

Team Dreamline



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Agenda

- Strategic Challenge
- Mental Model
- Data & Insights
- Transformation
- Q&A

Strategic Challenge

Objective: Evaluate the tradeoff between price and various attributes and features using choice-based conjoint analysis

{ Probability of customer i choosing alternative "Cheer" among choices, "Tide", "Always", "YES", "Cheer" }

$$= P_{icheer} = \frac{e^{(U_{icheer})}}{e^{(U_{itide})} + e^{(U_{ialways})} + e^{(U_{iYES})} + e^{(U_{iCheer})}}$$



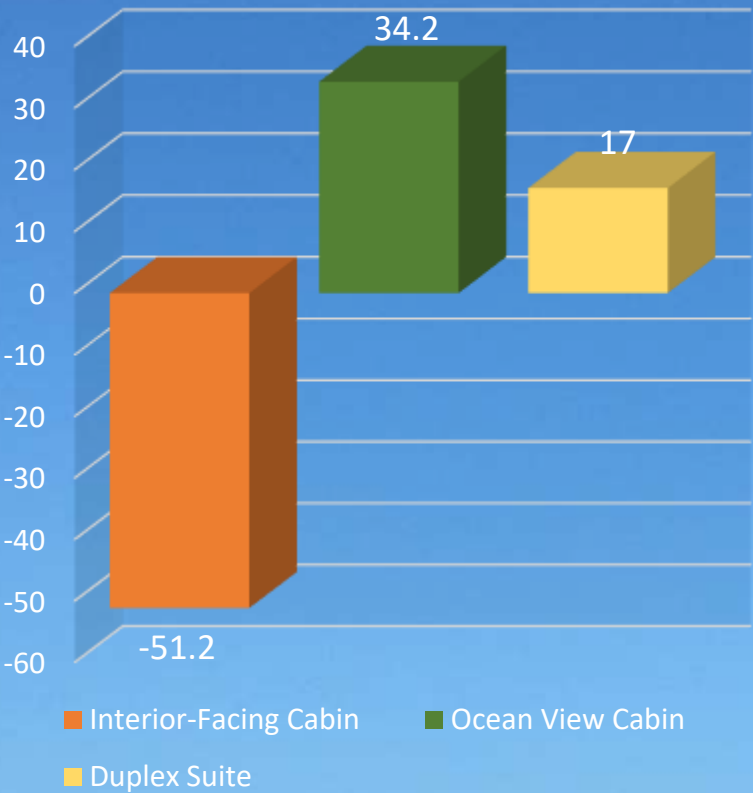
Mental Model



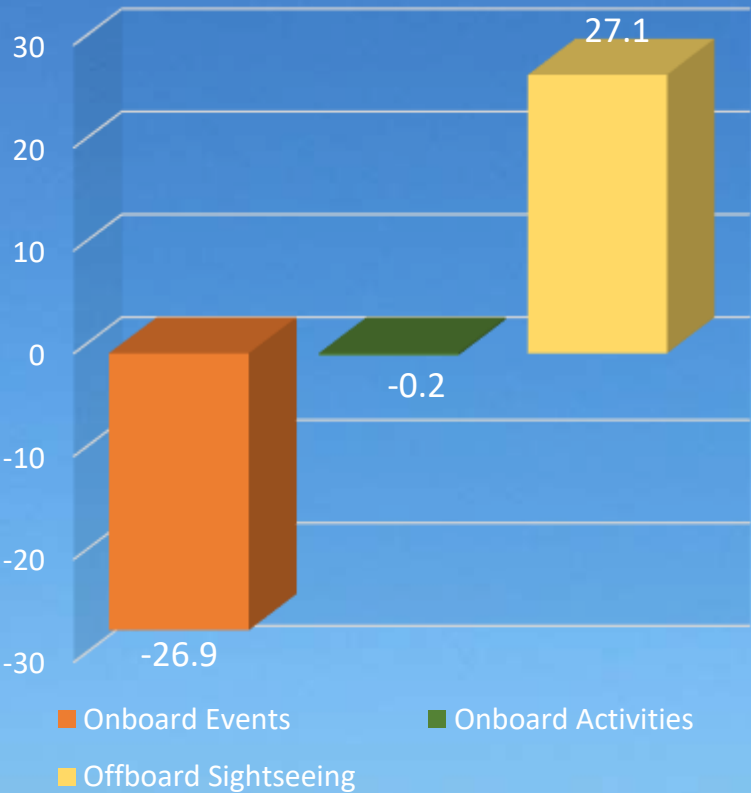
PRICE	\$250	\$950	\$1550
ROOM TYPE	Interior Facing Cabin	Ocean View Cabin	Duplex Suite
ENTERTAINMENT	Onboard Activities	Onboard Events	Offboard Sightseeing

