Enginius

Conjoint Analysis

Juan David Roldan Ruiz, Universidad de los Andes

Report preference partworths

Summary

	Average	Std dev.	Minimum	Maximum
Small Suite	20.3	12.3	0.0	47.0
Large Room	5.5	10.7	0.0	33.0
Room Office	13.4	10.3	0.0	34.0
Internet access	8.4	7.4	0.0	21.0
Speaker phone	15.0	11.8	0.0	30.0
Room fax	9.2	9.7	0.0	27.0
Exercise room	5.3	5.2	0.0	13.0
Pool	5.2	7.7	0.0	21.0
Exercise room + Pool	11.2	5.4	4.0	21.0
Shoe shine	5.8	7.8	0.0	22.0
Tape library	6.9	5.4	0.0	14.0
Fruit and cheese	13.4	13.1	0.0	33.0
Newspaper	14.2	6.6	0.0	21.0
Restaurant	10.3	9.0	0.0	23.0
No Restaurant	3.8	6.9	0.0	17.0

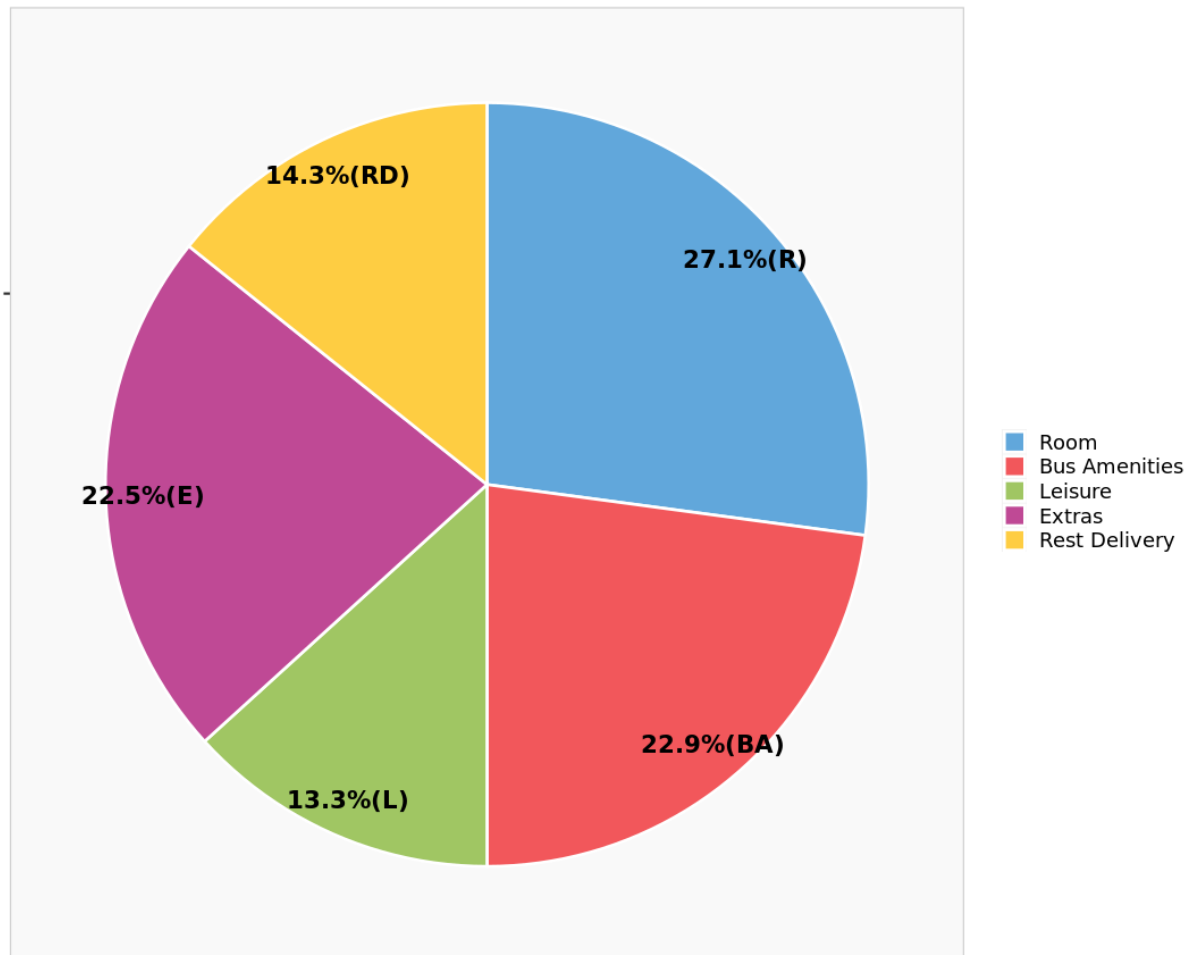**Preference partworths**. Average and standard statistics for preference partworths.

