



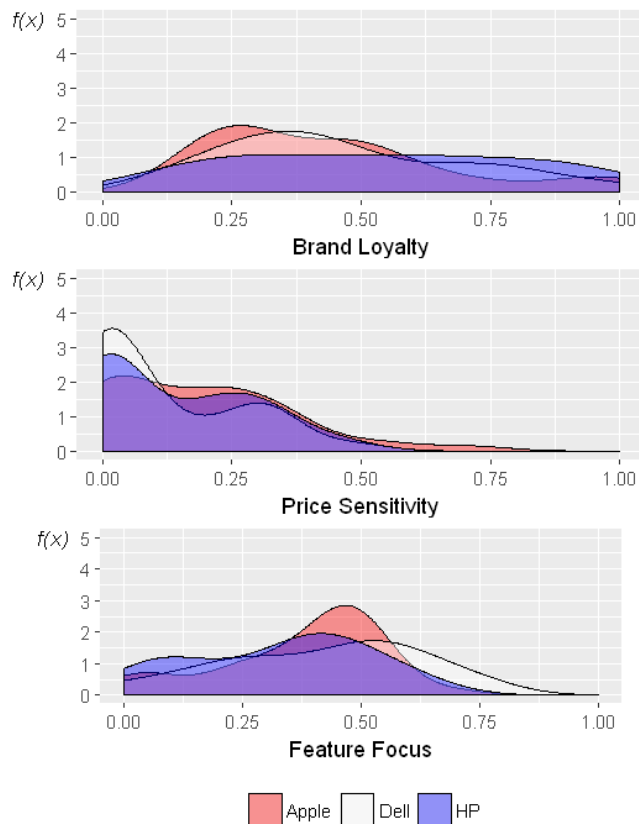
Recommendation

School of Information Studies
Syracuse University

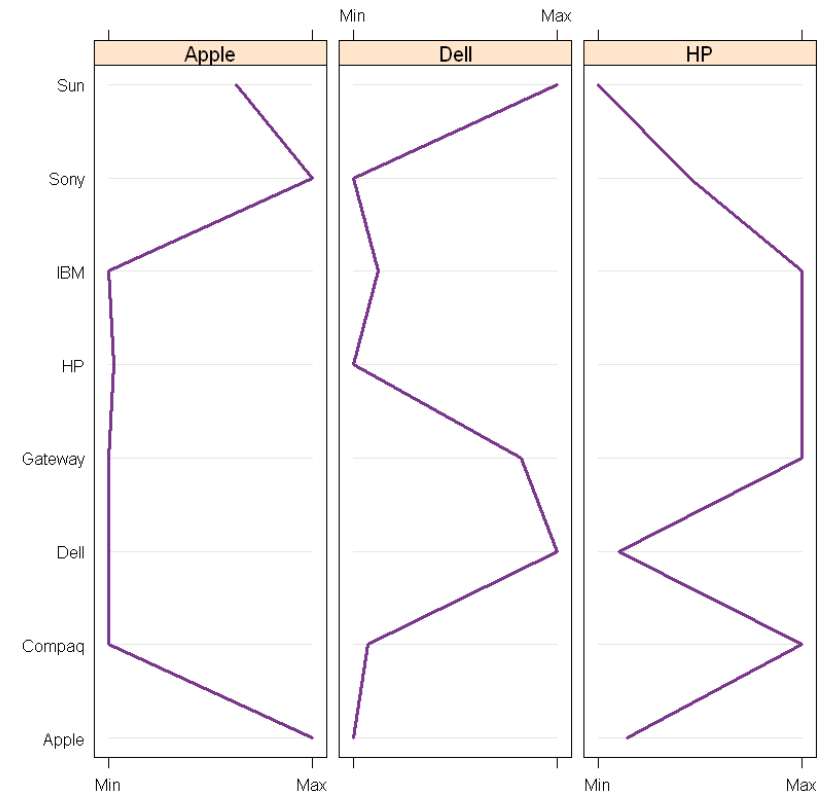
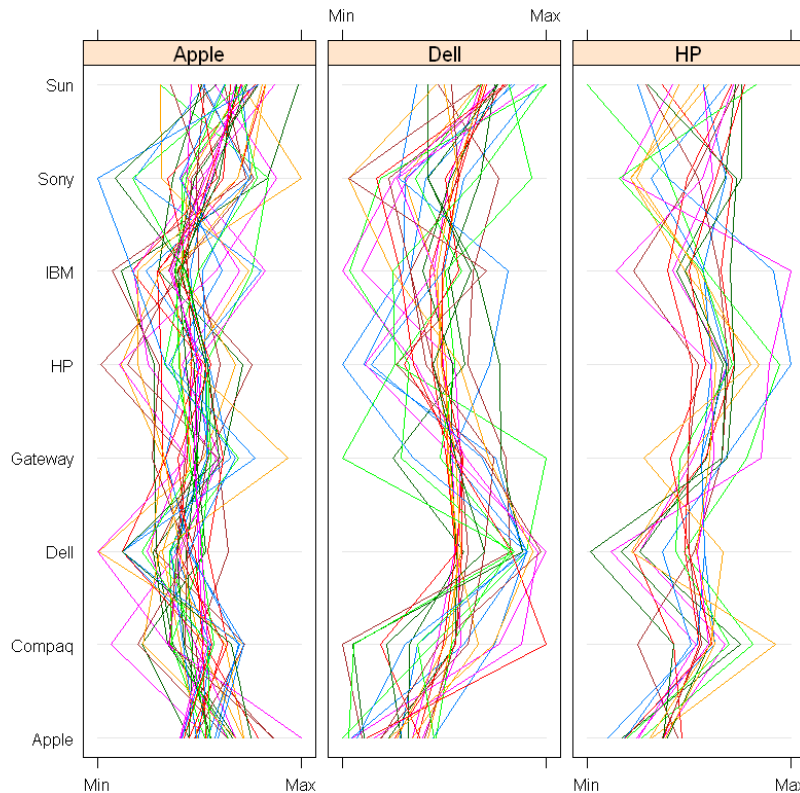
Our Challenge Was ...



