Enginius

Conjoint Analysis

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Conjoint options

Options selected

Option	Selection
Estimation method	Estimated from ratings (short format)
Incremental revenue	No
Current market shares	No
Restrict levels	No
Run simulations	Yes
Type of simulation	With optimal products
Decision Rule	First-choice
Date and time	2024-06-25 23:46:25 UTC

Options selected.

Data description

	Data	Number of Rows	Number of columns	Column names
1	Conjoint design data	3	6	\, Premium, Coverage Amount, Term Length, Investment Component, ...
2	Ratings data (short format)	42	16	\, Profile 1, Profile 2, Profile 3, Profile 4, ...
3	Rating profiles data (short format)	5	16	\, Profile 1, Profile 2, Profile 3, Profile 4, ...
4	Existing product profiles	3	6	\, Premium, Coverage Amount, Term Length, Investment Component, ...

Data description.
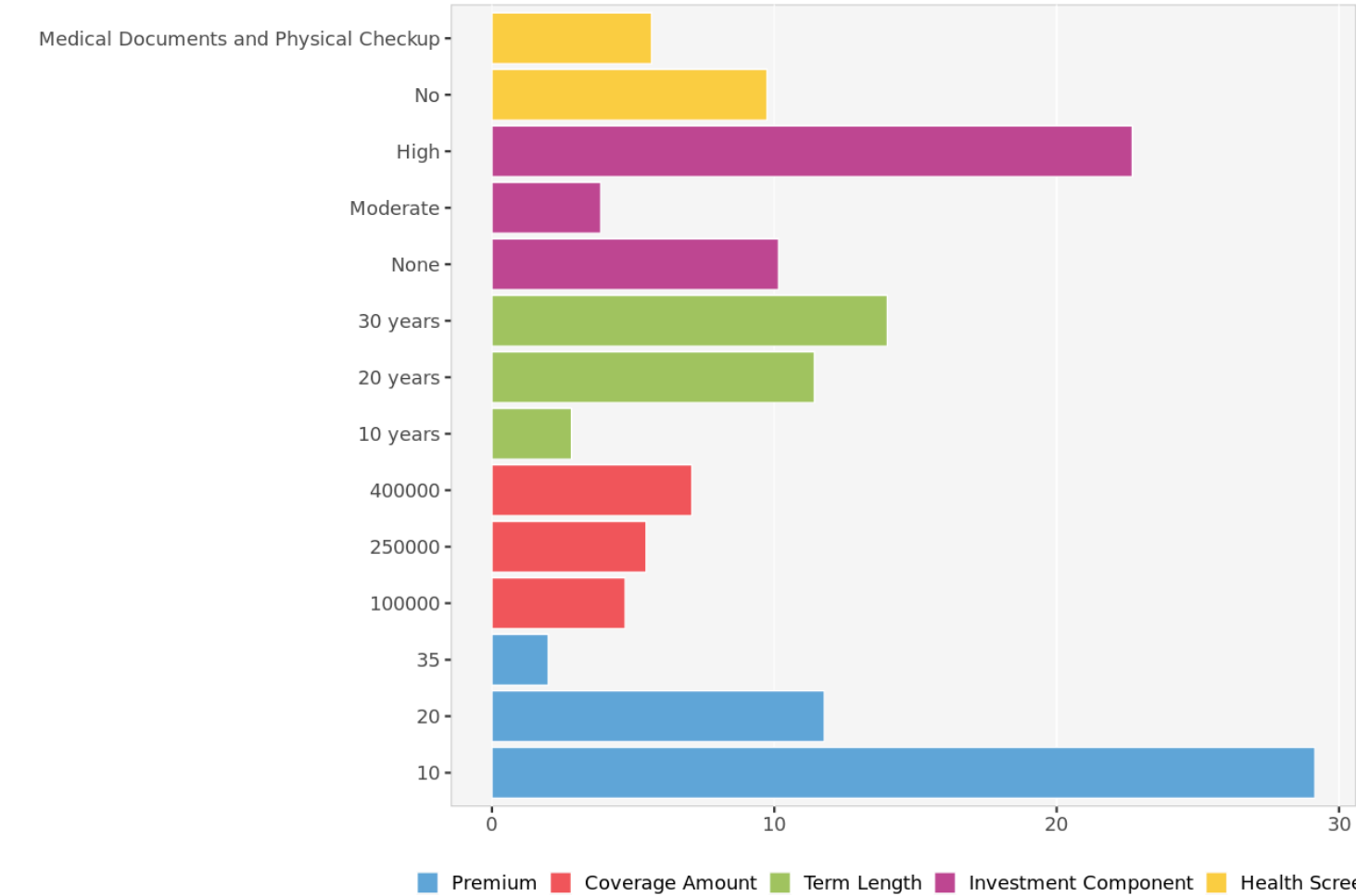
Report preference partworths

