HackUSU 2026 Marketing Analytics Track

In the HackUSU Marketing Analytics Track, you'll apply statistics, economics, and psychology in this product development and pricing competition.

- Learn how to use conjoint, a survey-based experimental approach common in marketing and public policy.
- Use discrete choice models to predict and optimize for the success of a new product or service.

Case

Red Button Vintage Creamery, a local confectionary, is considering an expansion to its current product line, which currently includes ice cream, pie, candy, popcorn, and cookies. Their goal is to add one or more products that will increase overall market share by bringing in new customers, specifically from the college student segment.

Your team is tasked to use conjoint analysis to develop and price one or more new products for Red Button Vintage Creamery that addresses their goal. Specifically, you'll need to:

1. Conduct exploratory research on existing offerings in the category.
2. Specify an attributes and levels grid that captures the new and existing products.
3. Use Sawtooth Software's Discover tool to design a survey, including the conjoint.
4. Collect data from the college student segment (i.e., fellow HackUSU participants in-person and via email).
5. Analyze and report on your findings and recommendations in a presentation.

While the conjoint analysis won't be able to account for every possible product feature, focus on the essentials for college students. This may include attributes like location and loyalty discounts. To help facilitate data collection, send a link to your survey to marc.dotson@usu.edu for emailed distribution to fellow HackUSU participants.

Workshops

The track will be supported by three workshops:

1. "When Everything Is Important, Nothing Is: When We Force People to Make Tradeoffs, We Learn What is Most Important to Them" where you'll learn how to use Sawtooth Software's Discover tool to design an experiment, collect data, and analyze results.

2. “Modeling Conjoint Analysis: An Introduction to the Hierarchical Bayesian Multinominal Logit” where you’ll learn more about what’s happening behind the scenes in Sawtooth Software’s Discover tool.
3. “Mastering Prompts: Spark Innovation in One Hour” where you’ll focus on AI prompts.

Rubric

Judges will evaluate your presentations using the following rubric:

On a scale from 1 to 10 (1 being Poor and 10 being Excellent) rate how each group did on the following expectations for their presentation.

Criteria	*Rating*	*Feedback*
Explaining the business problem		
Providing an executive summary		
Specifying relevant attributes/levels		
Utilizing the market simulator		
Professionalism		
Total		

Marketing Analytics Club

If you are a Utah State student and want to learn more about marketing analytics, join the Marketing Analytics Club! We are organized as part of DAISSA using Microsoft Teams: