

Week 1: *Getting Started*

☰ EMSE 6035: Marketing Analytics for Design Decisions

👤 John Paul Helveston

📅 September 01, 2020

Week 1: Getting Started

1. Course orientation
 2. Intro to conjoint analysis
 3. Introductions
- BREAK: Teaming
4. Getting started with R & RStudio

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Meet your instructor!



John Paul Helveston, Ph.D.

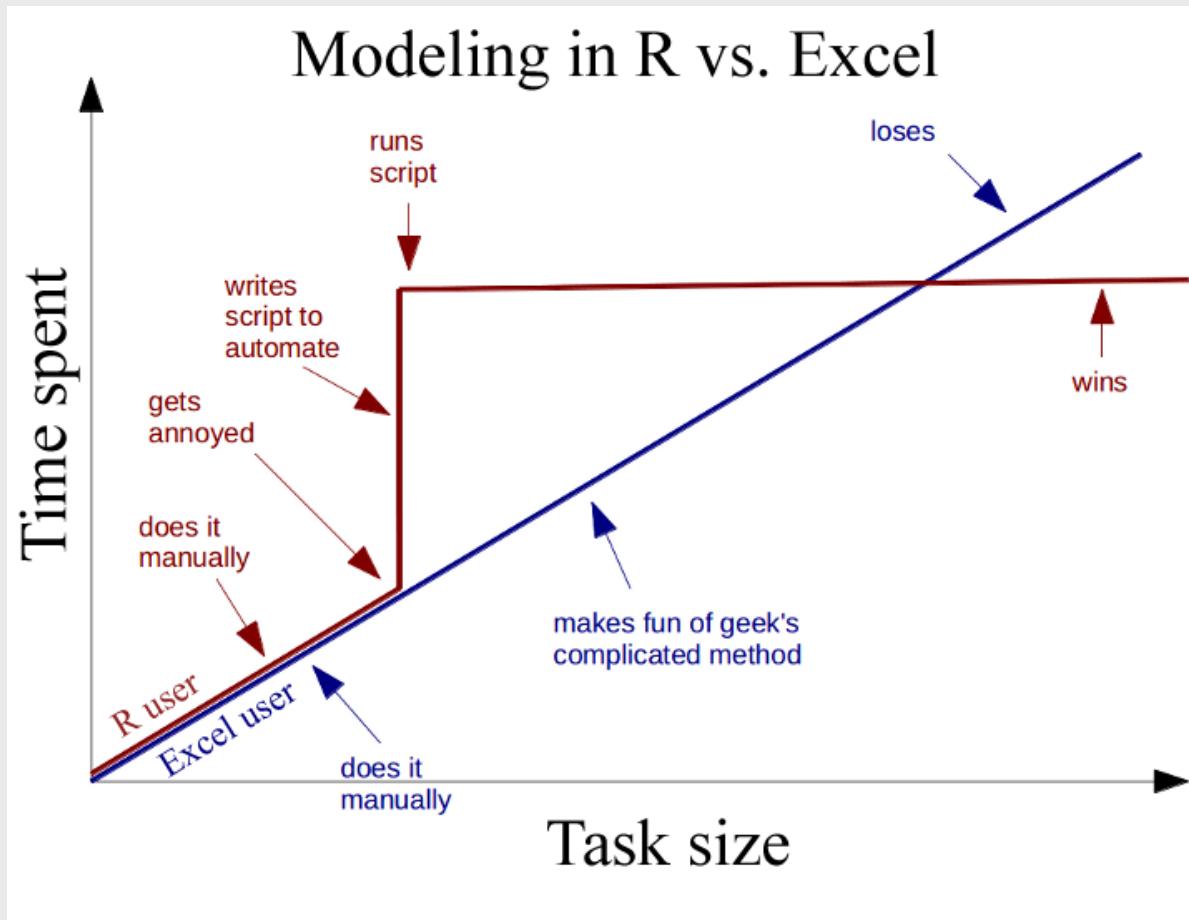
Assistant Professor, Engineering Management & Systems Engineering

- 2016-2018 Postdoc at [Institute for Sustainable Energy](#), Boston University
- 2016 PhD in Engineering & Public Policy at Carnegie Mellon University
- 2015 MS in Engineering & Public Policy at Carnegie Mellon University
- 2010 BS in Engineering Science & Mechanics at Virginia Tech
- Website: www.jhelvy.com

 Tools

- 🌐 Course website: <https://madd.seas.gwu.edu/2021-Fall/>
- # Course slack: <https://emse-madd-f21.slack.com>
- ⌚ & RStudio: [installation instructions](#)

Why R?



Learning Objectives

After this class, you will know how to...

