6 (s)	8 (s)	7 (s)
Powertrain:	Gasoline	Gasoline	Electric

Labeled survey

One attribute is used as the "label" - choice options are fixed according to the label

Question 1

Option:	Electric	Gasoline
Price:	\$20	\$20
Fuel Economy:	30 (mpg)	25 (mpg)
Accel. Time:	7 (s)	8 (s)

Question 2

Option:	Electric	Gasoline
Price:	\$20	\$20
Fuel Economy:	25 (mpg)	25 (mpg)
Accel. Time:	8 (s)	6 (s)

Survey with an "Outside Good"

An "outside good" means they can choose an "other" option (usually "None")

Question 1

Option:	1	2	3	None
Price:	\$20	\$25	\$25	
Fuel Economy:	25 (mpg)	20 (mpg)	20 (mpg)	
Accel. Time:	6 (s)	7 (s)	7 (s)	
Powertrain:	Electric	Electric	Gasoline	

Question 2

Option:	1	2	3	None
Price:	\$20	\$20	\$20	
Fuel Economy:	20 (mpg)	25 (mpg)	20 (mpg)	
Accel. Time:	7 (s)	7 (s)	6 (s)	
Powertrain:	Gasoline	Electric	Gasoline	

Attribute-specific features

Some attributes may only be valid for certain levels of other attributes

Example: The driving range of an electric vehicle (EV) only applies to EVs and not gasoline-powered vehicles.

To implement this, set the attribute to 0 for the non-applicable cases

(do this *after* using `makeSurvey()`)

Your Turn

20:00

1. With your team, discuss the specific choice question design for your project

- Regular or labeled?
- Include a "none" option (outside good) or not?

1. Edit the `make_choice_questions.R` file to design your choice questions.

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Displaying your choice questions online

1. Export your choice questions as a .csv file
2. Upload your .csv file somewhere
3. Use R code to extract the values to display
4. Use RMarkdown to display the values

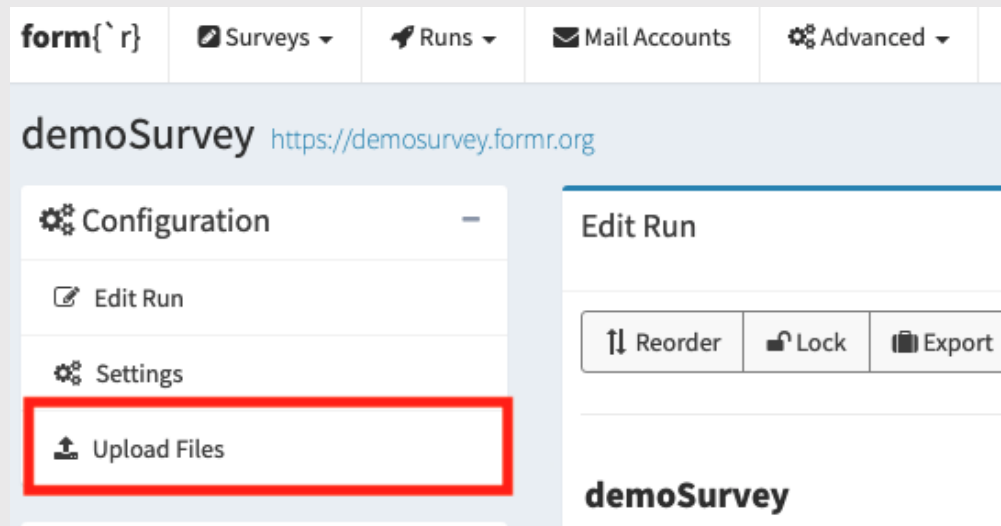
1. Export your choice questions as a .csv file

```
write_csv(survey, here('choice_questions.csv'))
```

2. Upload your .csv file somewhere

Inside a formr run (private)

github.com (public)



apples example

Use R code to extract the values to display

- Read `choice_questions.csv` from web
- Randomly choose a respondent ID
- Filter rows for that respondent ID
- Serialize the data frame to json format

Side note on serializing a data frame

Converts a data frame to one long string

```
df
```

```
#>   altID price fuelEconomy accelTime powertrain  
#> 1     1    25          20         6   Gasoline  
#> 2     2    25          25         7   Electric  
#> 3     3    15          30         7   Electric
```

```
df_json <- jsonlite::toJSON(df)  
df_json
```

```
#> [{"altID":1,"price":25,"fuelEconomy":20,"accelTime":6,"powertrain":"Gasoline"},  
{"altID":2,"price":25,"fuelEconomy":25,"accelTime":7,"powertrain":"Electric"},  
{"altID":3,"price":15,"fuelEconomy":30,"accelTime":7,"powertrain":"Electric"}]
```

Use RMarkdown to display the values

Create separate data frames for each alternative

```
library(dplyr)
alts <- jsonlite::fromJSON(df_json)
alt1 <- alts %>% filter(altID == 1)
alt2 <- alts %>% filter(altID == 2)
alt3 <- alts %>% filter(altID == 3)
```

