Description

Data from a conjoint experiment in which two partial profiles of credit cards were presented to 946 respondents. The variable bank$choiceAtt$choice indicates which profile was chosen. The profiles are coded as the difference in attribute levels. Thus, a "-1" means the profile coded as a choice of "0" has the attribute. A value of 0 means that the attribute was not present in the comparison.

data on age,income and gender (female=1) are also recorded in bank$demo

Usage

```
data(bank)
```

Format

This R object is a list of two data frames, list(choiceAtt,demo).

List of 2

$ choiceAtt:'data.frame': 14799 obs. of 16 variables:
... $ id : int [1:14799] 1 1 1 1 1 1 1 1 1 1
... $ choice : int [1:14799] 1 1 1 1 1 1 1 1 0 1
... $ Med_FInt : int [1:14799] 1 1 1 0 0 0 0 0 0 0
... $ Low_FInt : int [1:14799] 0 0 0 0 0 0 0 0 0 0
... $ Med_VInt : int [1:14799] 0 0 0 0 0 0 0 0 0 0
... $ Rewrd_2 : int [1:14799] -1 1 0 0 0 0 0 1 -1 0
... $ Rewrd_3 : int [1:14799] 0 -1 1 0 0 0 0 0 1 -1
... $ Rewrd_4 : int [1:14799] 0 0 -1 0 0 0 0 0 0 1
... $ Med_Fee : int [1:14799] 0 0 0 1 1 -1 -1 0 0 0
... $ Low_Fee : int [1:14799] 0 0 0 0 0 1 1 0 0 0
... $ Bank_B : int [1:14799] 0 0 0 -1 1 -1 1 0 0 0
... $ Out_State : int [1:14799] 0 0 0 0 -1 0 -1 0 0 0
... $ Med_Rebate : int [1:14799] 0 0 0 0 0 0 0 0 0 0
... $ High_Rebate : int [1:14799] 0 0 0 0 0 0 0 0 0 0
... $ High_CredLine: int [1:14799] 0 0 0 0 0 0 0 -1 -1 -1
... $ Long_Grace : int [1:14799] 0 0 0 0 0 0 0 0 0 0

$ demo :'data.frame': 946 obs. of 4 variables:
... $ id : int [1:946] 1 2 3 4 6 7 8 9 10 11
... $ age : int [1:946] 60 40 75 40 30 30 50 50 50 40
... $ income: int [1:946] 20 40 30 40 30 60 50 100 50 40
... $ gender: int [1:946] 1 1 0 0 0 0 1 0 0 0

Details

Each respondent was presented with between 13 and 17 paired comparisons. Thus, this dataset has a panel structure.

Source

Allenby and Ginter (1995), "Using Extremes to Design Products and Segment Markets," *JMR*, 392-403.

References

Appendix A, *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
data(bank)
cat(" table of Binary Dep Var", fill=TRUE)
print(table(bank$choiceAtt[,2]))
cat(" table of Attribute Variables",fill=TRUE)
mat=apply(as.matrix(bank$choiceAtt[,3:16]),2,table)
print(mat)
cat(" means of Demographic Variables",fill=TRUE)
mat=apply(as.matrix(bank$demo[,2:3]),2,mean)
print(mat)

## example of processing for use with rhierBinLogit
##
if(nchar(Sys.getenv("LONG_TEST")) != 0)
{
choiceAtt=bank$choiceAtt
Z=bank$demo

## center demo data so that mean of random-effects
## distribution can be interpretted as the average respondents

Z[,1]=rep(1,nrow(Z))
Z[,2]=Z[,2]-mean(Z[,2])
Z[,3]=Z[,3]-mean(Z[,3])
Z[,4]=Z[,4]-mean(Z[,4])
Z=as.matrix(Z)

hh=levels(factor(choiceAtt$id))
nhh=length(hh)
lgtdata=NULL
for (i in 1:nhh) {
        y=choiceAtt[choiceAtt[,1]==hh[i],2]
        nobs=length(y)
        X=as.matrix(choiceAtt[choiceAtt[,1]==hh[i],c(3:16)])
        lgtdata[[i]]=list(y=y,X=X)
                }
```

```
cat("Finished Reading data",fill=TRUE)
fsh()

Data=list(lgtdata=lgtdata,Z=Z)
Mcmc=list(R=10000,sbeta=0.2,keep=20)
set.seed(66)
out=rhierBinLogit(Data=Data,Mcmc=Mcmc)

cat(" Deltadraws ",fill=TRUE)
mat=apply(out$Deltadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)
cat(" Vbetadraws ",fill=TRUE)
mat=apply(out$Vbetadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)
}
```

`breg` *Posterior Draws from a Univariate Regression with Unit Error Variance*

Description

`breg` makes one draw from the posterior of a univariate regression (scalar dependent variable) given the error variance = 1.0. A natural conjugate, normal prior is used.

Usage