- ...work with data in 
- ...design effective surveys to get rich data
- ...analyze consumer choice data to model consumer preferences
- ...design effective charts to communicate insights

Course prerequisites

This course requires prior exposure to:

- Probability theory
- Multivariable calculus
- Linear algebra
- Regression

Not sure?

Take [this self assessment](#)

Reflections (27% of grade)

Do some readings, recorded lectures, practice problems

Write a short reflection

 ~Every week (9 total)

 Due 11:59pm Tues. before class

 Graded for completion (looking for engagement)

Quizzes (12% of grade)

 In class every other week-ish (5 total, lowest dropped)

 5 minutes (3-5 questions)

 Example quiz

Why quiz at all? There's a phenomenon called the "retrieval effect" - basically, you have to *practice* remembering things, otherwise your brain won't remember them (details in the book "["Make It Stick: The Science of Successful Learning"](#)").

Exam (10% of grade)

Take home exam, 2nd to last week of class

We'll go over exam solutions on last day of class

Semester Project (51% of grade)

Teams of 3-4 students

Goals:

- Assess market viability of a new technology or design
- Recommend best design choices for target market or application

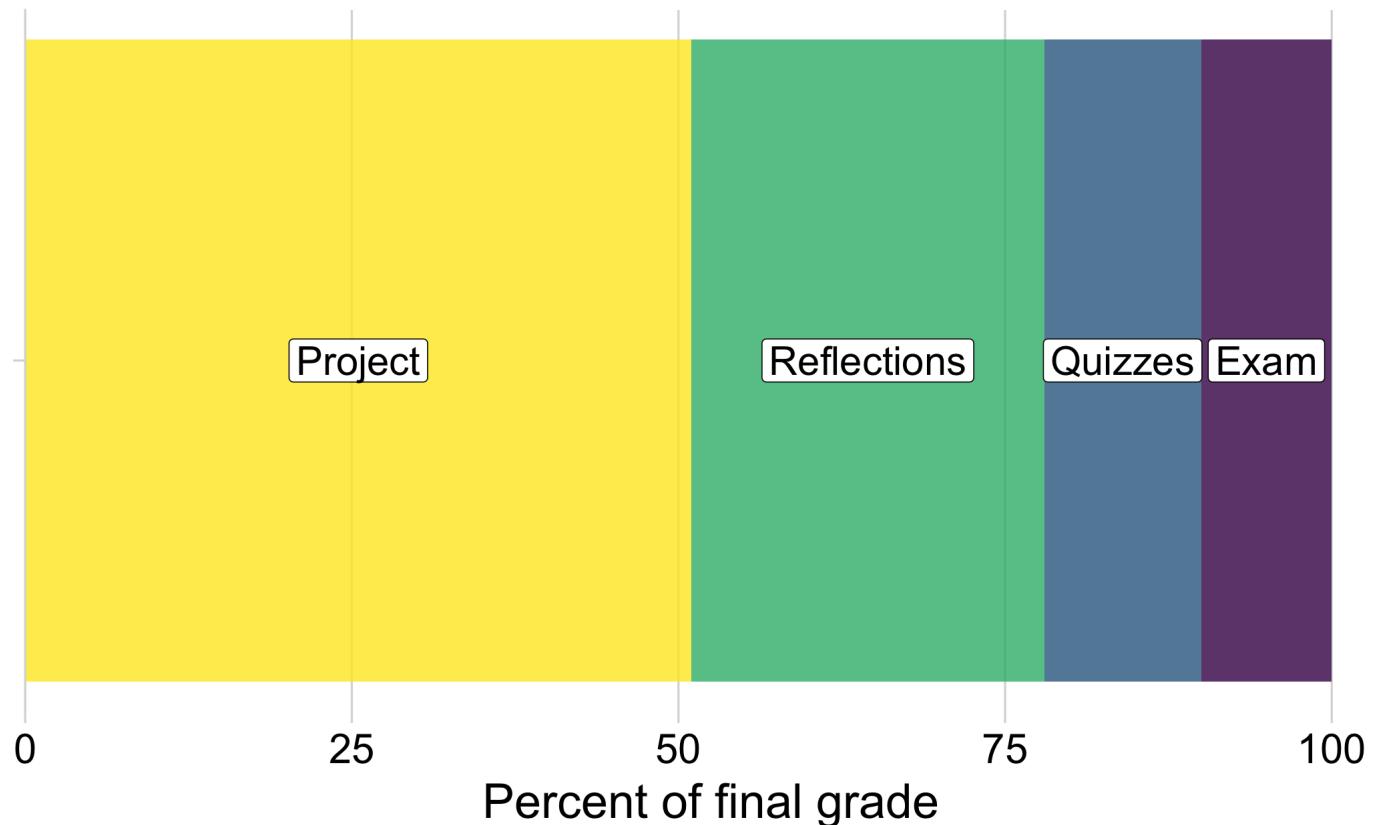
Key deliverables:

