EMCE

Market Simulator

v1.60.0211

Basic information

Market Simulator introduction

Project of Market Simulator has been designed in order to allow fast and easy analysis of advanced market and pricing methods - like Conjoint analysis. It is for data analyzing only, not for data collecting.

Market Simulator is a set of two desktop applications:
- [builder] – to convert the survey data into [viewer] project;
- [viewer] – to analyze the survey data (as [viewer] project).

In short words, [builder] is mostly dedicated to survey supplier project team, while [viewer] is dedicated to both – survey supplier and client side project teams.

Market Simulator use one of the most common method of calculation, First Choice method. The First Choice model identifies the offer with the highest utility as the offer of choice. This offer receives a value of 1. If two or more offers have same (highest) utility then a "vote" is divided to each of them equally. After the process is repeated for each respondents' utility set, the cumulative votes for each offer are evaluated as a proportion of the votes in the sample.

Currently [viewer] is a more advanced than [builder] due to some of custom improvements that has been made to fit special users needs ad-hoc (like exclusions, product offer cost control, user custom report, etc.). All that things will be added to [builder] very soon as well as on request your project can be rebuilt with these options by myself at any time before [builder] implementation.

Market Simulator [viewer] has functionality as follows:

- testing product (or product groups) offers preferences or market shares in various market scenarios;
- analyzing specified groups of interest by filtering and weighting;
- analyzing product attributes flexibility charts;
- analyzing product offers Source of Business groups;
- analyzing product offers in/out flows;
- running custom reports to keep an eye on more specific product offers information like volume, financial measures, etc.

Market Simulator [viewer] and [builder] comparison:

	Viewer	Builder
General definition	X	X
Conjoint attributes	X	X
Attribute levels exclusions	X	
Offer price control by attributes levels cost	X	
Calculated price preview if measured as % change of market price	X	
Variables and weights	X	X
Market share weight	X	
User custom report	X	

If you need more details on Market Simulator please contact me at:

kontakt@emce.com.pl

Market Simulator [viewer] in action screenshots

Project [.msv]: DEMO_CONJ

Survey... | Market... | Conjoint... | No report...

Major data filter N = 500 Weight Weight Licensed to emce.com.pl

Conjoint

Scenarios: Flexibility

copy of Current market | Compare to: Current market | Select attribute: Price

		Brand	Package	Taste	Price	
1		Brand 1	Bottle	Apple + Mint	5,50 zł	✓
2		Brand 2	Bottle	Apple + Mint	4,75 zł	✓
3		Brand 3	Bottle	Apple + Mint	5,75 zł	✓
4		Brand 4	Can	Apple + Peach	5,00 zł	
5		Brand 5	Can	Apple + Cherry	6,50 zł	
6		Brand 6	Can	Apple + Mint	6,50 zł	
7		Brand 7	Can	Apple + Peach	5,25 zł	
8		Brand 8	Bottle	Apple + Mint	5,00 zł	
9		Brand 9	Can	Apple + Cherry	5,25 zł	
10		Brand 10	Bottle	Apple + Mint	5,75 zł	
11		Brand 11	Can	Apple + Peach	4,75 zł	
12		Brand 12	Bottle	Apple + Peach	5,50 zł	
13		Brand 13	Can	Apple + Mint	5,00 zł	
14		Brand 14	Can	Apple + Cherry	5,75 zł	
15		Brand 15	Bottle	Apple + Peach	5,50 zł	

Scenario | Preferences | Flexibility | SOB | Comparison

◆ Brand 1 ◆ Brand 2 ◆ Brand 3

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Project [.msv]: DEMO_CONJ

Survey... | Market... | Conjoint... | No report...

Major data filter N = 247 of 500 Weight Weight Licensed to emce.com.pl

Conjoint

Główny filtr danych

Scenarios: Source of Business

copy of Current market | Compare to: Current market | ow: value and chart

		Brand	Package	Taste	N	Q0. City Warsza	Kraków	Gdańsk	Q1. Gender male	female	Q2. Age 18-24	25-29	30-34
1		Brand 1	Bottle	Apple + Mint		67%	9%	24%	0%	100%	21%	29%	38%
2		Brand 2	Bottle	Apple + Mint		38%	38%	24%	0%	100%	17%	34%	38%
3		Brand 3	Bottle	Apple + Mint		58%	21%	21%	0%	100%	27%	25%	33%
4		Brand 4	Can	Apple + Peach		0%	0%	100%	0%	100%	0%	0%	100%
5		Brand 5	Can	Apple + Cherry		60%	29%	10%	0%	100%	0%	50%	21%
6		Brand 6	Can	Apple + Mint		100%	0%	0%	0%	100%	0%	100%	0%
7		Brand 7	Can	Apple + Peach		32%	32%	36%	0%	100%	0%	32%	68%
8		Brand 8	Bottle	Apple + Mint		31%	41%	28%	0%	100%	21%	29%	20%
9		Brand 9	Can	Apple + Cherry		54%	12%	34%	0%	100%	22%	44%	12%
10		Brand 10	Bottle	Apple + Mint		50%	25%	25%	0%	100%	15%	47%	23%
11		Brand 11	Can	Apple + Peach		0%	0%	100%	0%	100%	0%	47%	53%
12		Brand 12	Bottle	Apple + Peach		0%	0%	100%	0%	100%	100%	0%	0%
13		Brand 13	Can	Apple + Mint		62%	19%	19%	0%	100%	19%	33%	19%
14		Brand 14	Can	Apple + Cherry		50%	28%	22%	0%	100%	24%	25%	32%
15		Brand 15	Bottle	Apple + Peach		31%	16%	53%	0%	100%	7%	47%	23%

%	Variables
	Q0. City
50,1%	✓ Warszawa
24,9%	✓ Kraków
25,0%	✓ Gdańsk
	Q1. Gender
50,0%	☐ male
50,0%	✓ female
	Q2. Age
16,9%	✓ 18-24
35,4%	✓ 25-29
31,0%	✓ 30-34
16,7%	✓ 35-39

Scenario | Preferences | Flexibility | SOB | Comparison

Q1. Gender: female;

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