

**Enginius**

# Conjoint Analysis

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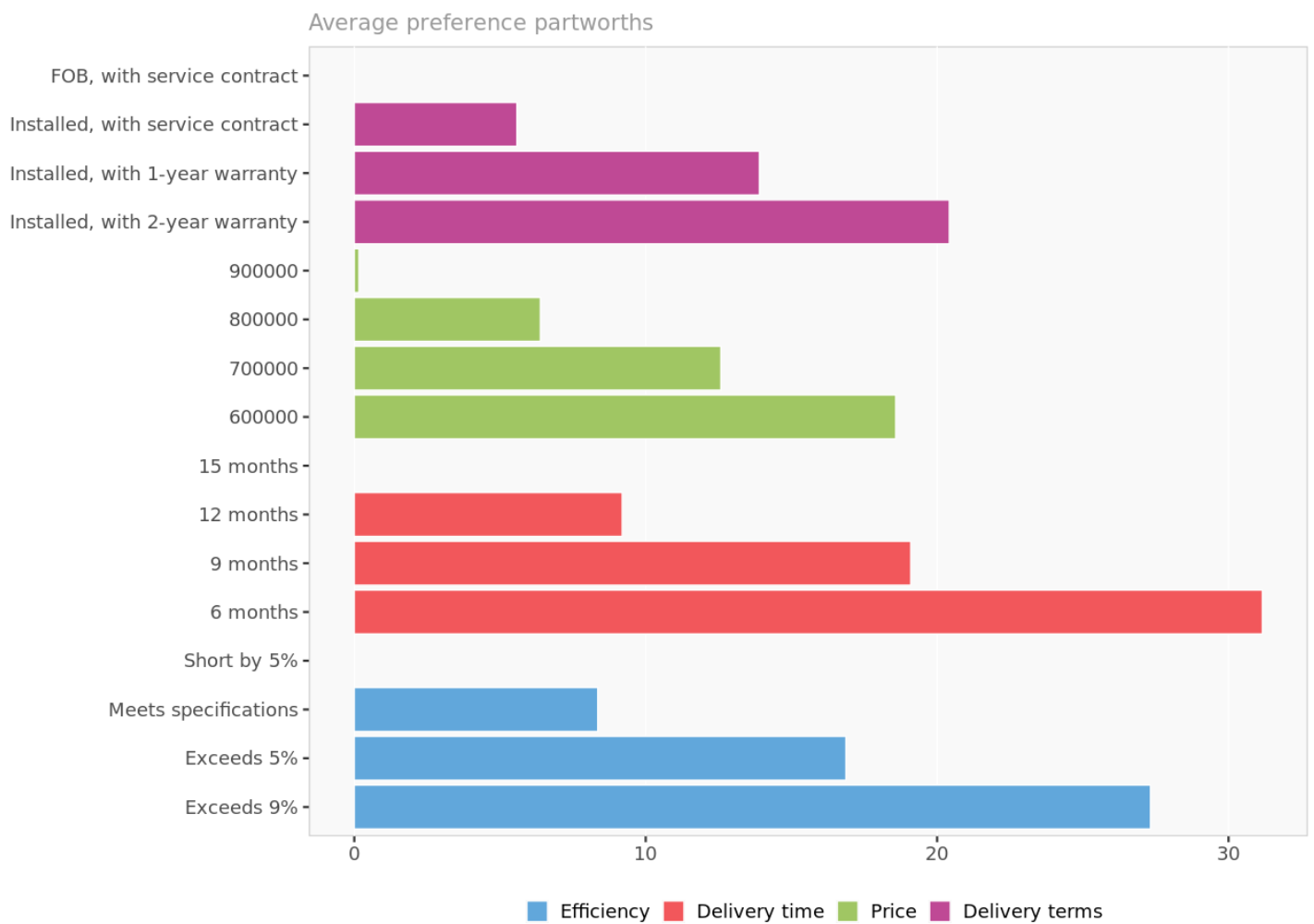
# Report preference partworths