Item	Weight	Due
Proposal	7 %	9/26
Survey Plan	4 %	10/05
Pilot Survey	4 %	10/15
Pilot Analysis	9 %	11/07
Final Survey	5 %	11/21
Final Analysis Report	14 %	12/13
Final Presentation	8 %	12/15

Grades

Item	Weight	Notes
Reflections	27 %	Weekly assignment (9 x 3%)
Quizzes	12 %	5 quizzes, lowest dropped
Project Proposal	7 %	Teams of 3-4 students
Survey Plan	4 %	
Pilot Survey	4 %	
Pilot Analysis	9 %	
Final Survey	5 %	
Final Analysis Report	14 %	
Final Presentation	8 %	
Final Exam	10 %	Take home exam

Grades



Course policies

- BE NICE
- BE HONEST
- DON'T CHEAT

Copying is good, stealing is bad

"Plagiarism is trying to pass someone else's work off as your own. Copying is about reverse-engineering."

-- Austin Kleon, from [Steal Like An Artist](#)

Late submissions

- **5** late days - use them anytime, no questions asked
- No more than **2** late days on any one assignment
- Contact me for special cases

How to succeed in this class

 Participate during class!

 Start assignments early and **read carefully!**

 Get sleep and take breaks often!

 Ask for help!

Getting Help

❖ Use [Slack](#) to ask questions.

🕒 [Schedule a meeting w/ Prof. Helveston:](#)

- Mondays from 8:00-5:00pm
- Tuesday from 1:00-5:00pm
- Thursdays from 12:00-5:00pm

[GW Coders](#)

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BREAK: Teaming

4. Getting started with R & RStudio

We want to answers to questions like...

- Higher prices decrease demand, but by how much?
- How much more is a consumer willing to pay for increased performance in X?
- How will my product compete against competitors in the market?

Answers depend on knowing what people want

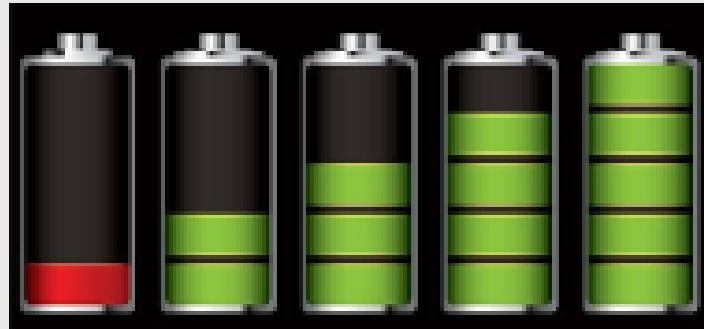
Directly asking people what they want isn't always helpful
(People want everything)



Which feature do you care more about?



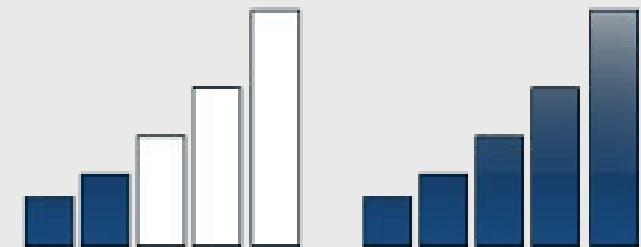
Battery Life?



Brand?

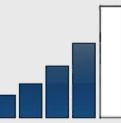
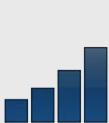
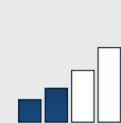


Signal quality?



Conjoint approach:

Use consumer choice data to model preferences

<u>Attribute</u>	<u>Phone 1</u>	<u>Phone 2</u>	<u>Phone 3</u>
Price	\$400	\$450	\$350
Brand		 LG	 SAMSUNG
Battery Life			
Signal Quality			
<i>N chosen:</i>	350	250	400

Use random utility framework to predict probability of choosing phone j

1. $u_j = \beta_1 \text{price}_j + \beta_2 \text{brand}_j + \beta_3 \text{battery}_j + \beta_4 \text{signal}_j + \varepsilon_j$
2. Assume $\varepsilon_j \sim \text{iid extreme value}$
3. Probability of choosing phone j : $P_j = \frac{e^{\beta' x_j}}{\sum_k^J e^{\beta' x_k}}$
4. Estimate $\beta_1, \beta_2, \beta_3, \beta_4$ by minimizing $-L = -\sum_n^N \sum_j^J y_{nj} \ln P_{nj}$

