* Home Page
* The process:
* Methodologies
  + Conjoint Analysis
  + Discrete Choice Modelling
  + Time Series Analysis
* Applications
  + Measuring Brand Equity with Conjoint Analysis
  + Predicting likelihood of Churning with Discrete Choice Modelling
  + Marketing Mix Time Series Modelling
* Current Projects
* Blog:
  + Things I like
  + Opinions
* About me:
  + Overview (CV)
  + Contact