## Summary

	Average	Std dev.	Minimum	Maximum
Exceeds 9%	27.3	13.2	6.0	52.0
Exceeds 5%	16.9	10.9	2.0	40.0
Meets specifications	8.4	7.6	0.0	40.0
Short by 5%	0.0	0.0	0.0	0.0
6 months	31.2	13.3	10.0	55.0
9 months	19.1	10.5	5.0	45.0
12 months	9.2	5.6	2.0	20.0
15 months	0.0	0.0	0.0	0.0
600000	18.6	12.6	2.0	50.0
700000	12.6	10.3	0.0	38.0
800000	6.4	5.8	0.0	25.0
900000	0.2	0.6	0.0	3.0
Installed, with 2-year warranty	20.4	11.1	3.0	45.0
Installed, with 1-year warranty	13.9	9.0	3.0	40.0
Installed, with service contract	5.6	3.7	0.0	16.0
FOB, with service contract	0.0	0.0	0.0	0.0

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

## Average preference partworths



**Preference partworths.** Average preference partworths for each attribute level.

## Attribute importance

A pie chart illustrating the distribution of four categories. The largest segment is red, labeled '31.9%(Dt)'. The second largest is blue, labeled '28%(E)'. The third largest is purple, labeled '20.9%(Dt)'. The smallest segment is green, labeled '19.2%(P)'.

Category	Percentage
Dt	31.9%
E	28%
Dt	20.9%
P	19.2%

## Detailed preference partworths

	Exceed s 9%	Exceed s 5%	Meets specifi cations	Short by 5%	6 months	9 months	12 months	15 months	600000	700000	800000	900000	Installe d, with 2-year warran ty	Installe d, with 1-year warran ty	Installe d, with service contrac t	FOB, with service contrac t
Chev	20.00	5.00	0.00	0.00	20.00	10.00	5.00	0.00	20.00	15.00	10.00	0.00	40.00	20.00	0.00	0.00
TXU	50.00	40.00	10.00	0.00	10.00	8.00	3.00	0.00	10.00	5.00	2.00	0.00	30.00	20.00	10.00	0.00
AEP	10.00	10.00	10.00	0.00	10.00	6.00	4.00	0.00	35.00	30.00	25.00	0.00	25.00	4.00	0.00	0.00
GenMi lls	28.00	20.00	13.00	0.00	40.00	28.00	18.00	0.00	11.00	6.00	8.00	0.00	21.00	14.00	7.00	0.00
Krispy Kreme	15.00	10.00	3.00	0.00	45.00	40.00	5.00	0.00	10.00	7.00	3.00	0.00	30.00	25.00	2.00	0.00
Dean	29.00	19.00	10.00	0.00	39.00	17.00	4.00	0.00	29.00	12.00	6.00	0.00	3.00	3.00	2.00	0.00
Duke	6.00	2.00	2.00	0.00	20.00	10.00	5.00	0.00	50.00	35.00	20.00	0.00	20.00	10.00	5.00	0.00
Molso n	50.00	30.00	40.00	0.00	20.00	10.00	5.00	0.00	20.00	20.00	10.00	0.00	5.00	3.00	2.00	0.00
Energy East	13.00	4.00	3.00	0.00	24.00	10.00	4.00	0.00	24.00	14.00	13.00	3.00	39.00	30.00	6.00	0.00

Pepsi	20.00	10.00	5.00	0.00	50.00	45.00	10.00	0.00	10.00	8.00	4.00	0.00	10.00	10.00	2.00	0.00
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Preference partworths (excerpt).

# Simulations with existing products

## Existing products

	Efficiency	Delivery time	Price	Delivery terms
Wastewatch	Exceeds 5%	9 months	600000	FOB, with service contract
Thermatrix	Exceeds 9%	12 months	900000	FOB, with service contract
Advanced Air	Meets specifications	9 months	600000	Installed, with service contract
us	Meets specifications	15 months	900000	Installed, with 2-year warranty