Summary

	Average	Std dev.	Minimum	Maximum
10	29.1	14.6	0.0	59.9
20	11.8	8.7	0.0	26.3
35	2.0	4.2	0.0	13.6
100000	4.7	6.4	0.0	31.4
250000	5.5	6.1	0.0	19.6
400000	7.1	8.2	0.0	27.6
10 years	2.8	5.8	0.0	20.4
20 years	11.4	6.4	0.0	24.3
30 years	14.0	11.0	0.0	31.9
None	10.2	10.0	0.0	32.1
Moderate	3.9	7.4	0.0	29.9
High	22.7	13.3	0.0	51.5
No	9.7	14.3	0.0	48.3
Medical Documents and Physical Checkup	5.7	8.1	0.0	30.9

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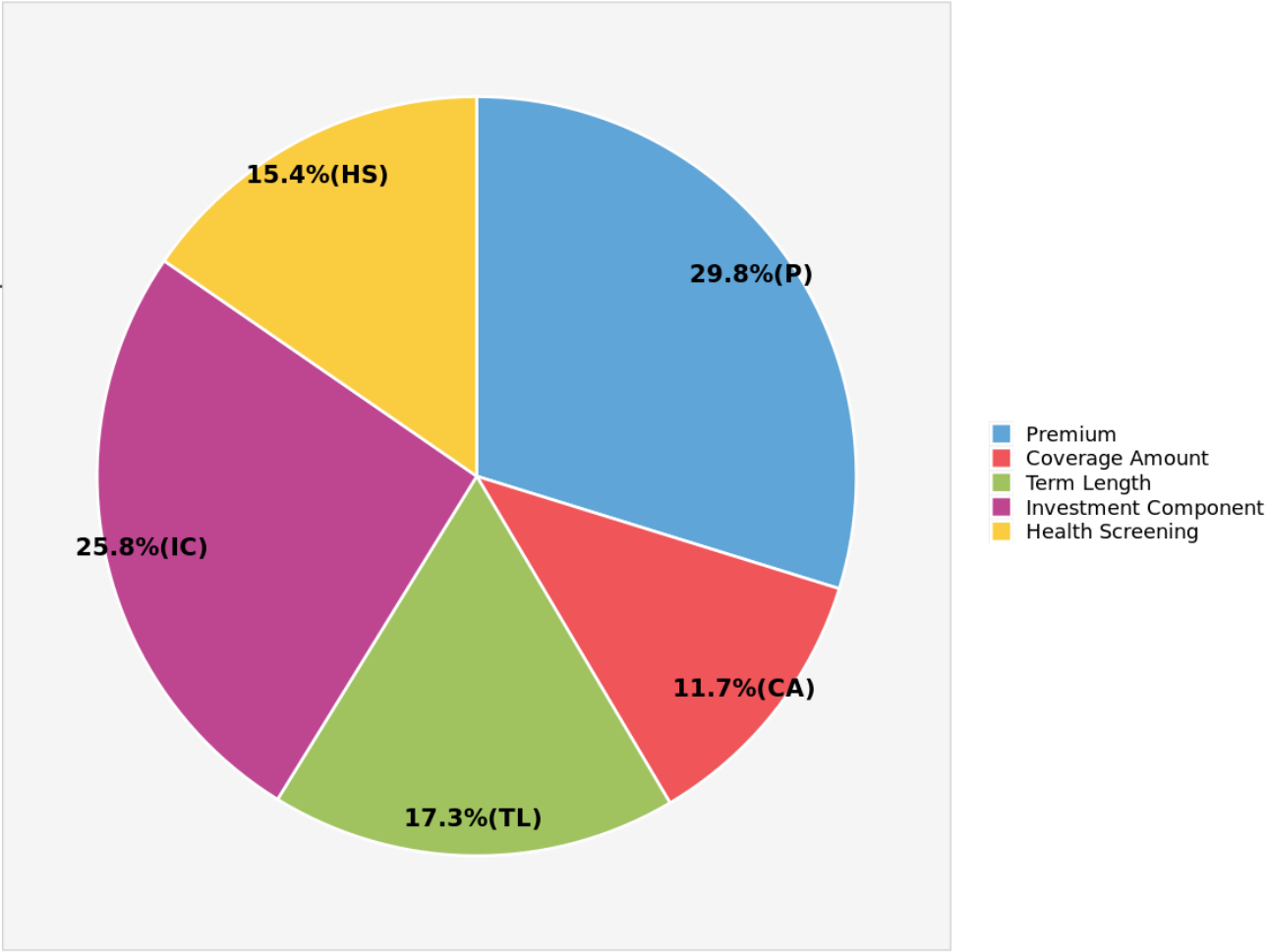
Average preference partworths

