

FileHomeStatus Quo Settings

Joghurt.sim - Sawtooth Software Choice Simulator

?

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Simulation MethodFirst Choice

Range BehaviorSensitivity

☐ Include none option (if present)

Metrics

Netted Shares

Individual Results

Segments

Weights

☐ Apply Product Availability (Multi-store)

☐ Apply Product Awareness

☐ Apply Share Adjustment

X^v Exponent

Graph Options

SIMULATION SETTINGSREPORTINGSEGMENTATIONEXTERNAL EFFECTSGRAPHING

Status Quo

Products

Simulate

Auto

Products #2 and #3 are identical products. Please review the product specifications.

	Label	Verpackung	Geschmack	Preis
1	I.1	Glas	Mild	0,7 GE
2	I.2	Plastik	Mild	0,4 GE

Results

Shares of Preference

	A	B	C	D	E	F	G
5							
6	Label	Shares of Preference	Std Error	Lower 95% CI	Upper 95% CI		
7	I.1	22.2%	26.7%	0.0%	96.3%		
8	I.2	27.8%	15.9%	0.0%	72.0%		
9	II.1	27.8%	15.9%	0.0%	72.0%		
10	II.2	22.2%	26.7%	0.0%	96.3%		
11	III.1	0.0%	N/A	N/A	N/A		
12							

Results Summary

Individual Results

Simulation S

Shares of Preference

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