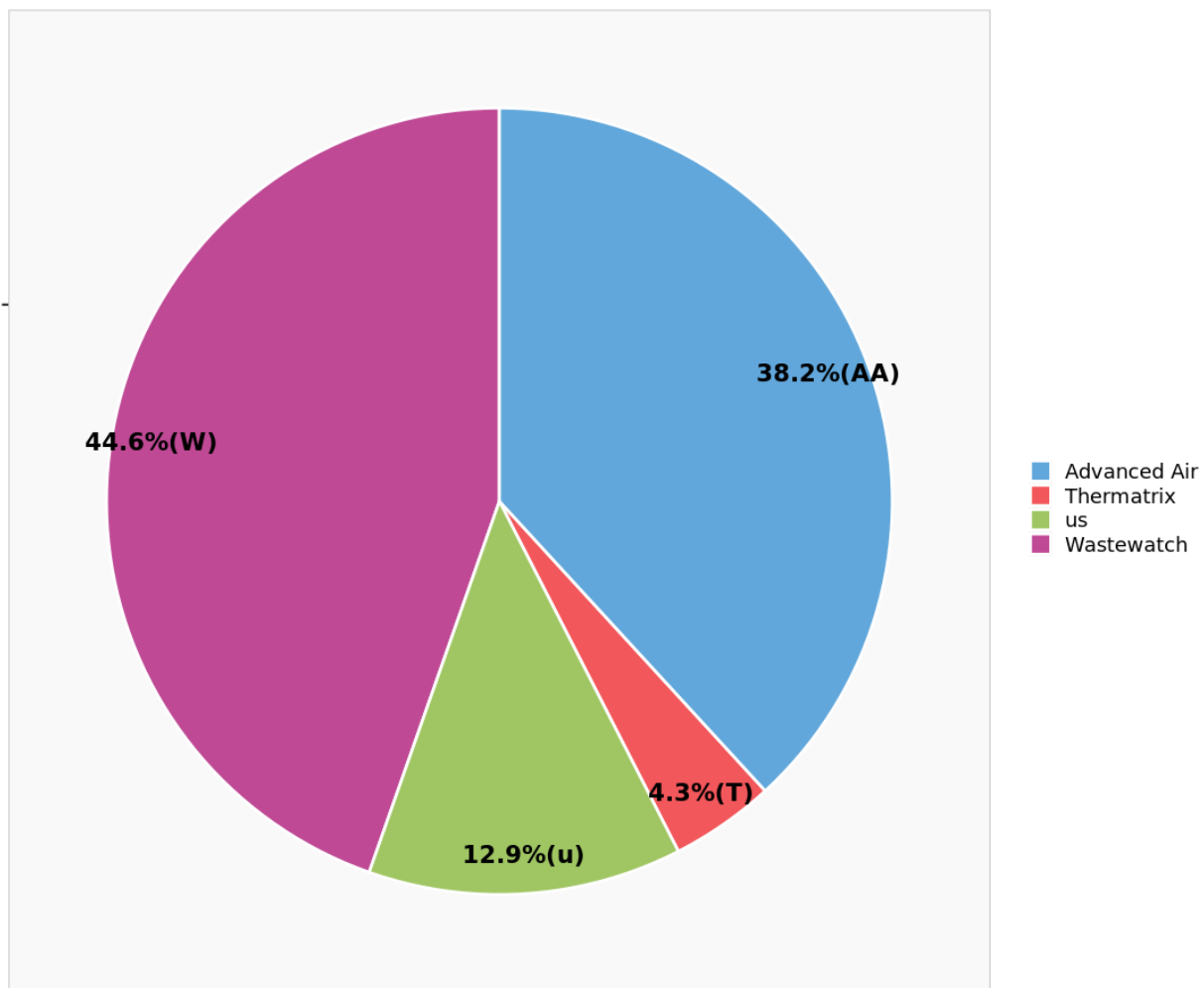
**Existing products.** Characteristics of products already in the marketplace.

