

# Bayesian Statistics with Marketing Data in R

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By their very nature, marketing problems involve data on a large number of decentralized units. For example, marketing researchers often obtain survey data involving choices between alternative products for a large number of respondents. Demand data on sales of products is collected at the level of the individual product and store. Hierarchical or mixed or multi-level models are often very useful for analyzing these types of data. Analysis of three datasets is illustrated using `bayesm`, an R package for Bayesian analyses. The examples include a conjoint survey used for product design, a customer satisfaction survey and key account data on retail sales. In addition, some recent developments using Dirichlet Process Priors are briefly discussed.