

## %MktAllo Macro

The %MktAllo autocall macro manipulates data for an allocation choice experiment. See the page 535 for an example. The %MktAllo macro takes as input a data set with one row for each alternative of each choice set. For example, in a study with 10 brands plus a constant alternative and 27 choice sets, there are  $27 \times 11 = 297$  observations in the input data set. The following output displays an example of an input data set:

---

Obs	Set	Brand	Price	Count
1	1			0
2	1	Brand 1	\$50	103
3	1	Brand 2	\$75	58
4	1	Brand 3	\$50	318
5	1	Brand 4	\$100	99
6	1	Brand 5	\$100	54
7	1	Brand 6	\$100	83
8	1	Brand 7	\$75	71
9	1	Brand 8	\$75	58
10	1	Brand 9	\$75	100
11	1	Brand 10	\$50	56
.				
.				
.				
296	27	Brand 9	\$100	94
297	27	Brand 10	\$50	65

---

It contains a choice set variable, product attributes (Brand and Price) and a frequency variable (Count) that contains the total number of times that each alternative was chosen.

The end result is a data set with twice as many observations that contains the number of times each alternative was chosen and the number of times it was not chosen. This data set also contains a variable *c* with a value of 1 for first choice and 2 for second or subsequent choice. A portion of this data set is as follows:

---

Obs	Set	Brand	Price	Count	c
1	1			0	1
2	1			1000	2
3	1	Brand 1	\$50	103	1
4	1	Brand 1	\$50	897	2
5	1	Brand 2	\$75	58	1
6	1	Brand 2	\$75	942	2
7	1	Brand 3	\$50	318	1
8	1	Brand 3	\$50	682	2

---

```

      .
      .
      .
593   27   Brand 10   $50     65     1
594   27   Brand 10   $50     935    2

```

The following step shows how you use the %MktAllo macro:

```
%mktallo(data=allocs2, out=allocs3, nalts=11,
          vars=set brand price, freq=Count)
```

The option `data=` names the input data set, `out=` names the output data set, `nalts=` specifies the number of alternatives, `vars=` names the variables in the data set that are used in the analysis excluding the `freq=` variable, and `freq=` names the frequency variable.

## %MktAllo Macro Options

The following options can be used with the %MktAllo macro:

Option	Description
<code>help</code>	(positional) “help” or “?” displays syntax summary
<code>data=SAS-data-set</code>	input SAS data set
<code>freq=variable</code>	frequency variable
<code>nalts=n</code>	number of alternatives
<code>out=SAS-data-set</code>	output SAS data set
<code>vars=variable-list</code>	input variables

You can specify either of the following to display the option names and simple examples of the macro syntax:

```
%mktallo(help)
%mktallo(?)
```

You must specify the `nalts=`, `freq=`, and `vars=` options.

### **data=** *SAS-data-set*

specifies the input SAS data set. By default, the macro uses the last data set created.

### **freq=** *variable*

specifies the frequency variable, which contains the number of times this alternative was chosen. This option must be specified.

### **nalts=** *n*

specifies the number of alternatives (including if appropriate the constant alternative). This option must be specified.

**out=** *SAS-data-set*

specifies the output SAS data set. The default is **out=allocs**.

**vars=** *variable-list*

specifies the variables in the data set that are used in the analysis but not the **freq=** variable. This option must be specified.

## %MktAllo Macro Notes

This macro specifies **options nonotes** throughout most of its execution. If you want to see all of the notes, submit the statement **%let mktopts = notes;** before running the macro. To see the macro version, submit the statement **%let mktopts = version;** before running the macro.