Average preference partworths
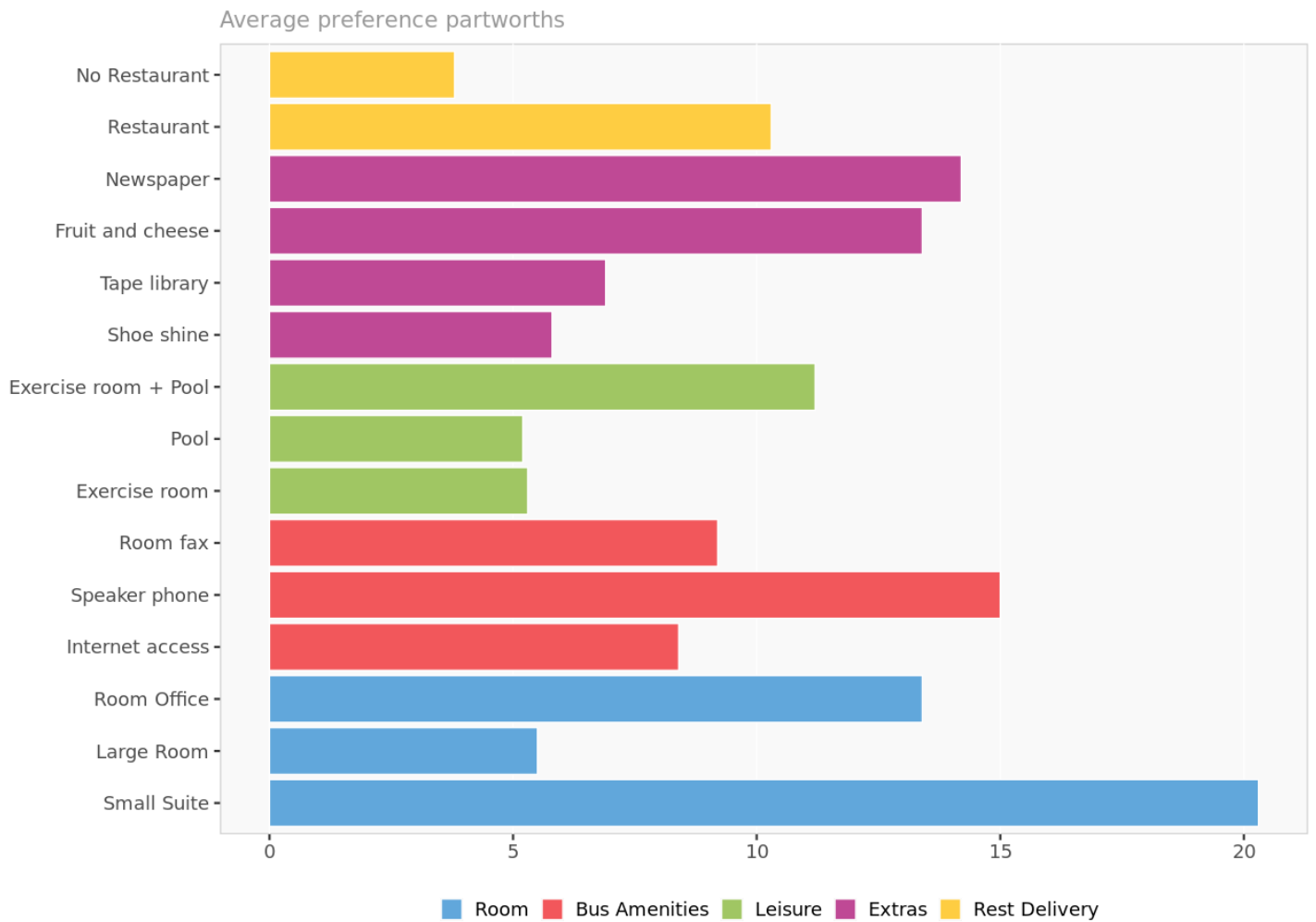
Preference partworths. Average preference partworths for each attribute level.

