



RADAR

Marketing Consultants


DEMO.CONJOINT.RU

QUICK START GUIDE

Log In With Your Credentials

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Credentials For Demo:

Link: <https://demo.conjoint.ru/login>

Login: demo@conjoint.ru

Password: RadarOptimusTest

Recommended Device: Desktop / Laptop / Tablet (with high screen resolution)

Recommended Browser: Google Chrome



Demo Projects

Ice-Cream

Мороженое (демо-пример)

Select filters and scenarios

Work with selected scenario

Filters for data

Weights for data

Significance Level

Scenarios Selectors

Parameters of current scenario. Scroll down to see all SKUs and change their prices

Results of current simulation

Scenario name

Output summary

Scenario menu

RADAR Optimus
by RADAR Research

TOTAL

weight

95%

Current scenario:
scenario0: Базовый сце

Compare with:
scenario0: Базовый сце

Duplicate Window

Ice-Cream

Scenario initial Scenario Weighted Weighting Rules

Базовый сценарий, все позиции, у всех базовые цены scenario0

Save Changes Save As [Export] [Trash]

Moscow Ice	Ice Magia	Arctica	Why Not Ice Cream?	WildWildWest	Tasty * Winter
Revenue: 69 590 P Profit: 42 400 P 0%	Revenue: 29 400 P Profit: 8 400 P 0%	Revenue: 28 438 P Profit: 16 388 P 0%	Revenue: 21 922 P Profit: 12 222 P 0%	Revenue: 4 400 P Profit: 2 200 P 0%	Revenue: 3 036 P Profit: 1 386 P 0%
Market Share: 35.3%	Market Share: 28.0%	Market Share: 16.1%	Market Share: 12.9%	Market Share: 2.9%	Market Share: 2.2%

Moscow Ice	On/Off	Price (P)	Slices/ Price (P)	Share (%)	Revenue (P)	Profit (P)
Стаканчик				7.1%	33 600	20 480
Ванильный	✓	124 126 130 134 137	0%	6.1%	11 830	7 280
Шоколадный	✓	124 126 130 134 137	0%	5.3%	10 270	6 320
Фисташковый	✓	124 126 130 134 137	0%	3.6%	7 020	4 320
Экзотик (новинка)	✓	133 136 140 144 147	0%	2.1%	4 480	2 560

Scenario Details

Input Data

Output Data

Moscow Ice

	On/Off		Price (₽)					Slices/ Price (₽)		Share (%)			Revenue (₽)		Profit (₽)	
Стаканчик										17.1%	0%	33 600	0%	20 480	0%	
Ванильный	<input checked="" type="checkbox"/>		124	126	130	134	137	0%	0 / 0	6.1%	0%	11 830	0%	7 280	0%	
Шоколадный	<input checked="" type="checkbox"/>		124	126	130	134	137	0%	0 / 0	5.3%	0%	10 270	0%	6 320	0%	
Фисташковый	<input checked="" type="checkbox"/>		124	126	130	134	137	0%	0 / 0	3.6%	0%	7 020	0%	4 320	0%	
Экзотик (новинка)	<input checked="" type="checkbox"/>		133	136	140	144	147	0%	0 / 0	2.1%	0%	4 480	0%	2 560	0%	

↑
SKU names

↑
Turn on / off SKU
in scenario

↑
Change prices levels here and watch
for product Shares / Revenues /
Profits changes in output data

↑
Product Shares

↑
Conditional
Revenue

↑
Conditional
Profit

How To Compare Scenarios (1)

1) When you open the project you can see two basic options:

Scenario0 (Default scenario) is selected:



Current scenario:

scenario0: Базовый сценарий ▾

Compare with:

scenario0: Базовый сценарий ▾

All prices are set in their basic (start) positions:



Ванильный	✓		124	126	130	134	137
Шоколадный	✓		124	126	130	134	137
Фисташковый	✓		124	126	130	134	137
Экзотик (новинка)	✓		133	136	140	144	147