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

	10	20	35	100000	250000	400000	10 years	20 years	30 years	None	Moderate	High	No	Medical Documents and Physical Checkup
1	26.44	3.05	0.00	0.00	13.11	25.35	11.53	10.45	0.00	14.16	0.00	23.63	13.06	0.00
2	37.02	16.51	0.00	6.32	0.76	0.00	0.00	15.99	27.97	5.92	0.00	26.42	0.00	2.26
3	31.69	21.29	0.00	16.26	3.33	0.00	0.00	14.64	27.40	19.37	0.00	7.28	5.27	0.00
4	39.30	14.36	0.00	2.40	0.00	5.33	0.00	8.58	10.52	0.00	7.73	25.19	0.00	19.66
5	34.53	18.95	0.00	9.25	0.00	1.43	0.00	18.60	28.18	8.65	0.00	17.46	0.00	10.59
6	5.77	0.00	6.86	0.00	13.47	8.72	19.64	8.73	0.00	13.92	0.00	2.35	46.10	0.00
7	18.14	0.00	4.74	0.00	11.99	27.58	3.22	0.66	0.00	0.00	2.97	38.89	0.00	12.17
8	6.74	8.19	0.00	13.66	8.67	0.00	1.16	0.00	8.00	32.12	4.83	0.00	38.03	0.00
9	32.71	20.39	0.00	13.61	0.00	0.01	0.00	15.00	29.58	9.11	0.00	12.13	0.00	11.97
10	1.59	0.00	13.59	0.00	16.11	5.14	11.80	5.80	0.00	4.01	0.00	10.15	48.34	0.00

Preference partworths (excerpt).

Simulations with existing products

Existing products

|	Premium	Coverage Amount	Term Length	Investment Component	Health Screening
Product 1	10	100000	10 years	None	No
Product 2	20	250000	20 years	Moderate	Medical Documents and Physical Checkup
Product 3	35	400000	30 years	High	

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.

	Product 1	Product 2	Product 3
Predicted	59.5%	4.8%	35.7%

Predicted market shares.
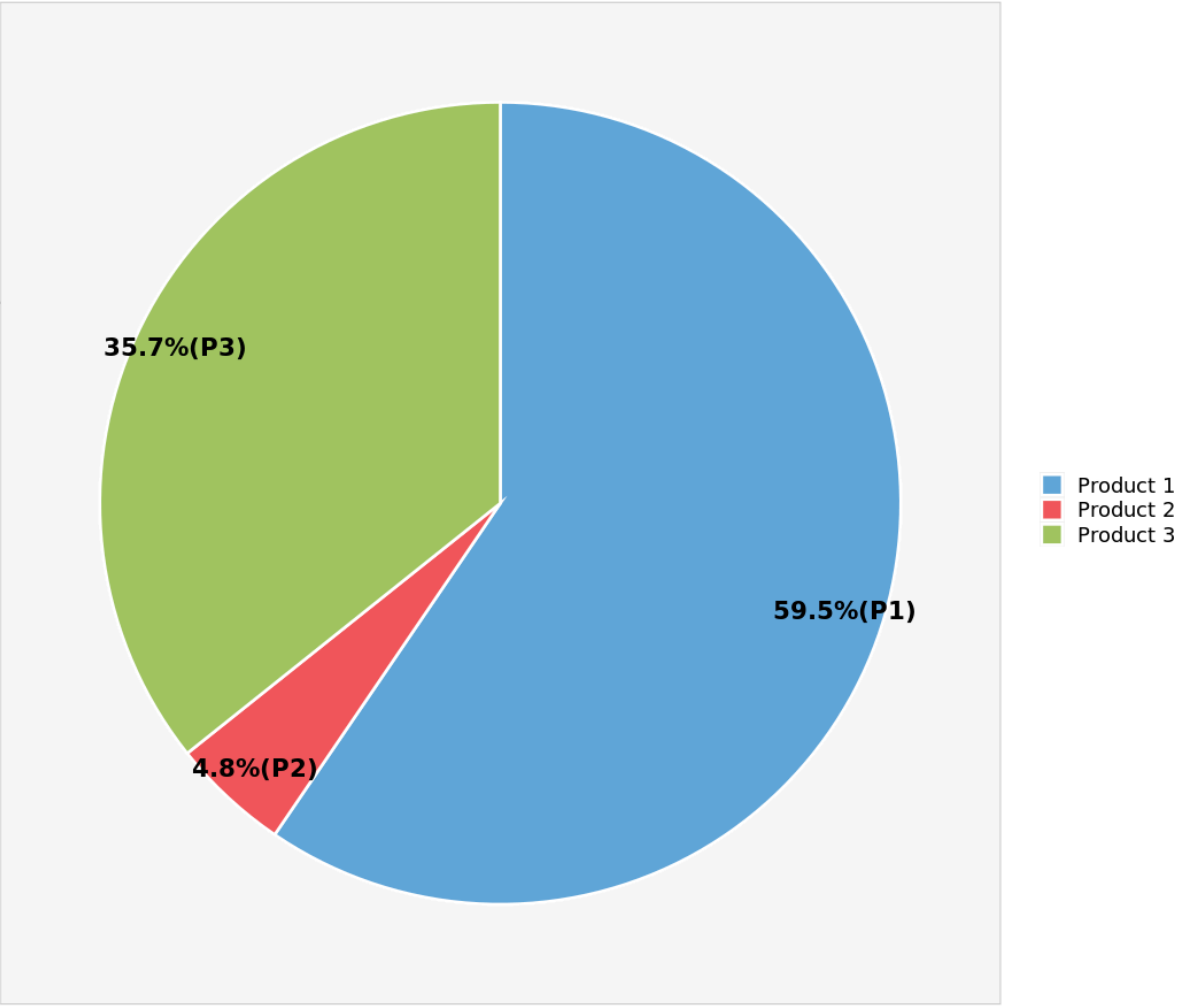
Predicted market shares.