Willingness to Pay

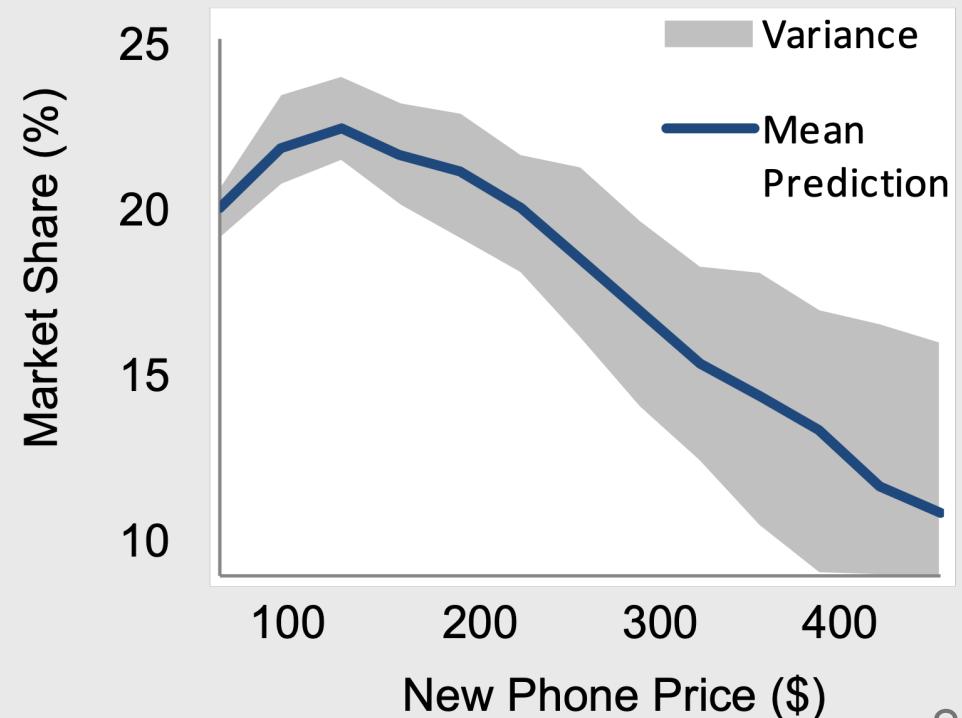
$$u_j = \beta' x_j + \alpha p_j + \varepsilon_j$$

$$\omega = \frac{\beta}{-\alpha}$$

"Respondents on average are willing to pay \$XX to improve battery life by XX%"

Make predictions

$$P_j = \frac{e^{\hat{\beta}' x_j}}{\sum_k^J e^{\hat{\beta}' x_k}}$$



Example:
Athletic Sole Insole Sensor

Product: Electronic Shoe Sensor

Sample Survey Question

If these were your only options, which would you choose?

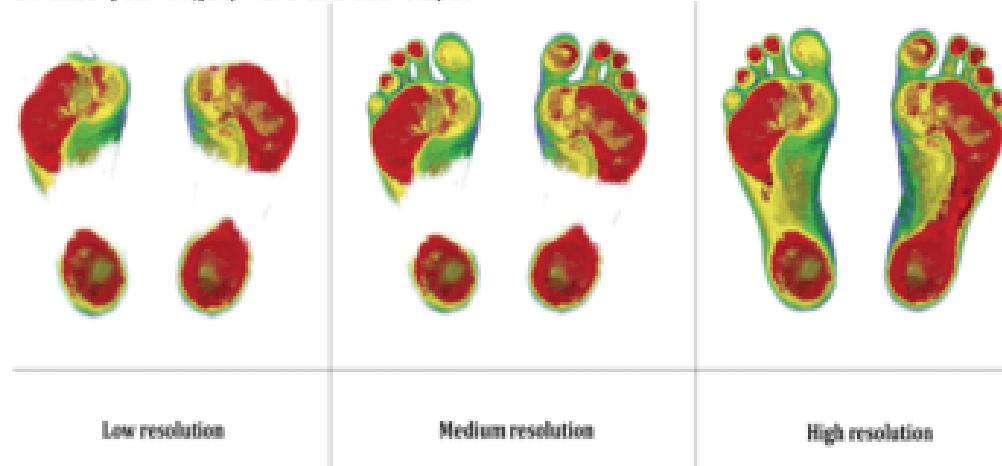
Choose by clicking one of buttons below:

(1 of 13)

