

Package ‘faisalconjoint’

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Type Package

Title Faisal Conjoint Model: A New Approach to Conjoint Analysis

Version 1.15

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Description It is used for systematic analysis of decisions based on attributes and its levels.

License GPL-3

NeedsCompilation no

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faisalconjoint-package

Faisal Conjoint Model: A New Approach of Conjoint Analysis

Description

Faisal Conjoint Model (FCM) is a conjoint model, developed by Faisal Afzal Siddiqui, Ghulam Hussain, and Mudassiruddin in 2011. Its algorithm was written in R statistical language. It is independent from any design. It could be used for any research design, i.e., randomization, replication, blocking, orthogonal, factorial, fuzzy, etc. Another important point about FCM is rank procedure. It works for every kind of ranks i.e. unique ranks, percentage ranks, tight ranks, missing ranks etc.

Details

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License: GPL-3

Conjoint Analysis is a technique that allows you to work out the hidden rules people use to make trade-offs between different products and services and the values they place on different features. By understanding precisely how people make decisions and what they value in your products and services, you can work out the optimum level of features and services that balance value to the customer against cost to the company.

Author(s)

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Examples

```
# Example 1: Mobile Phone Set, Conjoint Analysis Examples
library(faisalconjoint)
data(mobile_data)
data(mobile_levels)
faisalconjoint(mobile_data,mobile_levels)
```

mobile_data

Mobile Phone Set Data

Description

Data Collected through Sample Survey from Karachi, Pakistan from July 1,2007 by July 31, 2007

Usage

```
data("mobile_data")
```

Format

A data frame with 16 observations on the following 6 variables.

Profile a numeric vector containing profile number

Brand 1= Nokia, 2 = Sony Ericsson, 3 = Samsung, 4 = LG, 5 = Motorola

FM.Radio 1 = yes, 2 = No

Camera 1 = yes, 2= No

Price Different price level from market

Rank customer preference to purchase, Greatest to Least

Examples

```
library(faisalconjoint)
data(mobile_data)
mobile_data
```

mobile_levels

Mobile Phone Set Data

Description

Data Collected through Sample Survey from Karachi, Pakistan from July 1,2007 by July 31, 2007

Usage

```
data("mobile_levels")
```

Format

A data frame with 21 observations.

Examples

```
library(faisalconjoint)
data(mobile_levels)
mobile_levels
```

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