Detailed predictions

	Product 1	Product 2	Product 3	Product 1	Product 2	Product 3
1	65	27	49	100.0%	0.0%	0.0%
2	49	36	54	0.0%	0.0%	100.0%
3	73	39	35	100.0%	0.0%	0.0%
4	42	50	41	0.0%	100.0%	0.0%
5	52	48	47	100.0%	0.0%	0.0%
6	85	22	18	100.0%	0.0%	0.0%
7	21	28	71	0.0%	0.0%	100.0%
8	92	22	8	100.0%	0.0%	0.0%
9	55	47	42	100.0%	0.0%	0.0%
10	66	22	29	100.0%	0.0%	0.0%

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

Simulations with optimal products

Optimal products

Based on the number of attributes and attribute levels, there is a total of 162 possible product combinations.

We report the characteristics of the 5 products with the highest simulated market shares.

	Premium	Coverage Amount	Term Length	Investment Component	Health Screening
Optimal product 1	10	400000	20 years	High	No
Optimal product 2	10	400000	30 years	High	No
Optimal product 3	10	250000	30 years	High	No
Optimal product 4	10	100000	20 years	High	No
Optimal product 5	10	250000	20 years	High	No

Optimal products. Characteristics of optimal products potentially introduced in the marketplace.
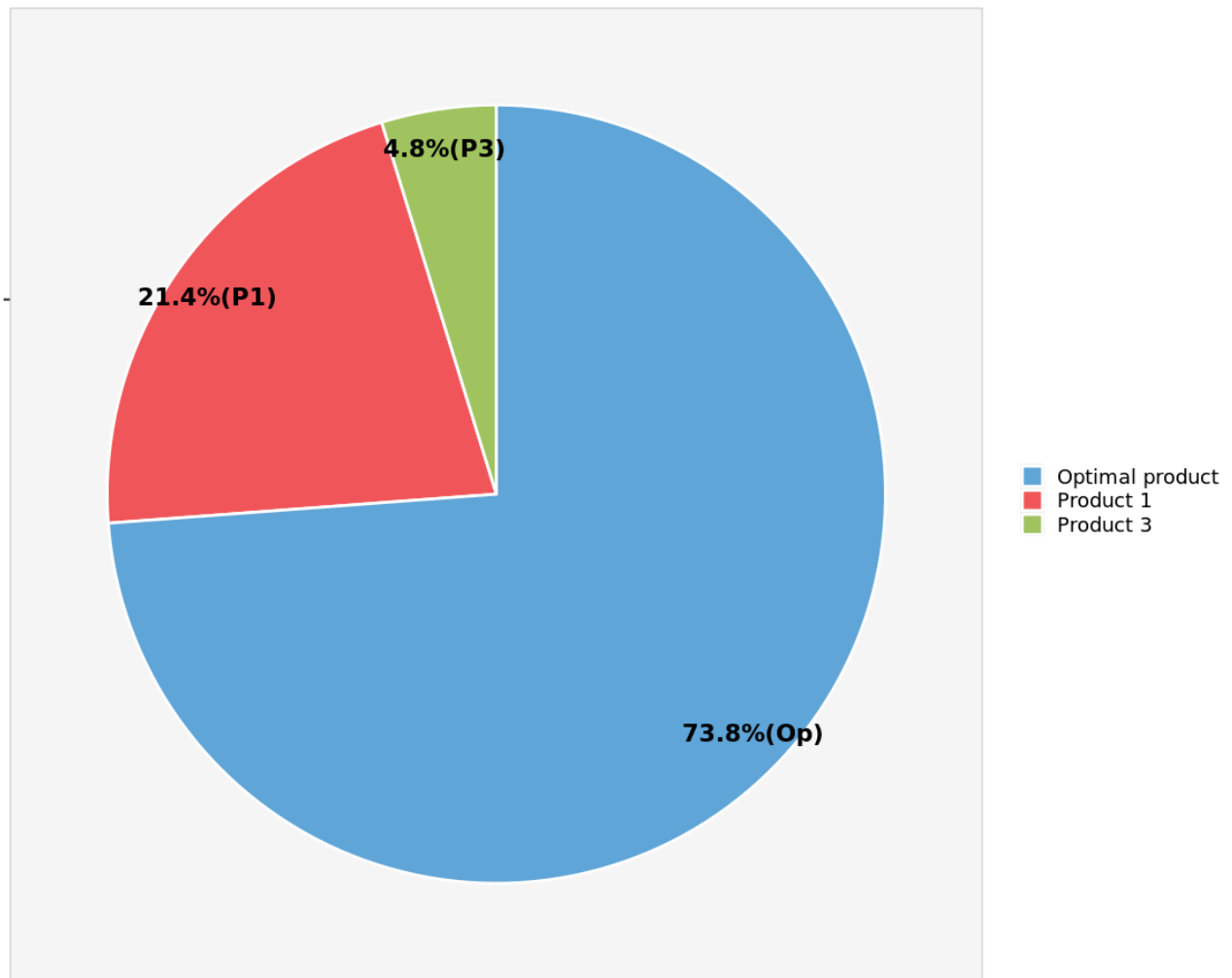
Predicted market shares

	Product 1	Product 2	Product 3	Optimal product
Base predictions	59.5%	4.8%	35.7%	N/A
...with optimal product 1	19.0%	0.0%	4.8%	76.2%
...with optimal product 2	21.4%	0.0%	4.8%	73.8%
...with optimal product 3	19.0%	0.0%	9.5%	71.4%
...with optimal product 4	19.0%	0.0%	11.9%	69.0%
...with optimal product 5	19.0%	0.0%	11.9%	69.0%