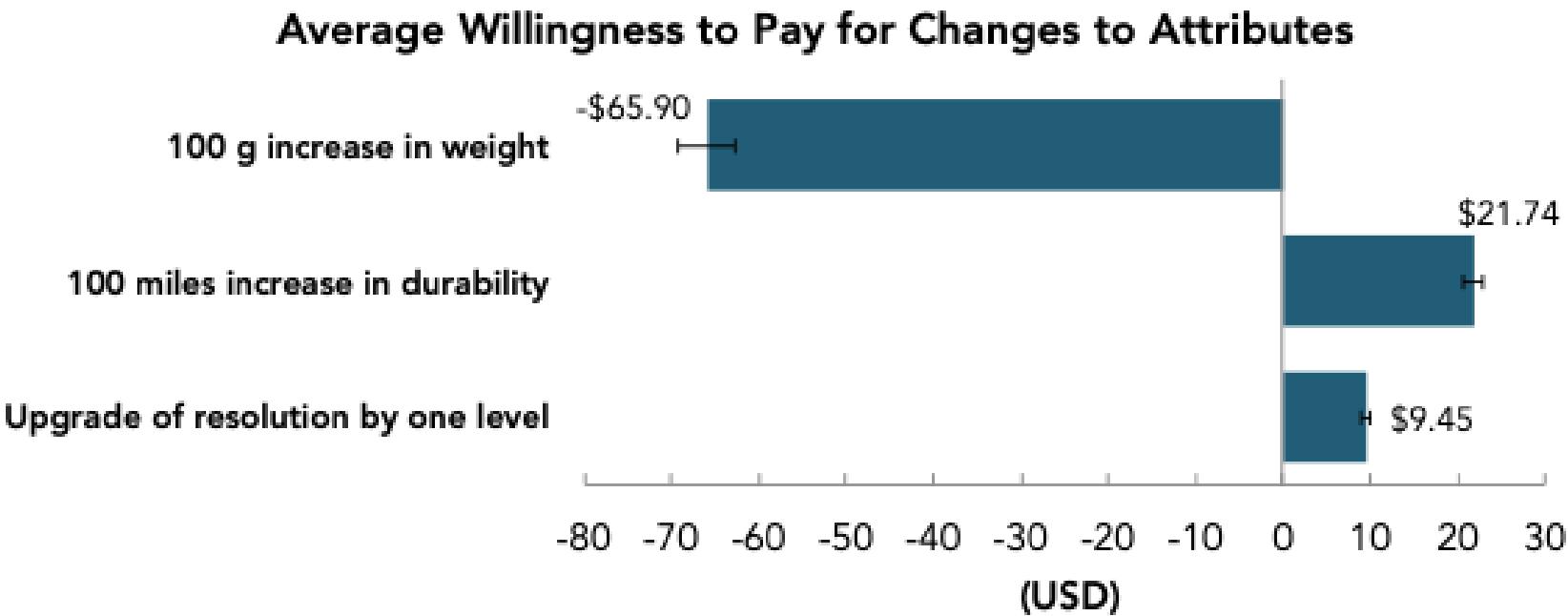
***116 respondents**

Price	\$100	\$50	NONE: I wouldn't choose any of these.
Resolution	High	Low	
Durability	Every 300 miles	Every 100 miles	
Weight	125g (4.5oz)	25g (0.9oz)	
	<input type="radio"/> TeamElastical_Random1=1	<input type="radio"/> TeamElastical_Random1=2	<input type="radio"/> TeamElastical_Random1=3

In case you forgot, here are the maps:



