

The following exercise simplifies conjoint analysis. In real applications stimuli are much more realistic. In this spreadsheet they are simply short descriptions.

Step 1

Complete the questionnaire. Assign 100 points to the apartment that you most prefer. Assign a number between 0 and 100 to every other apartment to indicate your strength of preference. For example, apartment Juliet is your first preference, assign it 100 points. If you like apartment Delta only half as much as apartment Juliet, assign it 50 points. Place your answers in column A.

Your preference	Apartment	Location	Size	Rent	Finish
	Alfa	Beacon Hill	One bedroom	\$1600 per month	Tired
	Bravo	Somerville	Efficiency	\$1600 per month	Luxury
	Charlie	Beacon Hill	One bedroom	\$800 per month	Tired
	Delta	Somerville	Efficiency	\$800 per month	Tired
	Echo	Beacon Hill	Efficiency	\$800 per month	Luxury
	Foxtrot	Beacon Hill	Efficiency	\$1600 per month	Tired
	Golf	Somerville	Efficiency	\$800 per month	Luxury
	Hotel	Somerville	One bedroom	\$1600 per month	Tired
	India	Somerville	One bedroom	\$800 per month	Tired
	Juliet	Beacon Hill	One bedroom	\$800 per month	Luxury
	Kilo	Beacon Hill	Efficiency	\$1600 per month	Luxury
	Lima	Beacon Hill	Efficiency	\$800 per month	Tired
	Mike	Somerville	Efficiency	\$1600 per month	Tired
	November	Somerville	One bedroom	\$800 per month	Luxury
	Oscar	Somerville	One bedroom	\$1600 per month	Luxury
	Papa	Beacon Hill	One bedroom	\$1600 per month	Luxury

One bedroom = 800 square feet (80 square meters)

Efficiency = 400 square feet (40 square meters)

Luxury = dishwasher, washer/dryer in building, excellent condition, well-lighted

Tired = no dishwasher, no washer/dryer in building, walls, tile, etc. needs some repair, a bit dark

Step 2

If you do not have the analysis pack installed:

Excel menu, Excel options, add-ins, manage Excel add-ins, Go, then check analysis toolpak

Choose regression:

Data ribbon, data analysis, regression

Enter ranges: Y-range = A10:A26, X-range = G10:J26, Output range = A40, be sure to check labels

The "coefficients" are the partworths. How much do you value location? Size? Rent?

These instructions are different for Apple products. The TA will distribute instructions.

If Microsoft changes Excel, we will distribute updates.

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