

PrefSolve™ Feature Document

	PrefSolve™ 7.5	Unique to PrefSolve™
Type of Data That Can Be Analyzed		
Importance data (preference data)	✓	
Stated	✓	
Inferred (calculated)	✓	
Part worth utilities, main effects only	✓	
Part worth utilities, main effect with interactions	✓	
Performance data	✓	
Expectation	✓	
Stated	✓	
Inferred (calculated by utility apportionment)	✓	
Gap between preference and expectation	✓	
Utility Calculation Options		
MANOVA**	✓**	✓*
non-metric regression	✓	✓*
OLS**	✓**	✓*
Proto-utility assignment using only prior data	✓	✓*
Utility Calibration		
Calibrates to claimed behavior using correlation to full profile concept	✓	
Creates over 1000 utility sets to find optimum fit between simulator and claimed behavior	✓	✓
Identifies best natural exponent automatically	✓	✓
Identifies best priors to pairs ratio automatically	✓	✓
Identifies best tau value cut-off automatically	✓	✓
Automatically graphs utility spectrum to assist in selecting best overall utility set	✓	✓
Stores best overall utility set as the final set	✓	✓
Calibrates best fit individual logic function for LOP modeling	✓	✓
Calculates best fit global likelihood function (across respondents)	✓	✓
Provides option for the user to elect to employ the best fit likelihood global function to replace poor fitting individual respondent functions	✓	✓
Uses expert system to calculate best parameters**	✓**	✓
Analysis Setup Options		
Data can be run weighted or unweighted	✓	
All analyses can be run on all attributes or a selected subset	✓	
An infinite number of subgroups can be set-up and run (up to available memory) using run groups	✓	✓
Run groups can be made inactive or active	✓	✓
Run groups can be saved to a file and restored	✓	
Market filters can be created allowing certain segments to be excluded regardless of the run group setting	✓	
User customizable technical and environment settings can be saved with the preference file (thus determining settings when the file is reloaded)	✓	✓
Configurable statistics settings (alpha level for T-tests, ANOVA, LOP cutoff)	✓	✓
Report can be customized to include or exclude features (i.e. titles, attributes, significance, segments, sorting)	✓	
Report output selectable in either spreadsheet or ASCII format	✓	
Reports can be saved in native Excel format	✓	
Descriptive Analytical Capabilities		

Calculates aggregate attribute utilities (or by group)	✓	
Calculates aggregate level utilities	✓	
Calculates aggregate performance values	✓	✓
Calculates aggregate expectation values	✓	
Calculates aggregate gap between performance and importance	✓	✓
Tests differences across more than two groups of data means (ANOVA)	✓	✓
Tests differences between two group data means (T-tests)	✓	
Outputs data by any respondent segment	✓	
Runs multiple data reports in customized batches	✓	
Scans automatically for all significant differences in the data across segments by attributes (one-way segment-scan)	✓	✓
Scans automatically for all significant differences in the data across multiple layers of segments by attributes (multi-way segment-scan)	✓	✓
Terse output of significance scanning	✓	✓
Save and print report data into Excel spreadsheet format	✓	✓
Save and print report in ASCII format	✓	
Simulation Features		
Change product concepts by setting attributes to a discrete level	✓	
Change product concepts by setting attributes to a weighted combination of levels	✓	✓
Create new product concepts as a copy (instance from another concept)	✓	
Create new product concepts from scratch	✓	
Delete product concepts	✓	
Change the reference product for models requiring a reference product (e.g. switching, retention)	✓	
Save product concept changes to a file	✓	
Simulation Modeling Outcomes (Models Built into PrefSolve)		
Share of preference	✓	
Average likelihood of purchase	✓	
Percent likelihood of purchase	✓	
Respondent switching	✓	✓
Customer retention	✓	✓
Marginal benefit (maximize preference / minimize cost)	✓	✓
Consolidation percentage	✓	
Consolidation revenue opportunity	✓	
Balance growth percentage	✓	
Balance growth revenue	✓	
Customer satisfaction (gap between expectation and performance)	✓	
Revenue contribution (percent LOP multiplied by revenue per respondent)	✓	
Enhanced Simulation Modeling Features		
Model Normalization: can be competitive or non-competitive	✓	
Model apportionment: model can be set to apportion share only to a user selected number of the top products (Top-k)	✓	✓
Top attribute contribution: user can customize the model to use only a set number of the most important attributes to contribute to the product	✓	
Attribute sensitivity: automatically runs all levels of all attributes to produce sensitivity charts for each attribute	✓	
One-way product significant difference scanning: scans for significant differences in utilities between segments for products	✓	✓
User Modifiable Adjustments to Model Algorithms		

LOP algorithm adjustable by slope term and LOP decision rule	✓	✓
Switching algorithm user adjustable by answer required for switching, switch latency factor, and percent difference	✓	✓
Interoperability with Other Applications		
Produces normalized utilities for input into SegmentSolve™	✓	
Creates SPSS™ syntax code to allow SPSS™ to crosstab switchers, or those likely to purchase	✓	
Produces runs to be visualized in PositionSolve™	✓	✓
Accepts strategies from PositionSolve™**	✓	✓
Goal Solving		
Multiple Attribute Simulation Scanning (MASS) Millions of scenarios tested automatically	✓	✓
Visualization		
Create bar charts for demonstrating all types of reports	✓	
Create column charts for demonstrating all types of reports	✓	
Create line graphs for demonstrating all types of reports	✓	
Create area graphs for demonstrating all types of reports	✓	
Create pie charts for demonstrating all types of reports	✓	
Rotate in 3-D for all charts and graphs	✓	✓
Manipulate chart display customization options: Change report and axis titles, colors, and properties, and change data series display properties	✓	
Change geometry customization options: Change rotation, spacing, and distance settings	✓	✓
Software platform		
Visual C++, 32 bit, MFC	✓	
Stingray Objective Grid for Tables	✓	
*Comprehensiveness of algorithms used (PrefSolve™ uses all)		
**End of 2004		