Read the HBS Note on Conjoint Analysis (a deeper treatment is in Churchill and Iacobucci, Chapter 16, pp 748-761). Also, I recommend you read the article "Redesigning product lines with conjoint analysis: How Sunbeam does it"

We will review conjoint analysis, and collect data with a model conjoint questionnaire. We will use the data collected to create a market simulator.

ASSIGNMENT 1 DUE