Attribute importance

Attribute importance

Attribute importance. Reports the maximum level value for each attribute, reflecting the relative importance of each attribute in driving preferences.

Detailed preference partworths

	Small Suite	Large Room	Room Office	Internet access	Speaker phone	Room fax	Exercise room	Pool	Exercise room + Pool	Shoe shine	Tape library	Fruit and cheese	Newspaper	Restaurant	No Restaurant
1	47.00	0.00	20.00	0.00	21.00	10.00	12.00	0.00	16.00	10.00	0.00	8.00	11.00	5.00	0.00
2	23.00	0.00	7.00	0.00	15.00	9.00	7.00	0.00	9.00	0.00	5.00	32.00	0.00	21.00	0.00
3	18.00	0.00	12.00	3.00	30.00	0.00	4.00	0.00	14.00	0.00	7.00	0.00	21.00	0.00	17.00
4	20.00	0.00	16.00	0.00	10.00	27.00	8.00	0.00	10.00	0.00	12.00	8.00	20.00	23.00	0.00
5	21.00	10.00	0.00	12.00	26.00	0.00	0.00	21.00	21.00	3.00	9.00	0.00	18.00	14.00	0.00
6	8.00	0.00	22.00	13.00	25.00	0.00	0.00	12.00	6.00	22.00	11.00	0.00	15.00	0.00	16.00
7	16.00	33.00	0.00	16.00	0.00	10.00	13.00	0.00	10.00	0.00	11.00	33.00	18.00	0.00	5.00
8	24.00	0.00	13.00	10.00	23.00	0.00	0.00	14.00	4.00	8.00	0.00	24.00	12.00	15.00	0.00
9	0.00	12.00	34.00	9.00	0.00	22.00	0.00	5.00	6.00	15.00	0.00	22.00	8.00	7.00	0.00
10	26.00	0.00	10.00	21.00	0.00	14.00	9.00	0.00	16.00	0.00	14.00	7.00	19.00	18.00	0.00

Preference partworths (excerpt).

Simulations with existing products

Existing products

|	Room	Bus Amenities	Leisure	Extras	Rest Delivery
Courtyard by Marriott	Small Suite	Speaker phone	Exercise room + Pool	Newspaper	Restaurant
Nittany Lion Inn	Large Room	Speaker phone	Exercise room	Newspaper	Restaurant
Atherton Hilton	Large Room	Speaker phone	Exercise room	Tape library	No Restaurant
Toftrees	Small Suite	Speaker phone	Exercise room + Pool	Newspaper	No Restaurant

Existing products. Characteristics of products already in the marketplace.

Predicted market shares

The decision rule applied to predict market shares is the first-choice rule.

	Courtyard by Marriott	Nittany Lion Inn	Atherton Hilton	Toftrees
Predicted	60.0%	20.0%	0.0%	20.0%