Data & Insights

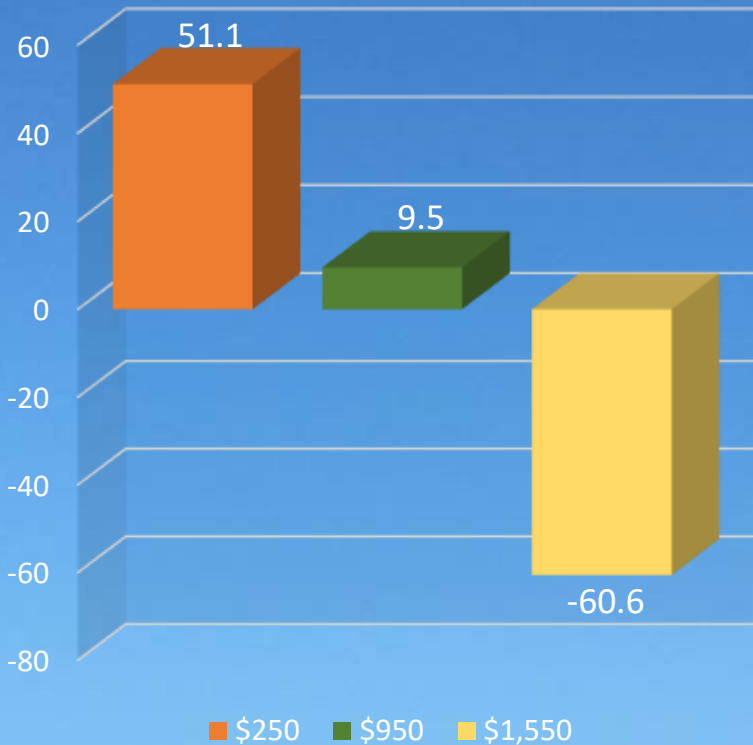
Room Type Utility



Entertainment Utility



Price Utility



Data & Insights

$$\text{Change to Offboard Sightseeing} = \$250 + \frac{(\$950 - \$250) * (U_{\text{Offboard}} - U_{\text{Onboard}})}{U_{\$950} - U_{\$250}} = \$1,184$$



$$\text{Change to Ocean View Cabin} = \$250 + \frac{(\$950 - \$250) * (U_{\text{Oceanview}} - U_{\text{Interior}})}{U_{\$950} - U_{\$250}} = \$1,689$$



..... **Baseline**

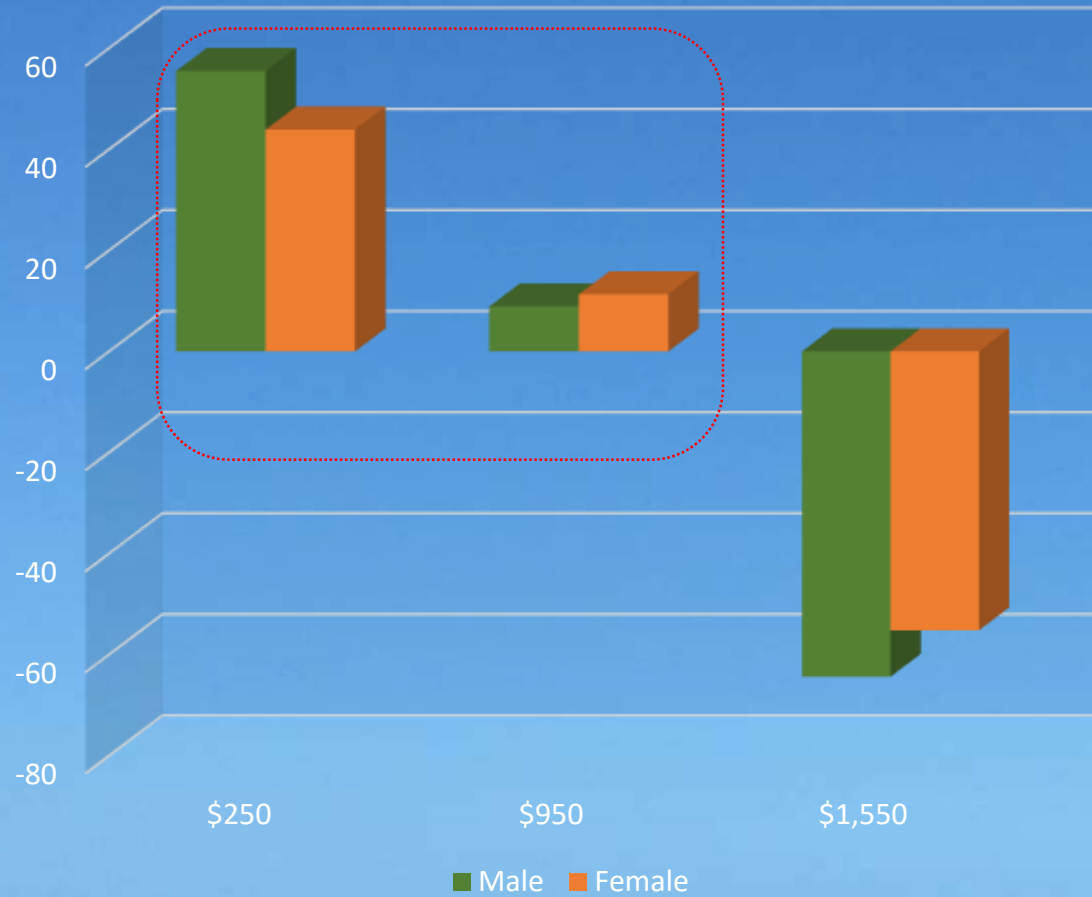
\$250

Interior Facing Cabin

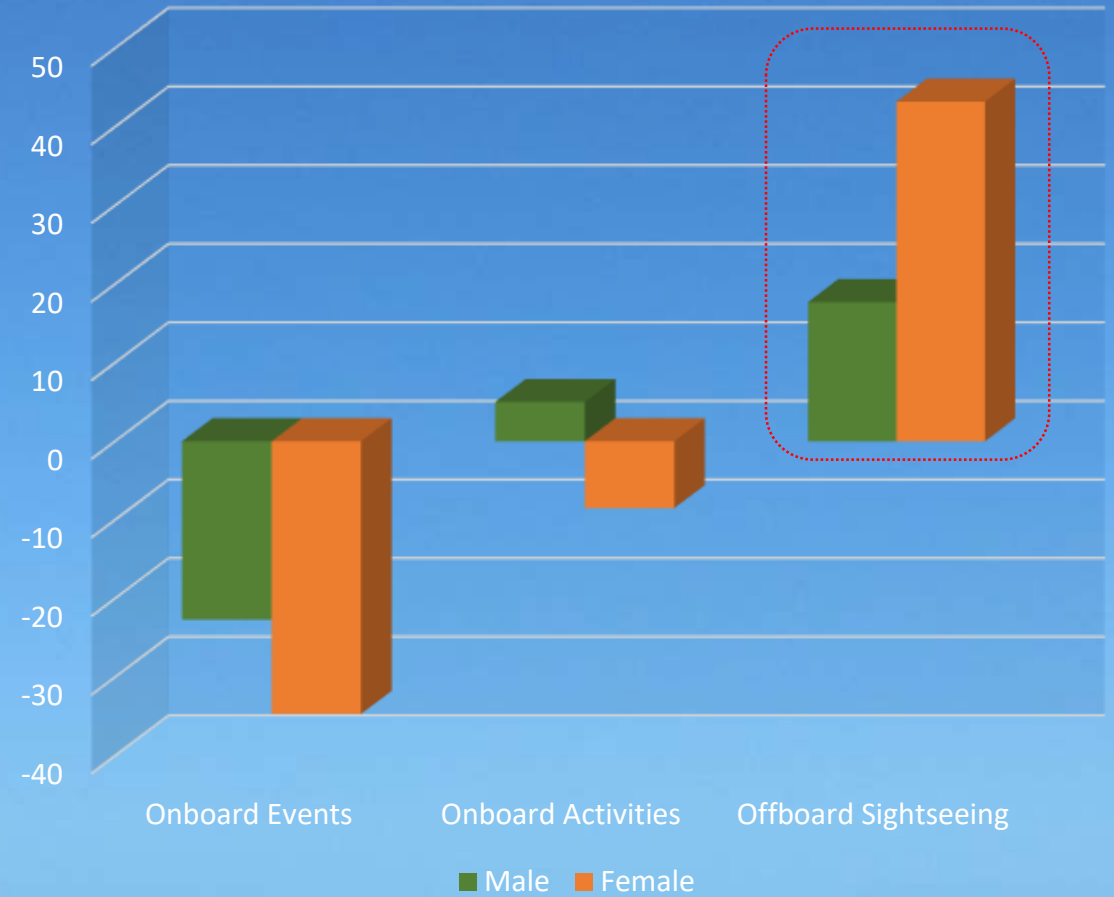
Onboard Events

Transformation

Price Utility

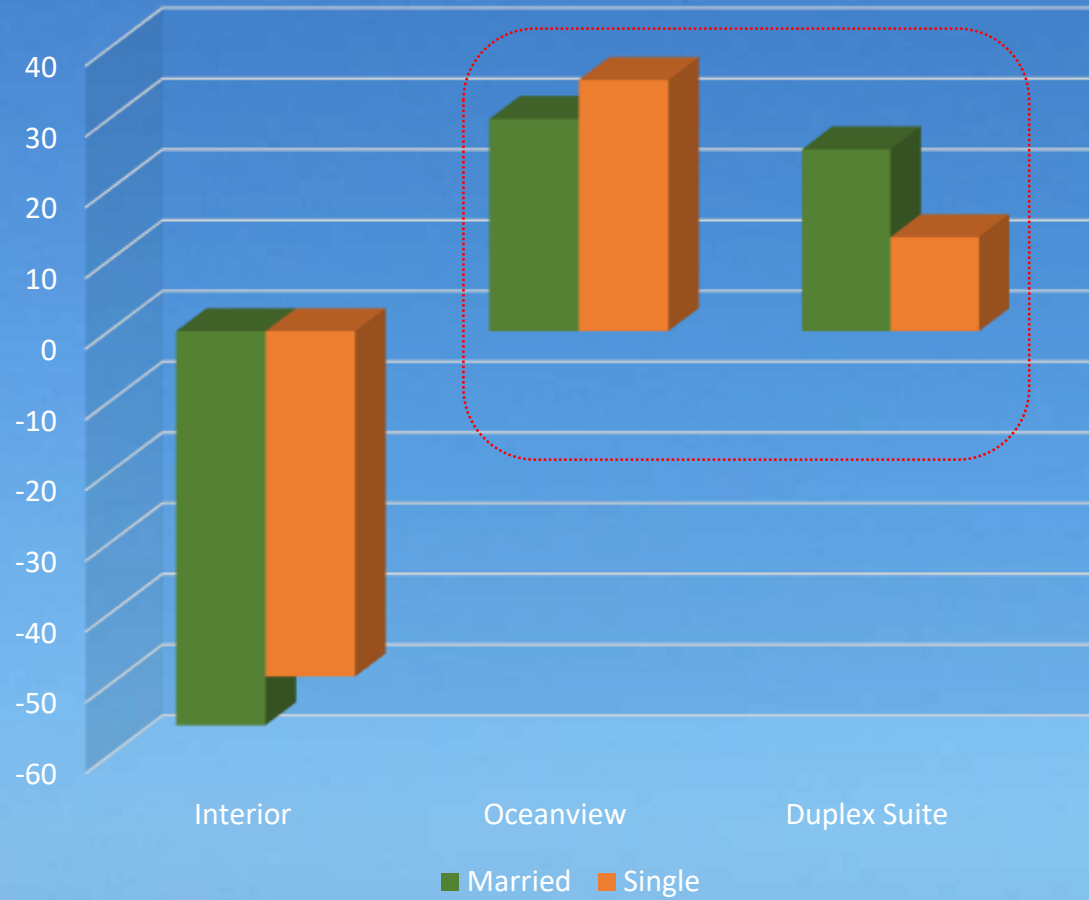


Entertainment Utility