```
breg(y, X, betabar, A)
```

Arguments

`y`	vector of values of dep variable.
`X`	n (length(y)) x k Design matrix.
`betabar`	k x 1 vector. Prior mean of regression coefficients.
`A`	Prior precision matrix.

Details

model: $y = x'\beta + e$. $e \sim N(0, 1)$.

prior: $\beta \sim N(betabar, A^{-1})$.

Value

k x 1 vector containing a draw from the posterior distribution.

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

Examples

```
## simulate data
set.seed(66)
n=100
X=cbind(rep(1,n),runif(n)); beta=c(1,2)
y=X%*%beta+rnorm(n)
##
## set prior
A=diag(c(.05,.05)); betabar=c(0,0)
##
## make draws from posterior
R=1000
betadraw=matrix(double(R*2),ncol=2)
for (rep in 1:R) {betadraw[rep,]=breg(y,X,betabar,A)}
##
## summarize draws
mat=apply(betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
```

`cgetC` *Obtain A List of Cut-offs for Scale Usage Problems*

Description

`cgetC` obtains a list of censoring points, or cut-offs, used in the ordinal multivariate probit model of Rossi et al (2001). This approach uses a quadratic parameterization of the cut-offs. The model is useful for modeling correlated ordinal data on a scale from 1, ..., k with different scale usage patterns.

Usage

```
cgetC(e, k)
```

Arguments

`e`	quadratic parameter (>0 and less than 1)
`k`	items are on a scale from 1, . . . , k

Value

A vector of k+1 cut-offs.

Warning

This is a utility function which implements **no** error-checking.

Author(s)

Rob McCulloch and Peter Rossi, Graduate School of Business, University of Chicago. ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

Rossi et al (2001), "Overcoming Scale Usage Heterogeneity," *JASA*96, 20-31.

See Also

`rscaleUsage`

Examples

```
##
cgetC(.1,10)
```

`cheese` *Sliced Cheese Data*

Description

Panel data with sales volume for a package of Borden Sliced Cheese as well as a measure of display activity and price. Weekly data aggregated to the "key" account or retailer/market level.

Usage

```
data(cheese)
```

Format

A data frame with 5555 observations on the following 4 variables.

`RETAILER` a list of 88 retailers

`VOLUME` unit sales

`DISP` a measure of display activity – per cent ACV on display

`PRICE` in $

Source

Boatwright et al (1999), "Account-Level Modeling for Trade Promotion," *JASA* 94, 1063-1073.

References

Chapter 3, *Bayesian Statistics and Marketing* by Rossi et al.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
data(cheese)
cat(" Quantiles of the Variables ",fill=TRUE)
mat=apply(as.matrix(cheese[,2:4]),2,quantile)
print(mat)

##
## example of processing for use with rhierLinearModel
##
if(nchar(Sys.getenv("LONG_TEST")) != 0)
{

retailer=levels(cheese$RETAILER)
nreg=length(retailer)
nvar=3
regdata=NULL
for (reg in 1:nreg) {
        y=log(cheese$VOLUME[cheese$RETAILER==retailer[reg]])
        iota=c(rep(1,length(y)))
        X=cbind(iota,cheese$DISP[cheese$RETAILER==retailer[reg]],
                log(cheese$PRICE[cheese$RETAILER==retailer[reg]]))
        regdata[[reg]]=list(y=y,X=X)
}
Z=matrix(c(rep(1,nreg)),ncol=1)
nz=ncol(Z)
##
## run each individual regression and store results
##
lscoef=matrix(double(nreg*nvar),ncol=nvar)
for (reg in 1:nreg) {
        coef=lsfit(regdata[[reg]]$X,regdata[[reg]]$y,intercept=FALSE)$coef
        if (var(regdata[[reg]]$X[,2])==0)  { lscoef[reg,1]=coef[1]; lscoef[reg,3]=coef[2]}
```

```
        else {lscoef[reg,]=coef }
}

R=2000
Data=list(regdata=regdata,Z=Z)
Mcmc=list(R=R,keep=1)

betamean=array(double(nreg*nvar),dim=c(nreg,nvar))
burnin=100

set.seed(66)
out=rhierLinearModel(Data=Data,Mcmc=Mcmc)

for (k in 1:nvar) { betamean[,k]=apply(out$betadraw[,k,burnin:R],1,mean)}
print(betamean)
cat(" Deltadraws ",fill=TRUE)
mat=apply(out$Deltadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)
cat(" Vbetadraws ",fill=TRUE)
mat=apply(out$Vbetadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)

if(0){
coefn=c("Intercept","Display","LnPrice")
colors=c("blue","green","red","yellow")
par(mfrow=c(nvar,1),mar=c(5.1,15,4.1,13))
for (n in 1:nvar)
{
   plot(range(betamean[,n]),range(betamean[,n]),
     type="n",main=coefn[n],xlab="ls coef",ylab="post mean")
        points(lscoef[,n],betamean[,n],pch=17,col="blue",cex=1.2)
   abline(c(0,1))
}
}

}
```

`condMom` *Computes Conditional Mean/Var of One Element of MVN given All Others*

Description

`condMom` compute moments of conditional distribution of ith element of normal given all others.