Predicted market shares.
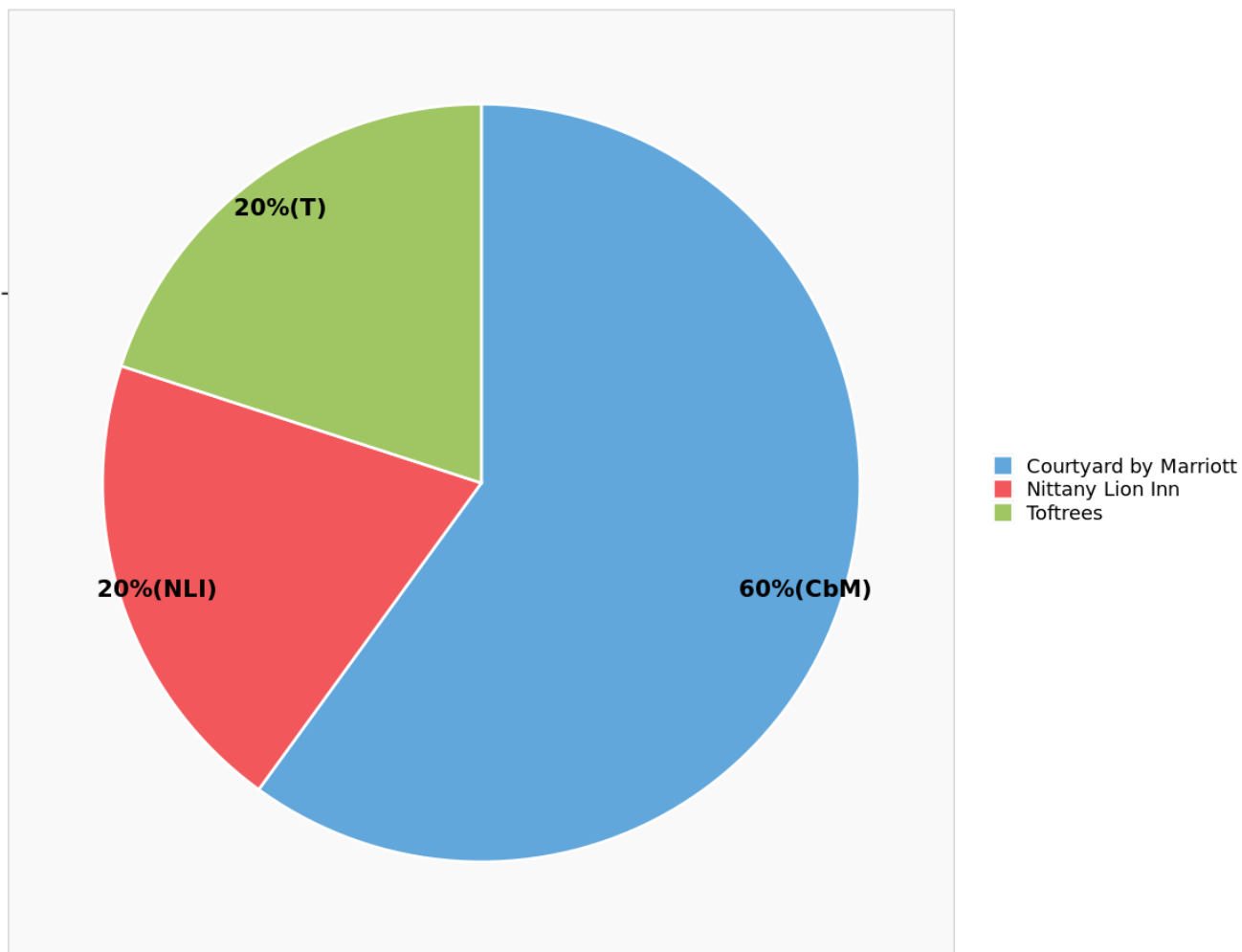
Predicted market shares.

Detailed predictions

	Courtyard by Marriott	Nittany Lion Inn	Atherton Hilton	Toftrees	Courtyard by Marriott	Nittany Lion Inn	Atherton Hilton	Toftrees
1	100	49	33	95	100.0%	0.0%	0.0%	0.0%
2	68	43	27	47	100.0%	0.0%	0.0%	0.0%
3	83	55	58	100	0.0%	0.0%	0.0%	100.0%
4	83	61	30	60	100.0%	0.0%	0.0%	0.0%
5	100	68	45	86	100.0%	0.0%	0.0%	0.0%
6	54	40	52	70	0.0%	0.0%	0.0%	100.0%
7	44	64	62	49	0.0%	100.0%	0.0%	0.0%
8	78	50	23	63	100.0%	0.0%	0.0%	0.0%
9	21	27	12	14	0.0%	100.0%	0.0%	0.0%
10	79	46	23	61	100.0%	0.0%	0.0%	0.0%

Detailed predictions (excerpt). Detail of choice predictions, among existing products.