Transformation

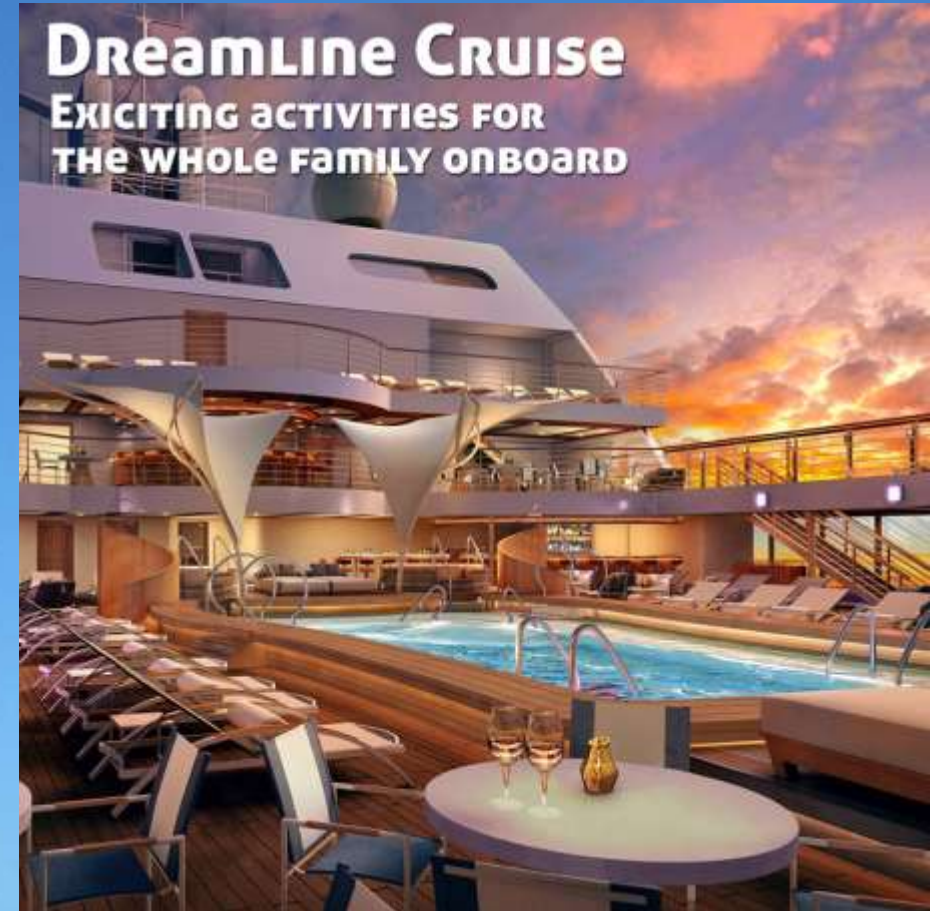
Room Type Utility



Entertainment Utility



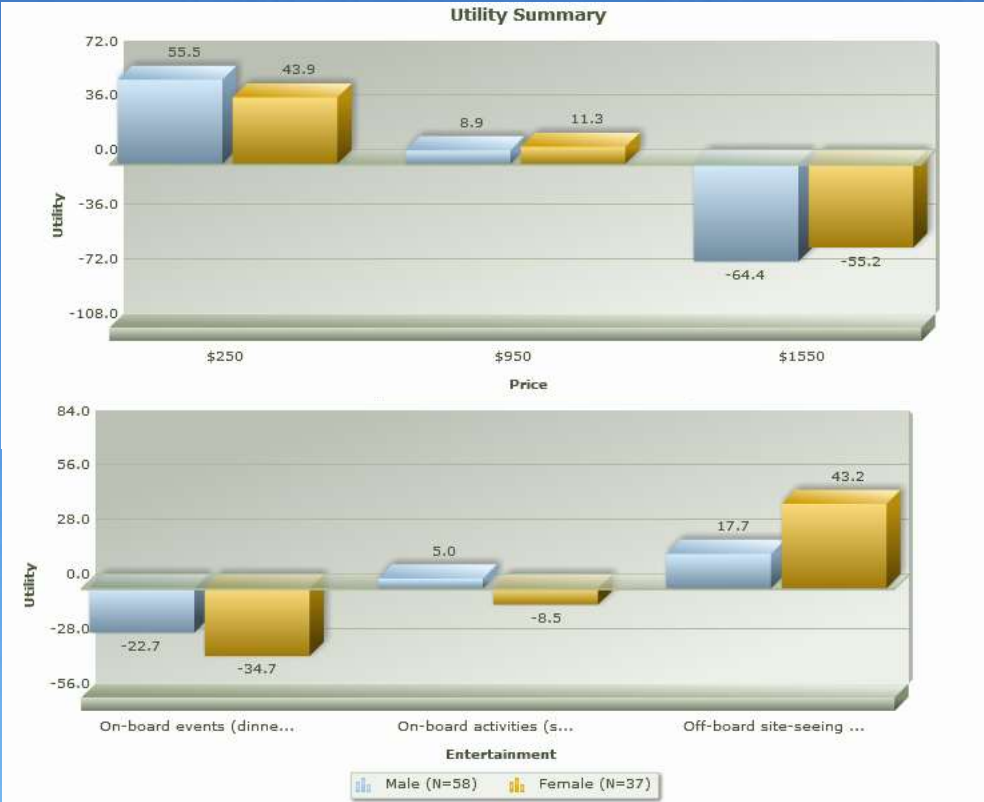
Transformation



Questions?



Appendix



Baseline	\$250.00	Interior-facing
	\$1,689.08	OceanView
	\$1,405.34	Duplex Suite
	\$712.14	Interior-facing
	\$1,184.47	Interior-facing

Onboard events	Δ Price
Onboard events	\$1,439.08
Onboard events	\$1,155.34
Onboard activities	\$462.14
Offboard sightseeing	\$934.47

Appendix

