

Decision Analyst Offers Free Choice-Modeling Software

ChoiceModelR™ is an analytics package that analyzes conjoint, choice modeling, and MaxDiff experiments.

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Elizabeth Horn, Ph.D.

software engineers have developed and support an R-Language choice-modeling package, called [ChoiceModelR™](https://cran.r-project.org/web/packages/ChoiceModelR/index.html). It's an analytics package (not a data collection system). The software analyzes conjoint, choice modeling, and MaxDiff experiments. A free copy can be downloaded from the Decision Analyst website, or directly from the [CRAN library \(https://cran.r-project.org/web/packages/ChoiceModelR/index.html\)](https://cran.r-project.org/web/packages/ChoiceModelR/index.html).

“The program is ideal for large datasets with complex variables,” said Chris Hammack, an Advanced Analytics team member who helps maintain ChoiceModelR. Beth

Horn, Ph.D., head of Advanced Analytics at Decision Analyst notes that “the software is ideal for large datasets where computational speed is a great need.”

“ChoiceModelR replicates the functionality of the best commercial choice modeling programs,” Horn added. “The software assumes that the choice modeling experiment (the data collection phase) has been conducted and the data are ready to analyze.”

John Colias, Ph.D., the primary architect of this software, added, “ChoiceModelR uses a Markov chain Monte Carlo algorithm to estimate a hierarchical multinomial logit model with a normal heterogeneity distribution. The software uses a hybrid Gibbs Sampler with a random walk metropolis step for the multinomial logit coefficients. The dependent variable may be either discrete (nominal or ordinal) or continuous (share between 0 and 1). Constraints may be imposed on model parameters, and the number of choice observations per respondent can vary. Also, the number of choice alternatives per observation is flexible.”

“To run ChoiceModelR, users must have a basic understanding of choice modeling, the R language, and must download the R language software,” said Horn. “Both ChoiceModelR and the R language are open source and free.”

Further information may be obtained by contacting Beth Horn (bhorn@decisionanalyst.com) or Chris Hammack (chammac@decisionanalyst.com) at Decision Analyst.

About Decision Analyst

Decision Analyst (www.decisionanalyst.com), based in Dallas-Fort Worth, is a leading global marketing research and analytical consulting firm specializing in advanced modeling for marketing decision optimization, market segmentation, strategy research, and new product development research. The firm delivers competitive advantage to clients throughout the world in the CPG, technology, home improvement, automotive, healthcare, durable goods, and retail industries.

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