## Predicted market shares

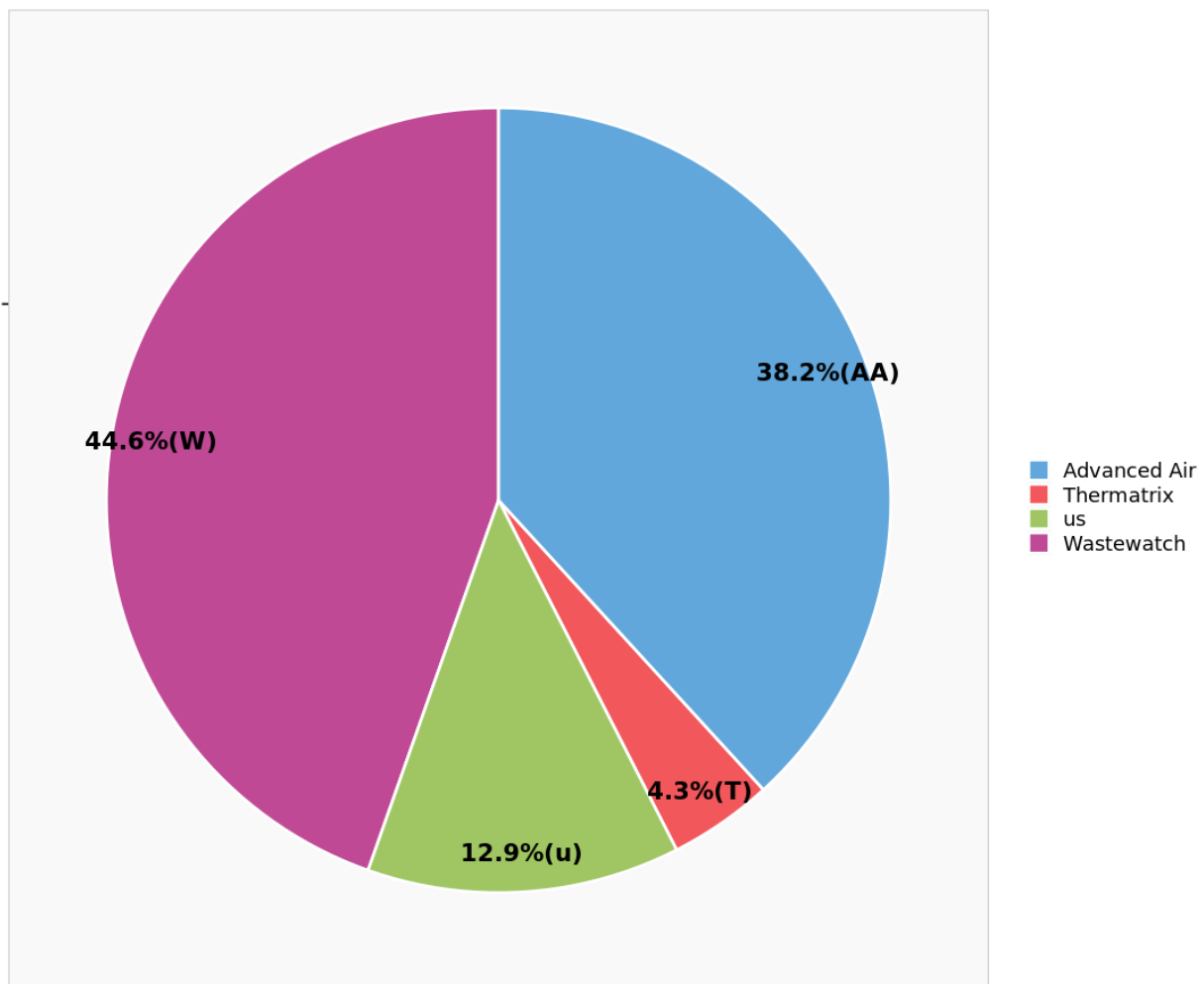
The decision rule applied to predict market shares is the first-choice rule.

	Wastewatch	Thermatrix	Advanced Air	us
Predicted	44.6%	4.3%	38.2%	12.9%
Actual	44.6%	4.3%	38.2%	12.9%

**Predicted and actual market shares.**



Predicted market shares.



Actual market shares.

## Detailed predictions

	Wastewatch	Thermatrix	Advanced Air	us	Wastewatch	Thermatrix	Advanced Air	us
Chev	35	25	30	40	0.0%	0.0%	0.0%	100.0%
TXU	58	53	38	40	100.0%	0.0%	0.0%	0.0%
AEP	51	14	51	35	50.0%	0.0%	50.0%	0.0%
GenMills	59	46	59	34	50.0%	0.0%	50.0%	0.0%
KrispyKreme	60	20	55	33	100.0%	0.0%	0.0%	0.0%
Dean	65	33	58	13	100.0%	0.0%	0.0%	0.0%
Duke	62	11	67	22	0.0%	0.0%	100.0%	0.0%
Molson	60	55	72	45	0.0%	0.0%	100.0%	0.0%
EnergyEast	38	20	43	45	0.0%	0.0%	0.0%	100.0%
Pepsi	65	30	62	15	100.0%	0.0%	0.0%	0.0%

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



# Simulations with new products

## New products

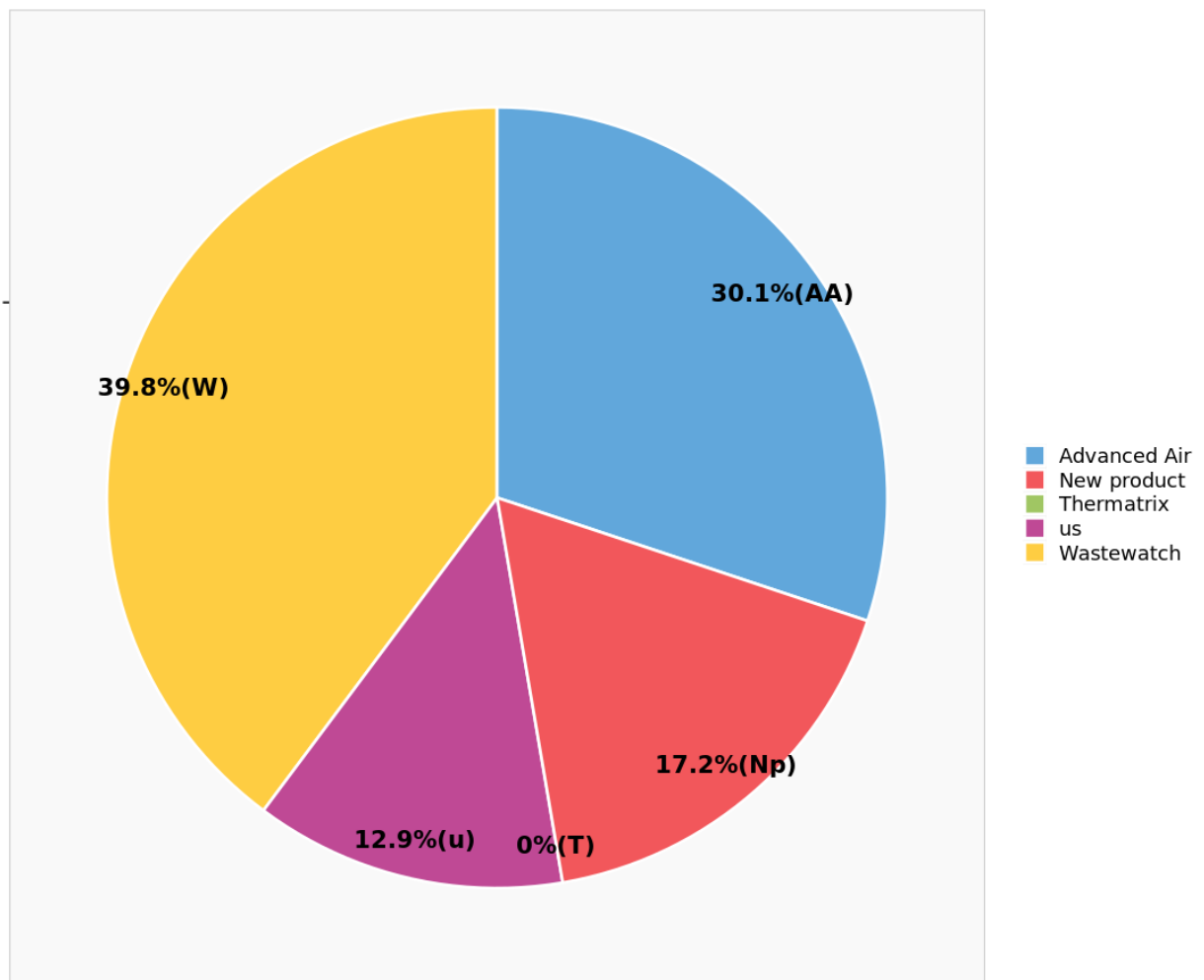
	Efficiency	Delivery time	Price	Delivery terms
Premier	Exceeds 9%	12 months	900000	Installed, with service contract
Base model	Exceeds 5%	12 months	700000	Installed, with service contract

