**Paint ICE**

A paint company thinks life in years, price and colour are important attributes for a paint. So it collects data from respondents on preferences of various combinations.

Life can take on 3 values – 3, 4 or 5 years.

Price can take on 3 values – Rs. 50, 60 or 70 per litre.

Colour can take on three values – Green, Blue or Cream.

The data are in the file “paint data conjoint.sav”.

Analyse the data and advise the company on which attribute is the most important and the ideal combination.