2) By changing prices you can change your current scenario:

Ванильный	✓		124	126	130	134	137	-5%	0 / 0
Шоколадный	✓		124	126	130	134	137	-5%	0 / 0
Фисташковый	✓		124	126	130	134	137	0%	0 / 0
Экзотик (новинка)	✓		133	136	140	144	147	0%	0 / 0

Black squares show price points of your current scenario

Grey squares show price points of scenario0 (compare with / current "benchmark")

Price changing percentage:
 $100\% * ((\text{Current Price} / \text{Compare Price}) - 1)$

Here we can see the effect of current price changes

11.7%	92%	21 700	83%	12 950	78%
7.5%	43%	14 012	36%	8 362	32%
3.3%	-7%	6 500	-7%	4 000	-7%
1.8%	-16%	3 780	-16%	2 160	-16%

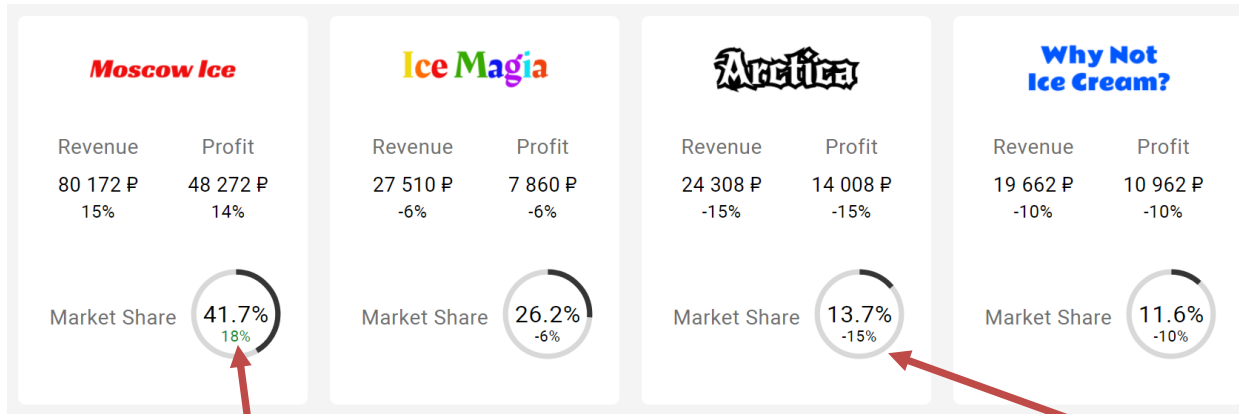
First two positions grow (price decreasing effect)

And demand for other positions has a loss (cannibalization)

And we can see the same effects for Revenue and Profit

How To Compare Scenarios (2)

3) We can also watch for total effect on Moscow Ice and competitors Shares / Revenues / Profits:



Color means:

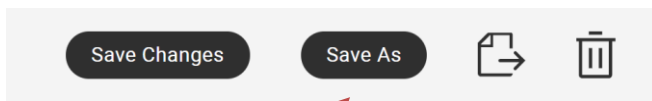
13% Significantly higher

-12% Significantly lower

Here we have a significant growth of Moscow Ice share (sourcing from all main competitors) as a result of price decreasing effect for first two positions

If we change significance level to 85%, the sourcing from Arctica becomes significant (red color appears here)

4) So, we want to save this scenario:



Click "Save As" button on top right scenario panel

Then write the description of new scenario and click "Save Scenario"

Save Scenario As:

ID: scenario1

Scenario Description:

Ванильный и шоколадный стаканчик по самым низким ценам

Save Scenario



5) Now we can see our new scenario in left selectors:

Current scenario:

scenario1: Ванильный и | ▾

scenario0: Базовый сценарий, все |
scenario1: Ванильный и шоколадн

Compare with:

scenario0: Базовый сцен ▾

Saved scenario can play two roles:

