

R – van Westendorp Analysis: Commands

Required Packages

```
pricesensitivitymeter  
openxlsx  
install.packages("xyz")
```

Get going

```
require(pricesensitivitymeter)  
require(openxlsx)
```

Conducting van Westendorp analysis

```
psm_result <- psm_analysis(  
dataset$too_cheap, dataset$cheap, dataset$expensive, dataset$too_expensive,  
data = NA,  
validate = TRUE,  
interpolate = FALSE,  
interpolation_steps = 0.01,  
intersection_method = "min",  
pi_cheap = NA, pi_expensive = NA,  
pi_scale = 5:1,  
pi_calibrated = c(0.7, 0.5, 0.3, 0.1, 0))
```

```
psm_result
```

```
psm_dataframe <- data.frame(psm_result$data_vanwestendorp)
```

```
write.xlsx(psm_dataframe, "Desktop/R_operations/psm.xlsx", asTable = FALSE)
```

→ please note: you have to adjust the path where you save your excel output

→ please note: too cheap, too expensive, not cheap & not expensive are relevant for the graphical representation