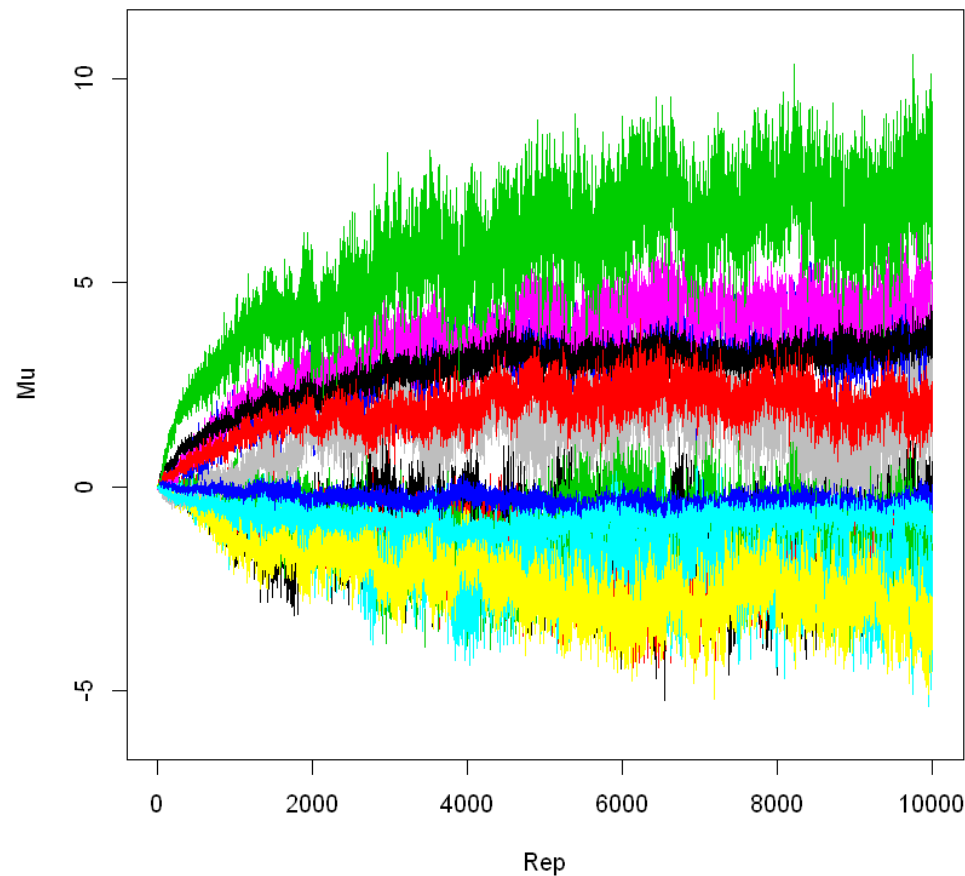
Can the Bayesian Approach Provide More Insight into Consumer Choice?



How Might Customers Switch?



Simulating Brand Preference



Recommendation

- Gaining share is a function of price
- Lowering Apple prices grows market share
- Smaller choice sets make simulations easier
- Preference/choice /sales /shares