WEIGHT IS THE MAJOR DRIVER OF BUYING DECISIONS

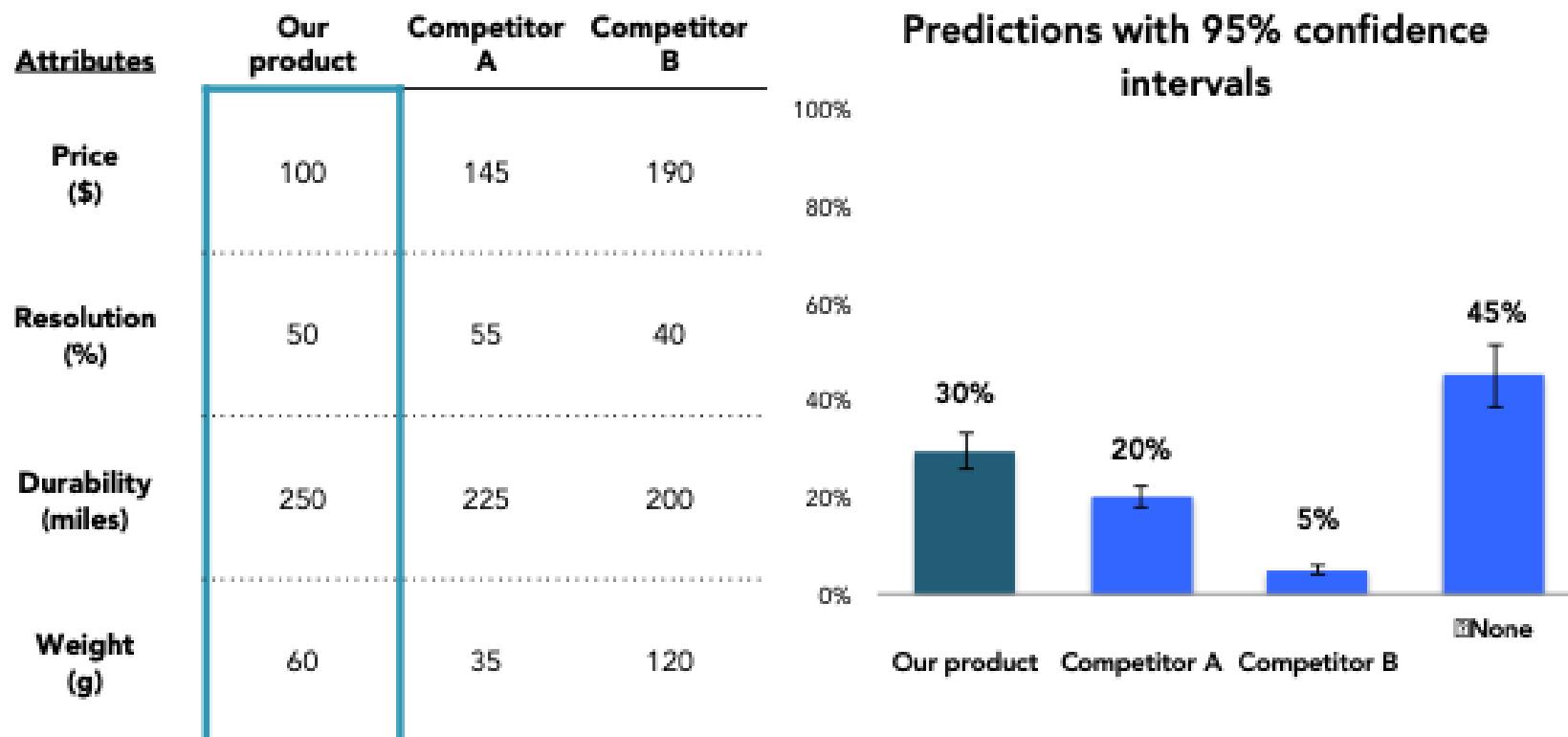


Note: 100 g is equivalent to the weight of a banana.

SIMULATED MARKET SHARE OF 30%

Hypothetical Market

Simulated Market Share



Your project starts now!

[View project Ideas](#)

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3. **Introductions**
4. Getting started with R & RStudio

BREAK: Teaming

Introduce yourself

- Preferred name
- Degree program
- Prior experience
- What do you hope to gain from this class?
- Project interests?