Simulations with new products

New products

	Room	Bus Amenities	Leisure	Extras	Rest Delivery
Professional 1	Room Office	Internet access	Exercise room	Fruit and cheese	No Restaurant
Professional 2	Small Suite	Room fax	Exercise room	Tape library	Restaurant
Tourist	Large Room	Speaker phone	Exercise room + Pool	Tape library	Restaurant
Deluxe	Room Office	Speaker phone	Exercise room + Pool	Fruit and cheese	Restaurant

**New products**. Characteristics of new products potentially introduced in the marketplace.

Predicted market shares and revenue

|	Courtyard by Marriott	Nittany Lion Inn	Atherton Hilton	Toftrees	New product	Revenue per unit	Weighted revenue
Base predictions	60.0%	20.0%	0.0%	20.0%	N/A	N/A	N/A
...with Professional 1	60.0%	0.0%	0.0%	20.0%	20.0%	$ 96.0	$ 19.2
...with Professional 2	40.0%	10.0%	0.0%	20.0%	30.0%	$ 97.0	$ 29.1
...with Tourist	60.0%	20.0%	0.0%	20.0%	0.0%	$ 94.0	$ 0.0
...with Deluxe	40.0%	10.0%	0.0%	20.0%	30.0%	$ 89.5	$ 26.9