Use RMarkdown formatting to display content in each alternative

```
**Option 1**

**Price**: $ `r alt1$price`
**Powertrain**: $ `r alt1$powertrain`
**Fuel Economy**: `r alt1$fuelEconomy` mpg
**0-60 Accel. Time**: `r alt1$accelTime` s
```

Option 1

Price: \$ 25

Powertrain: \$ Gasoline

Fuel Economy: 20 mpg

0-60 Accel. Time: 6 s

Show options in a table with `kable()`

```
library(dplyr)
alts <- jsonlite::fromJSON(df_json) %>%
  # Add units to attributes
  mutate(
    price = scales::dollar(price),
    fuelEconomy = paste(fuelEconomy, "(mpg)"),
    accelTime = paste(accelTime, "(s)"))
%>%
  # Make nicer attribute labels
  select(
    `Option:` = altID,
    `Powertrain:` = powertrain,
    `Price:` = price,
    `Fuel Economy:` = fuelEconomy,
    `Accel. Time:` = accelTime)

# Drop row names
row.names(alts) <- NULL
```

Display the *transpose*, `t(alts)`

```
kable(t(alts))
```

Option:	1	2	3
Powertrain:	Gasoline	Electric	Electric
Price:	\$25	\$25	\$15
Fuel Economy:	20 (mpg)	25 (mpg)	30 (mpg)
Accel. Time:	6 (s)	7 (s)	7 (s)

Download the **formr4conjoint** repo from GitHub

(code used in the related [blog post](#))

The screenshot displays the GitHub repository page for **jhelvy / formr4conjoint**. The repository is public and has 1 branch and 0 tags. The main branch is **master**. The repository structure is as follows:

File/Folder	Description	Time
figs	added package installs to readme	
survey	added consent form content in p1	
.gitignore	Update .gitignore	
LICENSE.md	Create LICENSE.md	
README.Rmd	added package installs to readme	
README.md	added package installs to readme	20 minutes ago
formr4conjoint.Rproj	Init	2 years ago

The **Code** dropdown menu is open, showing the following options:

- Clone** (with a help icon):
 - HTTPS (selected): `https://github.com/jhelvy/formr4conjoint`
 - SSH
 - GitHub CLI
- Open with GitHub Desktop**
- Download ZIP**

Your Turn

20:00

1. With your team, upload your `choice_questions.csv` file somewhere online, like inside a formr run or on a github repo.
2. Edit the `p2-choice-questions.Rmd` or `p2-choice-questions-table.Rmd` file to implement your choice questions in RMarkdown.

You should be able to knit the file to visually test how one of your choice questions is rendering.

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Your first few rows

- Read `choice_questions.csv` from web
- Randomly choose a respondent ID
- Filter rows for that respondent ID
- Serialize the data frame to json format

Using the `calculate` type (example sheet)

RMarkdown

```
# Read in the choice questions
library(tidyverse)
survey <-
read_csv("https://raw.githubusercontent.com/jhelvy/formr4conjoint/master/survey/questions.csv")

# Define the respondent ID
respondentID <- sample(survey$respID, 1)

# Create the subset of rows for that respondent ID
df <- survey %>%
  filter(respID == respondentID) %>%
  mutate(image =
paste0("https://raw.githubusercontent.com/jhelvy/formr4conjoint/master/survey/images/", image))

# Convert df to json
df_json <- jsonlite::toJSON(df)
```

Google sheet

C	D	E	K
type	optional	name	value
calculate		time3	Sys.time()
calculate		survey	library(tidyverse) read_csv("https://raw.githubusercontent.com/jhelvy/formr4conjoint/master/survey/questions.csv")
calculate		respondentID	sample(survey\$respID, 1)
calculate		df	survey %>% filter(respID == respondentID) %>% mutate(image = paste0("https://raw.githubusercontent.com/jhelvy/formr4conjoint/master/survey/images/", image))
calculate		df_json	jsonlite::toJSON(df)

Random choice questions as buttons ([example sheet](#))

Use the `mc_button` question type


`label`

- Show your question text
- Insert a code chunk to create one-row data frame for each alternative

`choice` columns

- Insert RMarkdown code to display each alternative

(1 of 8) If these were your only options, which would you choose?

Option 1	Option 2	Option 3
		
Type: Gala Price: \$ 3.5 / lb Freshness: Excellent	Type: Fuji Price: \$ 4 / lb Freshness: Poor	Type: Pink Lady Price: \$ 3.5 / lb Freshness: Poor

Random choice questions as table ([example sheet](#))




- Use the `mc_button` question type

label

- Show your question text
- Insert a code chunk to modify `alts` data frame & display it using `kable()`
- Use `kableExtra` to control table styling

choice columns

- Simple text / number for each option

Option:	1	2	3
			
Price:	\$4.00 / lb	\$1.50 / lb	\$1.00 / lb
Type:	Fuji	Gala	Gala
Freshness:	Average	Average	Poor

Option 1

Option 2

Option 3

Your Turn

1. Discuss the layout you would prefer to implement for your choice questions (buttons or table).
2. Make a Google Sheet using your team Google account to start implementing your conjoint questions.

[buttons example sheet](#)

[table example sheet](#)