Break: Teaming

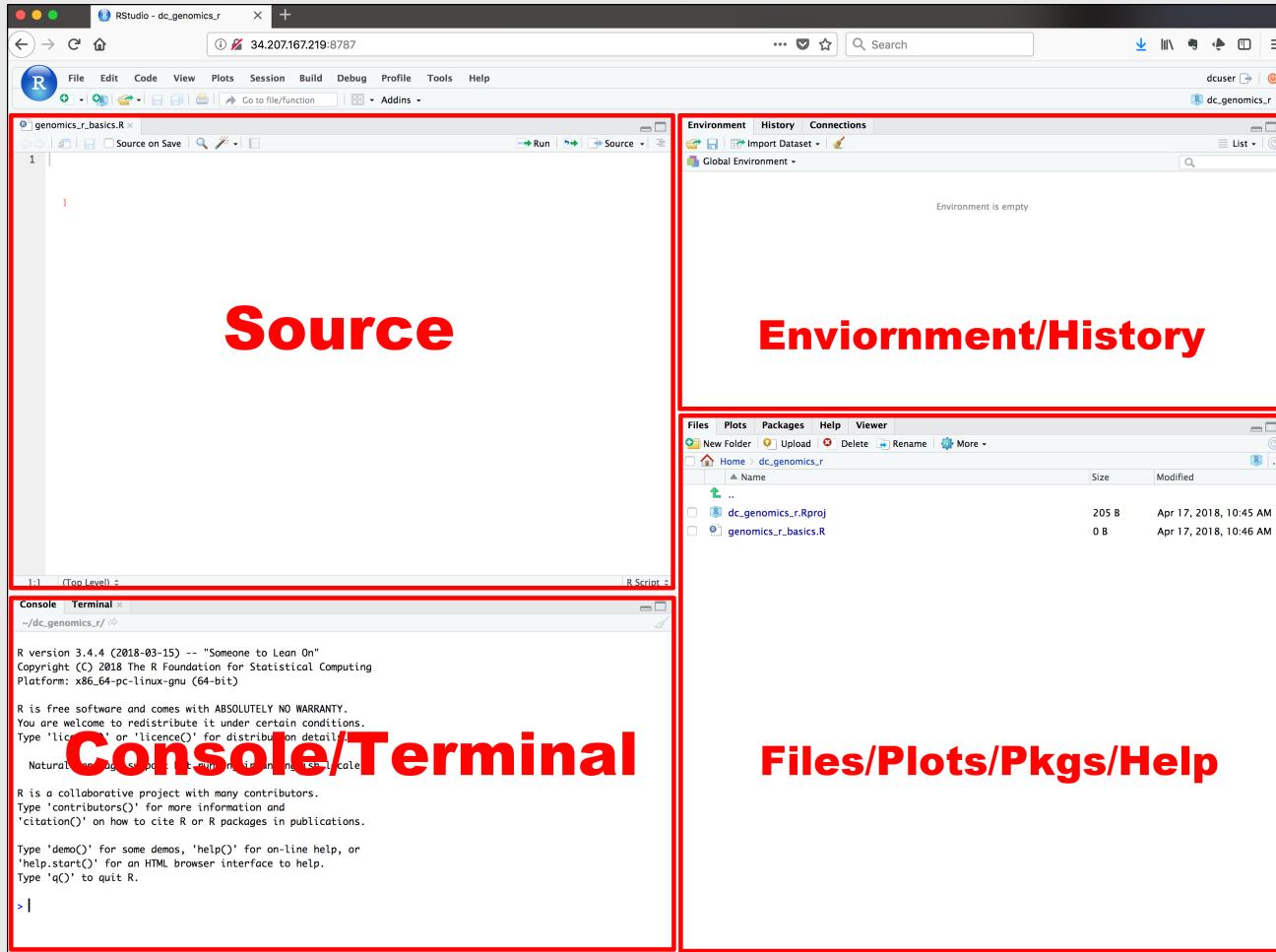
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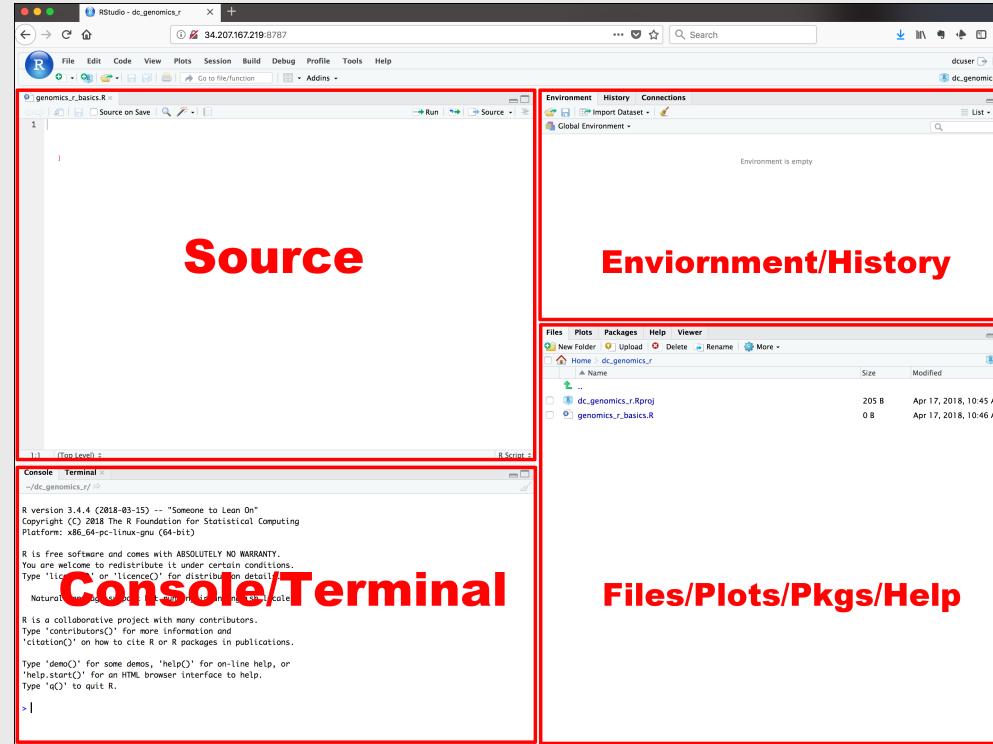
RStudio Orientation



- Know the boxes
- Customize the layout
- Customize the look
- Extra themes

Open `intro_to_R.R` file and follow along

View prior code in history pane



Use "up" arrow see previous code

Staying organized

- 1) Save your code in .R files

```
File > New File > R Script
```

- 2) Keep work in R Project files

```
File > New Project...
```

Your turn

A. Practice getting organized

1. Open RStudio and create a new R project called **week1**.
2. Create a new R script and save it as **practice.R**.
3. Open the **practice.R** file and write your answers to these questions in it.