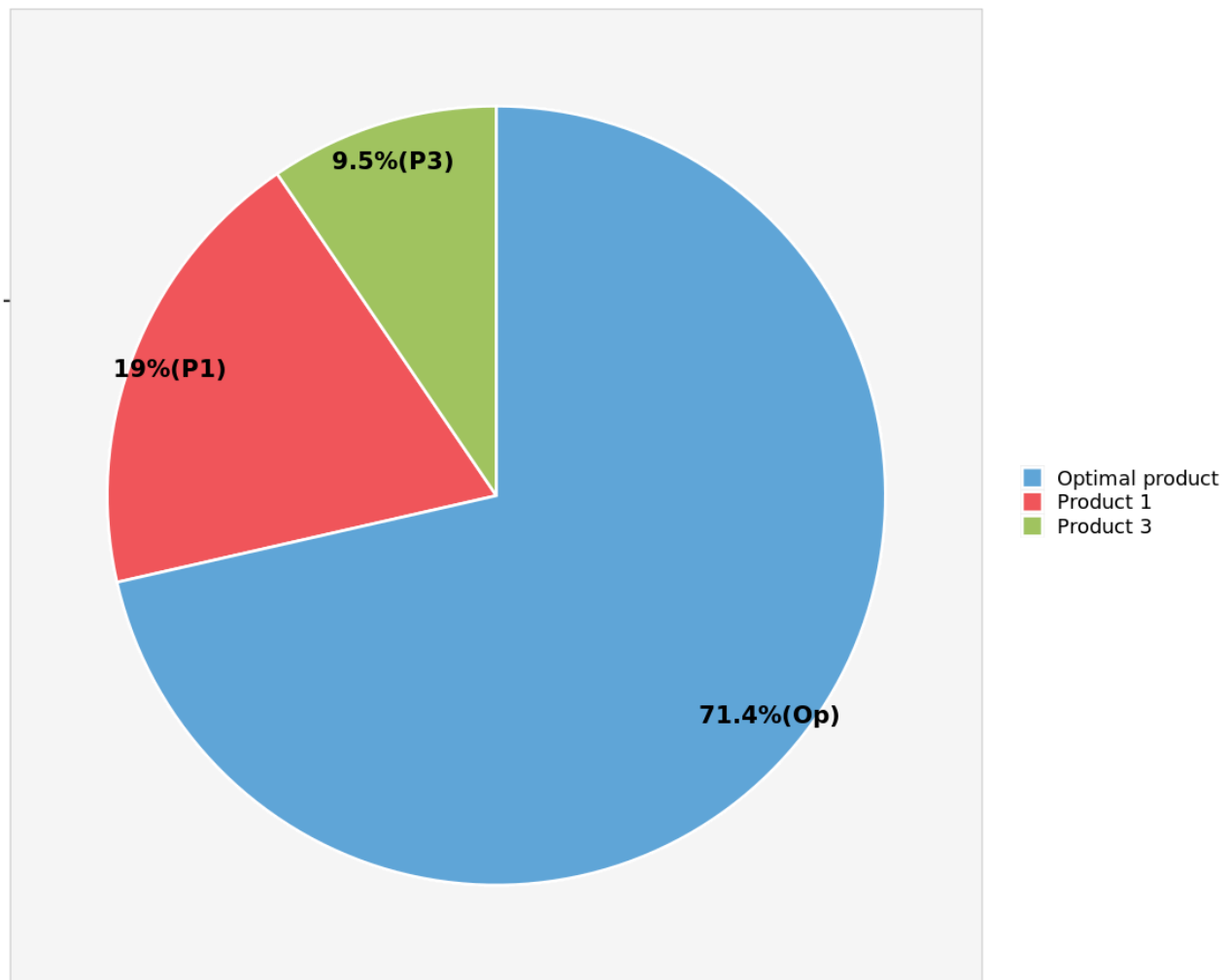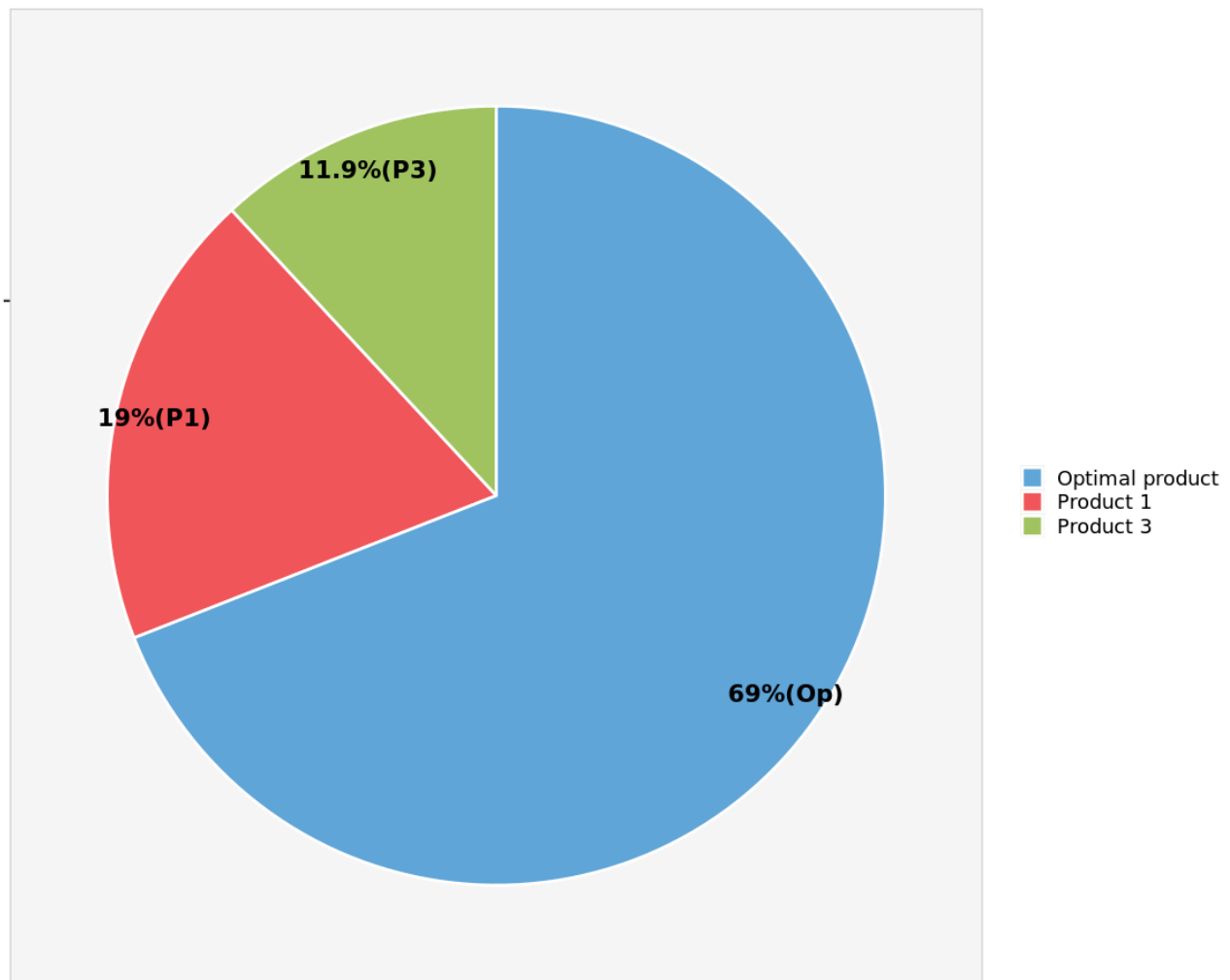**Simulation results**. Predicted market