

Development of a tool of decision-making aid to evaluate the best ecommerce solution

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This project studies and provides the program of a tool for harvest of data for the joint analysis.

With the arrival of the computers multimedia and Internet network, new channels of sale appear. These new channels which use Internet are called ecommerce. Many enterprises want to use one of these channel to stay competitive. To establish the best solution, they have to know exactly the needs of their customers. The solution at this problem is the use of a statistical method : conjoint analysis. The different steps to apply this method are listed below :

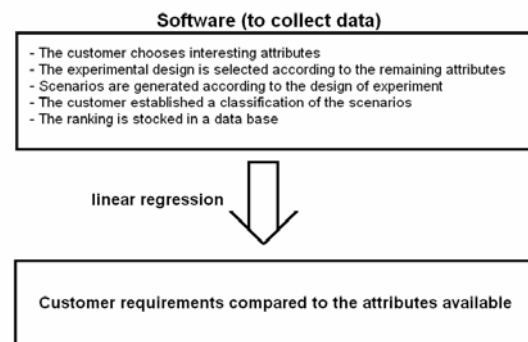
- Identify the characteristics of the different sale channels. These characteristics are called attributes.
- Create realistic purchase situations on the base of the characteristics previously discovered.
- Give these situations to customers for evaluating.
- Deduct the customer needs from the evaluation using linear regression.

The software asks the customer to delete attributes to leave only 8 of them.

Then, it chooses an appropriate experiment plan and constructs the scenarios (purchase situations). The

customer has to make a ranking of them. When he has finished, the ranking is verified and the equally placed scenarios are displayed for comparison. The customer have to compare the equals to choose the better.

At end, the results are stocked in the data base.



Part of this software in the process of the conjoint analysis

A linear regression method can be used to obtain the needs of the customer from the ranking. Then, it is possible to establish the best sale channel.

The customer characteristics are collected, too. So, it would be possible to make a clustering operation to find which kind of customers are interested in which kind of characteristics