- As current scenario. We can select it any moment
- As scenario for compare (basic / “benchmark” scenario). We can select it in “Compare with” part

6) You can do more actions with scenarios:

Ванильный и шоколадный стаканчик по самым низким ценам
scenario1

Save Changes

Save As



↑
Scenario description helps you to see main information. You can correct this text by saving changes

Save changes and edit scenario description

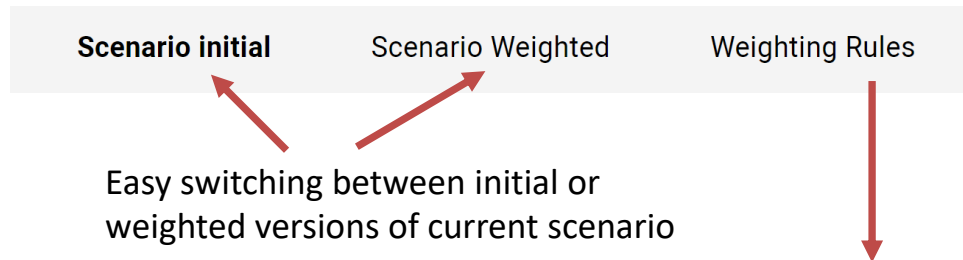
Save current scenario as a new one

Export to excel

Delete current scenario (but you can't delete scenario0)

Weighting By UPT

This option is very useful when you are going to calibrate your model and simulations by real market shares. Real market shares usually correlate with conjoint results, but the values inevitably differ. The reason lies in impossibility of using all real market factors for predicting market shares in research scope. This option reweights results of simulations to bring them closer to real market shares.



Moscow Ice

	Weight Type	UPT / Real Shares	Reference For SKU
Стаканчик			
Ванильный	UPT / Real Shares	100	
Шоколадный	UPT / Real Shares	100	
Фисташковый	UPT / Real Shares	100	
Экзотик (новинка)	Reference		Ванильный
Рожок			
Ванильный	UPT / Real Shares	100	
Шоколадный	UPT / Real Shares	100	
Фисташковый	UPT / Real Shares	100	
Экзотик (новинка)	Reference		Ванильный


Weighting rules are changeable. You can correct UPT (Units Per Thousand Checks) values or references here

Data will be automatically recounted

Default parameters are set after each project page reloading

Demand Curves

You can automatically build a demand curve for current context. Context = a set of all current prices (black squares positions)

Ванильный  124 126 **130** 134 137

Demand Curve For: **Ванильный**

Shares

Source

✕ Shares / Source selector

Parameter	Compare With:	Price Levels				
Price (P)	130	124	126	130	134	137
Moscow Ice Share	35.3%	✓ 40.2%	37.3%	35.3%	34.5%	34.3%
Moscow Ice Revenue	69 590	✓ 77 916	72 926	69 590	68 362	67 956
Moscow Ice Profit	42 400	✓ 47 106	44 256	42 400	41 732	41 526

Significant changes are shown by colors

Max Shares / Prices / Revenues are marked (green check mark)

Moscow Ice

Стаканчик		130	124	126	130	134	137
✓	Ванильный	6.1%	2.6%	9.1%	6.1%	4.9%	3.9%
	Шоколадный	5.3%	4.7%	5.1%	5.3%	5.5%	5.7%
	Фисташковый	3.6%	3.5%	3.3%	3.6%	3.5%	3.7%
	Экзотик (новинка)	2.1%	1.9%	2.1%	2.1%	2.3%	2.2%
Рожок		130	124	126	130	134	137
	Ванильный	5.5%	5.0%	5.4%	5.5%	5.3%	5.5%
	Шоколадный	7.1%	7.1%	7.1%	7.1%	7.1%	7.3%
	Фисташковый	3.2%	3.0%	2.9%	3.2%	3.5%	3.4%
	Экзотик (новинка)	2.5%	2.5%	2.4%	2.5%	2.6%	2.7%

Export to excel is available

Scroll down to see all SKUs and export button



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