shares for each optimal product.
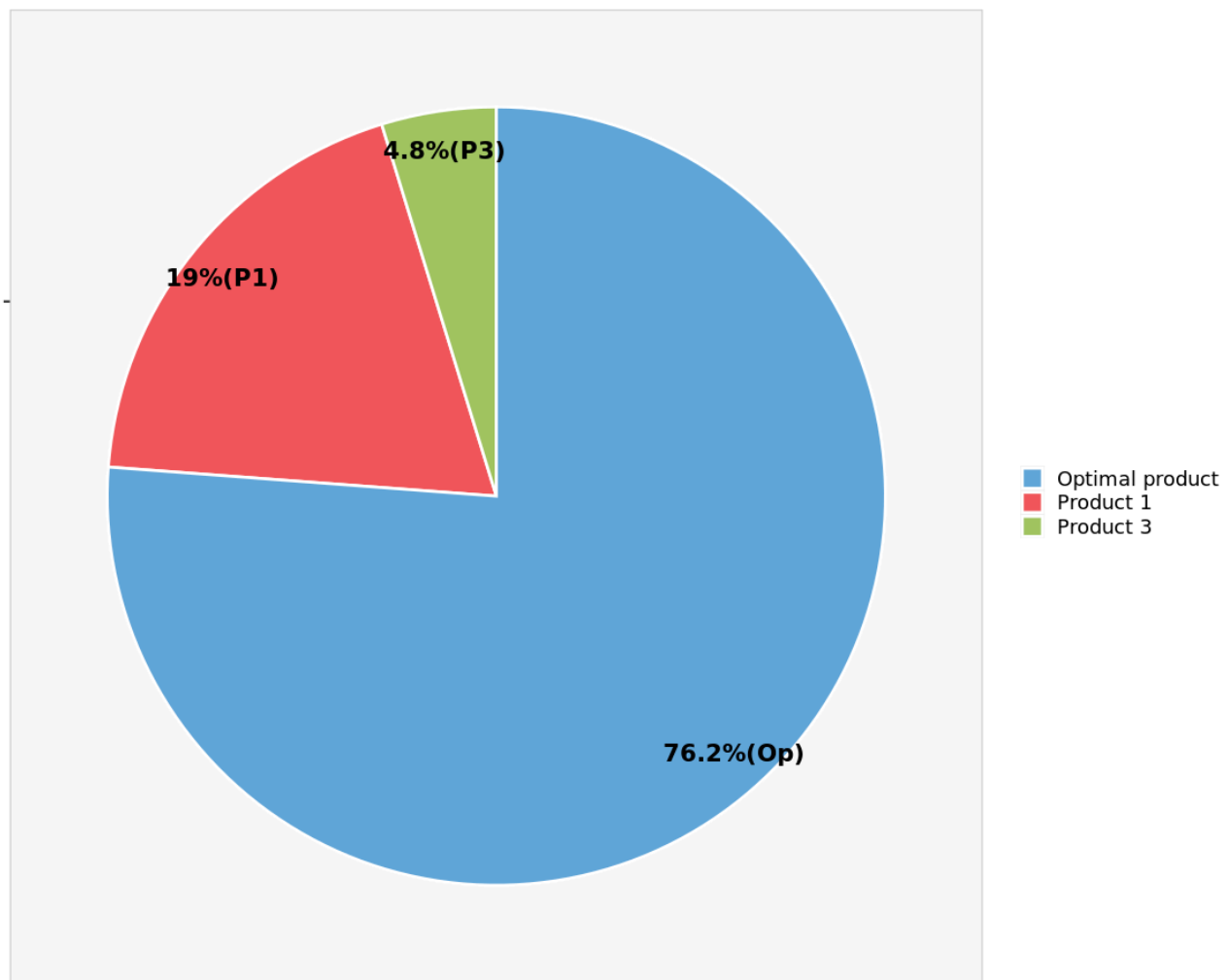
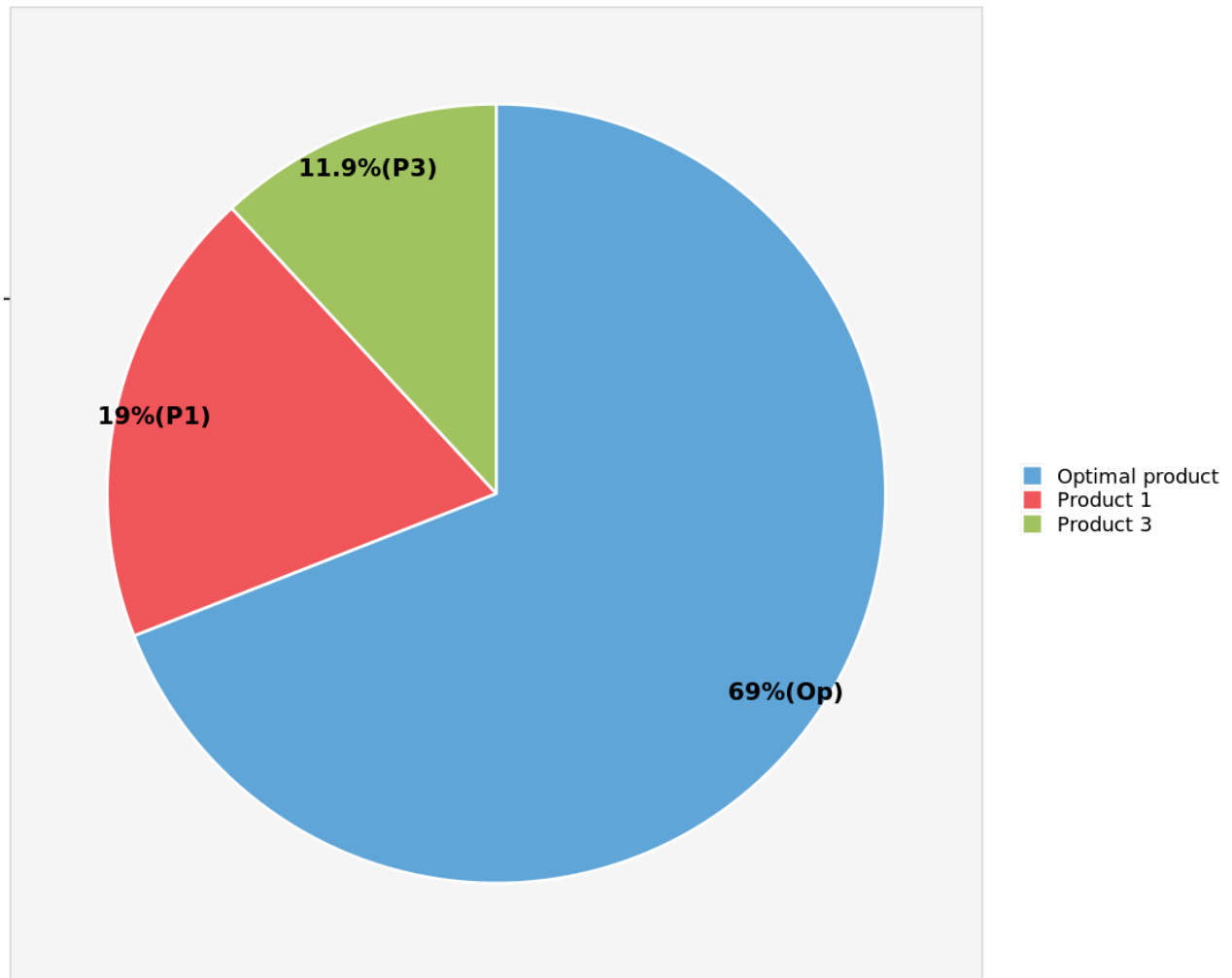**Predicted market shares ...with optimal product 1**.

Predicted market shares ...with optimal product 2.

Predicted market shares ...with optimal product 3.

Predicted market shares ...with optimal product 4.

Predicted market shares ...with optimal product 5.