Simulation results. Predicted market shares, revenue per unit, and weighted revenue (i.e., revenue per unit multiplied by predicted market shares) for each new product.
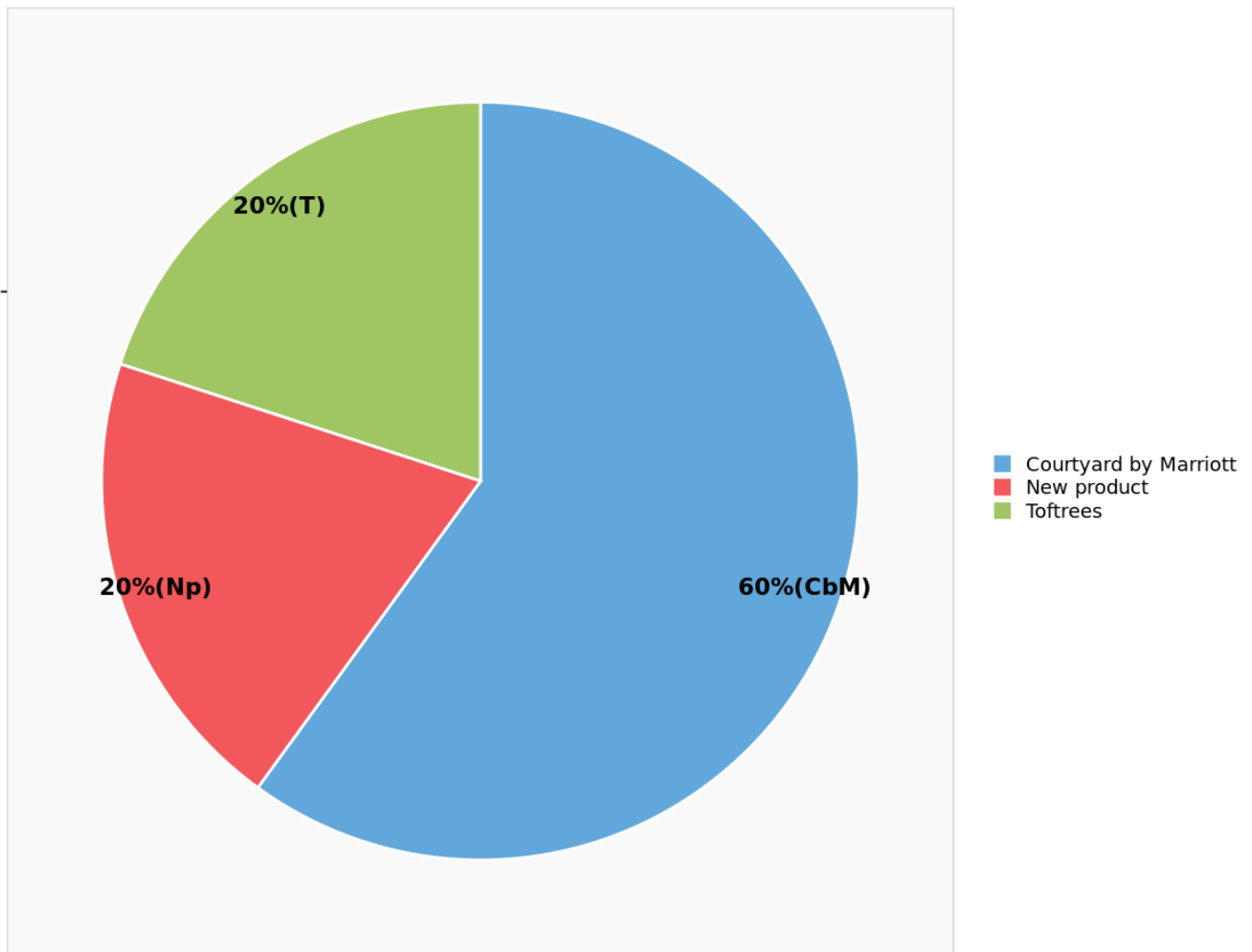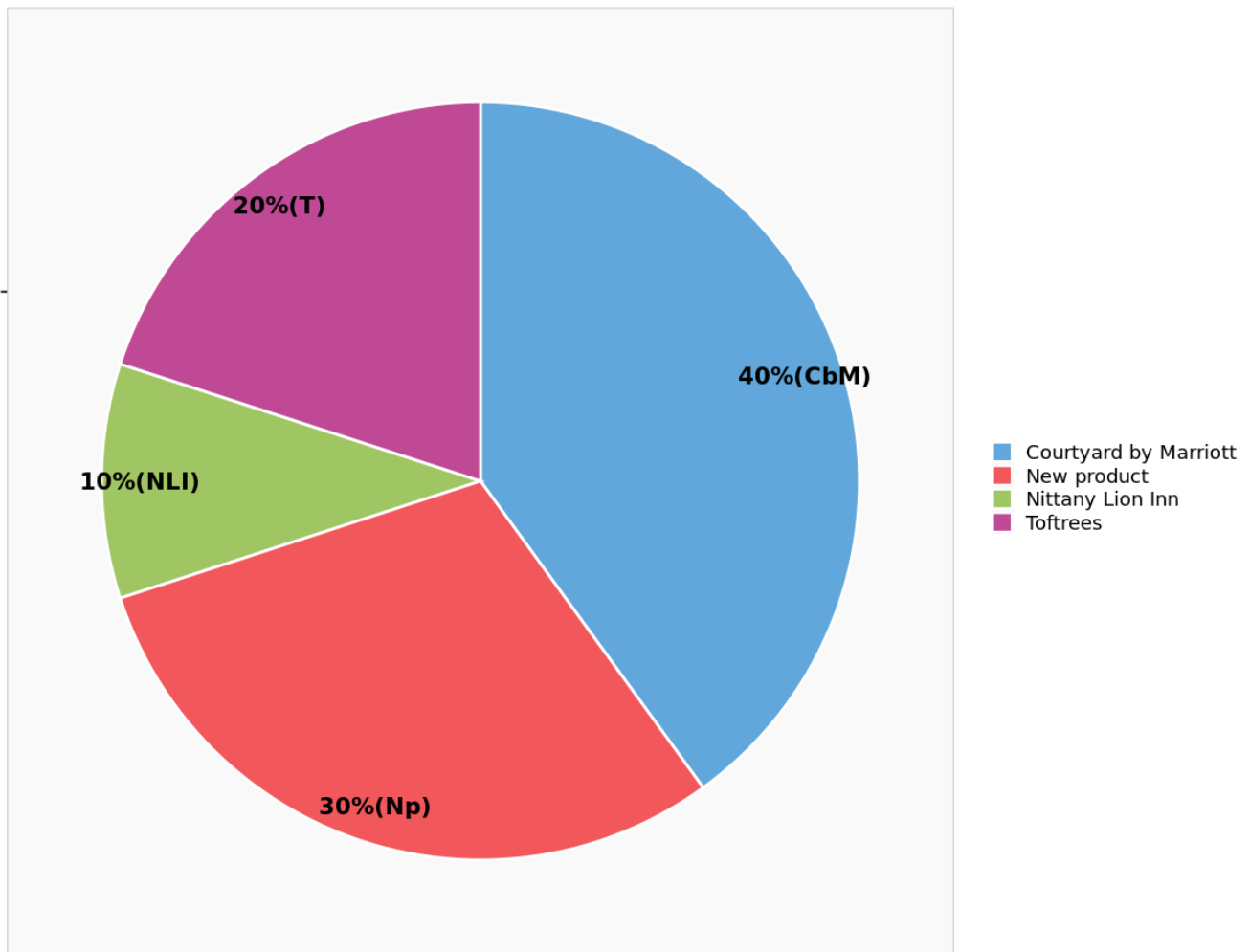
Predicted market shares ...with Professional 1.
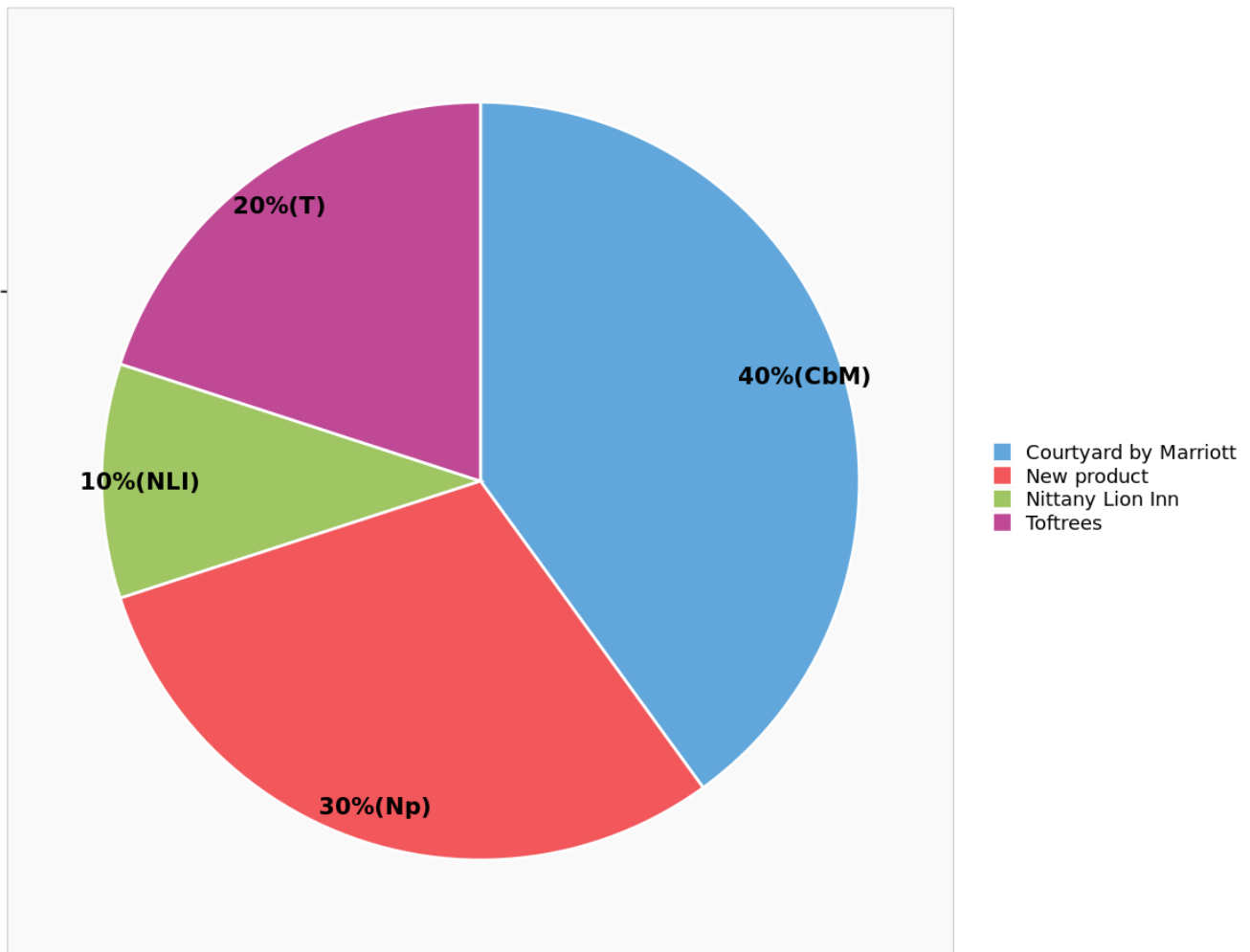