**New products.** Characteristics of new products potentially introduced in the marketplace.

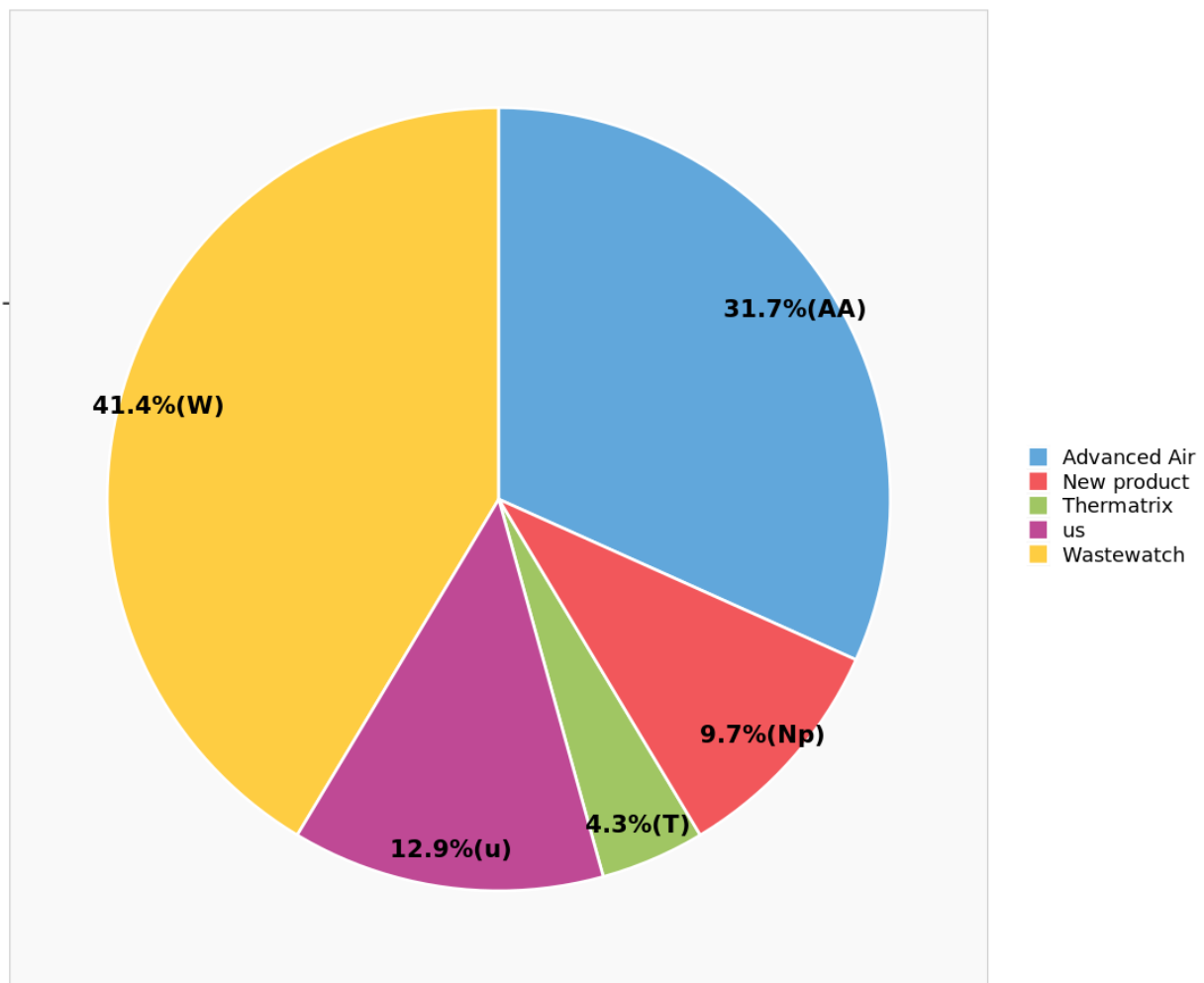
## Predicted market shares and revenue

	Wastewatch	Thermatrix	Advanced Air	us	New product	Revenue per unit	Weighted revenue
Base predictions	44.6%	4.3%	38.2%	12.9%	N/A	N/A	N/A
...with Premier	39.8%	0.0%	30.1%	12.9%	17.2%	\$ 230.0	\$ 39.6
...with Base model	41.4%	4.3%	31.7%	12.9%	9.7%	\$ 200.0	\$ 19.4

**Simulation results.** Predicted market shares, revenue per unit, and weighted revenue (i.e., revenue per unit multiplied by predicted market shares) for each new product.



Predicted market shares ...with Premier.



Predicted market shares ...with Base model.