10:00

B. Creating & working with objects

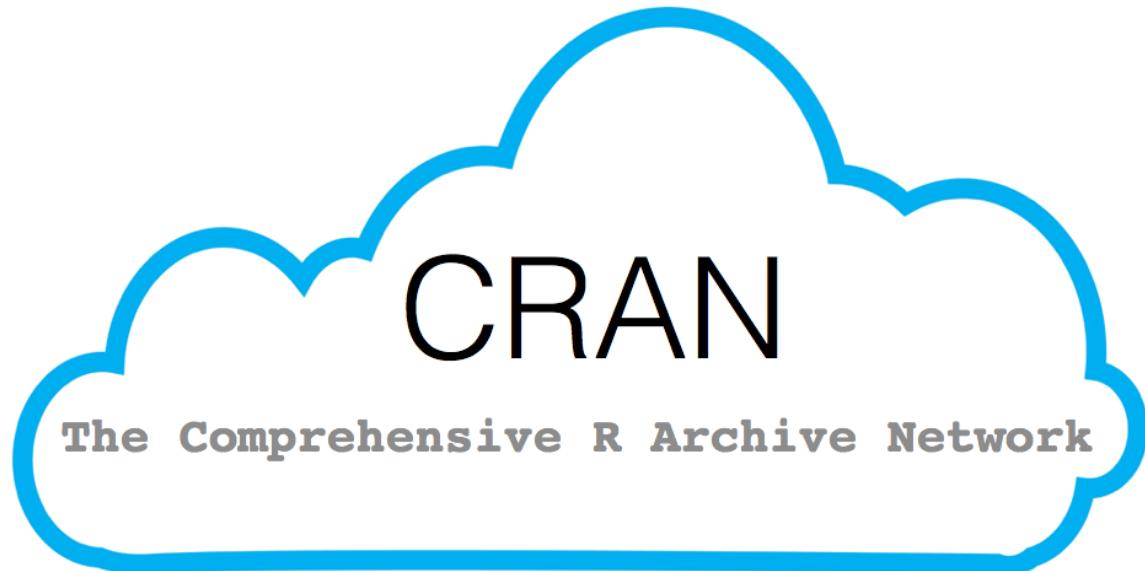
- 1). Create objects to store the values in this table:

City	Area (sq. mi.)	Population (thousands)
San Francisco, CA	47	884
Chicago, IL	228	2,716
Washington, DC	61	694

- 2) Using the objects you created, answer the following questions:

- Which city has the highest density?
- How many *more* people would need to live in DC for it to have the same population density as San Francisco?

>15,000 packages on the CRAN



Installing packages

`install.packages("packagename")`

(The package name **must** be in quotes)

```
install.packages("packagename") # This works  
install.packages(packagename)   # This doesn't work
```

You only need to install a package once!

Loading packages

`library(packagename)`: Loads all the functions in a package
(The package name *doesn't* need to be in quotes)

```
library("packagename") # This works
library(packagename)   # This also works
```

You need to *load* the package every time you use it!

Installing vs. Loading

INSTALL ONCE:

```
install.packages("light")
```



USE MANY TIMES:

```
library("light")
```



Example: **wikifacts**

Install the [Wikifacts](#) package, by Keith McNulty:

```
install.packages("wikifacts")
```

Load the package:

```
library(wikifacts) # Load the library
```

Use one of the package functions

```
wiki_randomfact()
```

```
#> [1] "Did you know that on September 17 in 1970 – The Jordanian Army commenced operations to oust Palestinian fedayeen from Jordan, in what became known as Black September (smoke rising above Amman pictured). (Courtesy of Wikipedia)"
```

Example: **wikifacts**

Now, restart your RStudio session:

Session -> Restart R

Try using the package function again:

```
wiki_randomfact()
```

```
#> Error in wiki_randomfact(): could not find function "wiki_randomfact"
```

Using only *some* package functions

You don't always have to load the whole library.

Functions can be accessed with this pattern:

`packagename::functionname()`

```
wikifacts::wiki_randomfact()
```

```
#> [1] "Here's some news from 10 May 2019. Judd Trump (pictured) wins the World Snooker  
Championship, defeating John Higgins in the final. (Courtesy of Wikipedia)"
```

If you haven't yet, install [these packages](#)

Back `intro_to_R.R` for the rest of class!