Using conjoint analysis data in Stata

If you are looking to analyze your conjoint analysis data, you will likely need to reshape your dataset to run common conjoint-related packages. Here we will demonstrate how you can prepare your data in Stata to use the *conjoint* command. If you are using R or any other data analysis tool, the guidelines below might still be helpful to better understand the steps to take to export and reshape your data.

Let’s take the example of our [Sample Form](https://docs.google.com/spreadsheets/d/1wptp0oVZ0r17rR5z4ulELrE7ejMbDqaDhyk3TLe0Hrw/edit?usp=sharing) to go over the steps you are required to follow:

1. Export your sample form data in LONG format from the Export tab or SurveyCTO Desktop. Your repeated data, i.e., the conjoint analysis data which is collected using a Repeat Group will be stored in a CSV file ([sample data](https://drive.google.com/file/d/1PXs10scawhyhj6yDW9a2mcCObQ1XHeRH/view?usp=drive_link)).
2. In Stata, Import your repeat group data (“Form Title-repeat group.csv”) and reshape it from wide to long:

\*Import your repeat group data (“Form Title-repeat group.csv”) into Stata. [Note: Adjust file pathname with your directory]

import delimited using "/Sample - Conjoint Analysis-sandwich\_group-conjoint\_repeat.csv"

\*Drop unecessary variables (optional)

drop conjoint\_response key setofconjoint\_repeat

\*Reshape from wide to long so that each row represents a profile

reshape long bread protein veggie selected, i(unique\_id) j(profile)

\*Ensure that attributes are numeric

destring bread, replace

destring protein, replace

destring veggie, replace

\*Use the conjoint command (it should be installed from within Stata by typing "ssc install conjoint"). Below is an example to estimate AMCEs using all attributes in the Conjoint Analysis sample form:

conjoint selected bread protein veggie, est(amce)

*See reshaped sample data* [*here*](https://drive.google.com/file/d/1qbkXBP_M4SMnGlnteGgPgeTIM3u0lgTm/view?usp=drive_link).

1. If you would like to include more details related to the respondent in your dataset, you will need to merge data from the main dataset (“Form Title.csv”) with the repeat group dataset (“Form Title-repeat group.csv”) based on the variable “resp\_id”.