Predicted market shares ...with Professional 2.
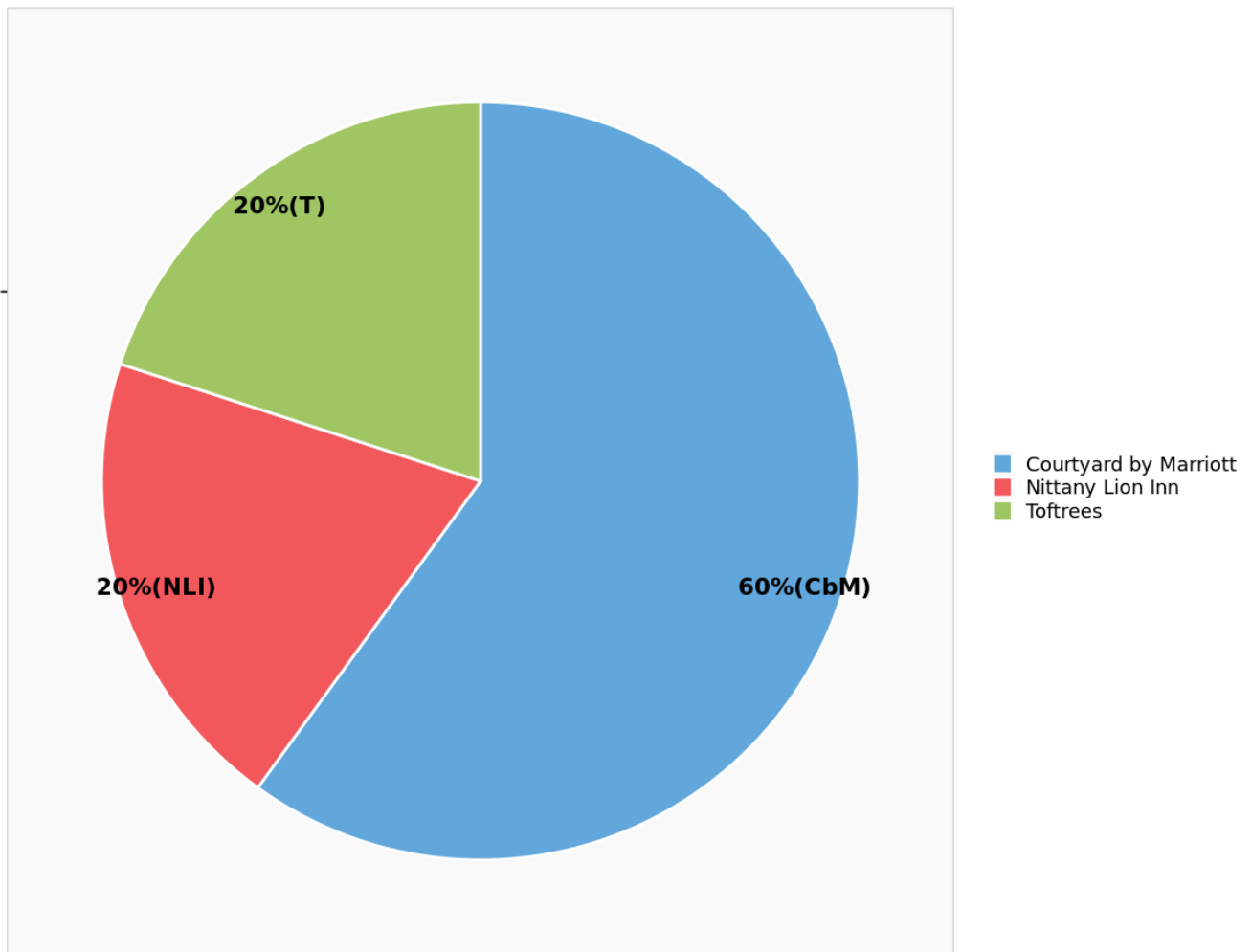
Predicted market shares ...with Tourist.

Predicted market shares ...with Deluxe.