MIS 584 Assignment: Conjoint Analysis

**You will complete this assignment with your partner (i.e., groups of two students).**

This assignment is OPTIONAL. If you complete and submit it, its score will substitute for the lowest quiz or assignment score that you have earned this semester.

This assignment is developed based on the following case:

Case title: Hyrule Cinemas: Pricing Movies and Popcorn

Authors: Mehmet Begen; Robert Cianfarani

Publisher: Ivey Publishing

Product #: W14214-PDF-ENG

Publication date: June 11, 2014

You can buy the pdf file of the case if you want to; however, since in this assignment you are working only on a portion of the case, you do not have to buy it.

**Assignment description:**

Hyrule Cinemas is losing business at a rapid race. Therefore, they have decided to make some changes to their business to improve their performance. The first step to improve their business is to understand what their customers want or desire. To do so, they have administered a survey to 21 individuals to understand customer preferences with regard to size of theater, current movie selection, and location of theater. Size of theater could be small, medium or large. Movie selection could be all current movies, some current movies, and only current popular movies. Finally, they could move the theater to a mall, a plaza, or a standalone location. They collected 21 responses to the survey questions. The Excel file uploaded on Canvas contains the responses. Using that file, conduct a conjoint analysis to determine:

1. To what extent each attribute is important to the respondents? Explain.
2. For each attribute, which levels/values do the respondents prefer the most and the least? Explain.
3. What are the managerial implications of these results? In other words, what actions would you recommend the manager of Hyrule Cinemas to take to improve their business performance?

**What to submit**: Each 2-person group must turn in answers to the questions in the form of a Word document submitted to Canvas. In the Word document, clearly explain what techniques, software packages, or statistical languages did you use to run the analysis and answer the questions. Provide the code if applicable.

Additionally, an Excel file with three worksheets (raw data, conjoint data, and regression results) should be submitted along with the word document. The content and structure of the worksheets should be similar to the one that we worked on in class (the Excel file for iPhone, which is uploaded on Canvas).

Make sure to include your name in both Word and Excel files. You have nearly two weeks to complete this assignment. Therefore, it will be due at 5:00pm November 20th.