Usage

```
condMom(x, mu, sigi, i)
```

Arguments

`x`	vector of values to condition on - ith element not used
`mu`	length(x) mean vector
`sigi`	length(x)-dim covariance matrix
`i`	conditional distribution of ith element

Details

$x \sim MVN(mu, Sigma)$.

`condMom` computes moments of x_i given x_{-i}.

Value

a list containing:

`cmean`	cond mean
`cvar`	cond variance

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

Examples

```
##
sig=matrix(c(1,.5,.5,.5,1,.5,.5,.5,1),ncol=3)
sigi=chol2inv(chol(sig))
mu=c(1,2,3)
x=c(1,1,1)
condMom(x,mu,sigi,2)
```

`createX`	*Create X Matrix for Use in Multinomial Logit and Probit Routines*

Description

`createX` makes up an X matrix in the form expected by Multinomial Logit (`rmnlIndepMetrop` and `rhierMnlRwMixture`) and Probit (`rmnpGibbs` and `rmvpGibbs`) routines. Requires an array of alternative specific variables and/or an array of "demographics" or variables constant across alternatives which may vary across choice occasions.

Usage

```
createX(p, na, nd, Xa, Xd, INT = TRUE, DIFF = FALSE, base = p)
```

Arguments

`p`	integer - number of choice alternatives
`na`	integer - number of alternative-specific vars in Xa
`nd`	integer - number of non-alternive specific vars
`Xa`	n x p*na matrix of alternative-specific vars
`Xd`	n x nd matrix of non-alternative specific vars
`INT`	logical flag for inclusion of intercepts
`DIFF`	logical flag for differencing wrt to base alternative
`base`	integer - index of base choice alternative

note: na,nd,Xa,Xd can be NULL to indicate lack of Xa or Xd variables.

Value

X matrix – n*(p-DIFF) x [(INT+nd)*(p-1) + na] matrix.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmnlIndepMetrop`, `rmnpGibbs`

Examples

```
na=2; nd=1; p=3
vec=c(1,1.5,.5,2,3,1,3,4.5,1.5)
Xa=matrix(vec,byrow=TRUE,ncol=3)
Xa=cbind(Xa,-Xa)
Xd=matrix(c(-1,-2,-3),ncol=1)
createX(p=p,na=na,nd=nd,Xa=Xa,Xd=Xd)
createX(p=p,na=na,nd=nd,Xa=Xa,Xd=Xd,base=1)
createX(p=p,na=na,nd=nd,Xa=Xa,Xd=Xd,DIFF=TRUE)
createX(p=p,na=na,nd=nd,Xa=Xa,Xd=Xd,DIFF=TRUE,base=2)
createX(p=p,na=na,nd=NULL,Xa=Xa,Xd=NULL)
createX(p=p,na=NULL,nd=nd,Xa=NULL,Xd=Xd)
```

`customerSat` *Customer Satifaction Data*

Description

Responses to a satisfaction survey for a Yellow Pages advertising product. All responses are on a 10 point scale from 1 to 10 (10 is "Excellent" and 1 is "Poor")

Usage

```
data(customerSat)
```

Format

A data frame with 1811 observations on the following 10 variables.

- `q1` Overall Satisfaction
- `q2` Setting Competitive Prices
- `q3` Holding Price Increase to a Minimum
- `q4` Appropriate Pricing given Volume
- `q5` Demonstrating Effectiveness of Purchase
- `q6` Reach a Large # of Customers
- `q7` Reach of Advertising
- `q8` Long-term Exposure
- `q9` Distribution
- `q10` Distribution to Right Geographic Areas

Source

Rossi et al (2001), "Overcoming Scale Usage Heterogeneity," *JASA* 96, 20-31.

References

Case Study 3, *Bayesian Statistics and Marketing* by Rossi et al.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
data(customerSat)
apply(as.matrix(customerSat),2,table)
```

`eMixMargDen`	*Compute Marginal Densities of A Normal Mixture Averaged over MCMC Draws*

Description

`eMixMargDen` assumes that a multivariate mixture of normals has been fitted via MCMC (using `rnmixGibbs`). For each MCMC draw, the marginal densities for each component in the multivariate mixture are computed on a user-supplied grid and then averaged over draws.

Usage

```
eMixMargDen(grid, probdraw, compdraw)
```

Arguments

`grid`	array of grid points, grid[,i] are ordinates for ith component
`probdraw`	array - each row of which contains a draw of probabilities of mixture comp
`compdraw`	list of lists of draws of mixture comp moments

Details

length(compdraw) is number of MCMC draws.
compdraw[[i]] is a list draws of mu and inv Chol root for each of mixture components.
compdraw[[i]][[j]] is jth component. compdraw[[i]][[j]]$mu is mean vector; compdraw[[i]][[j]]$rooti is the UL decomp of $Sigma^{-1}$.

Value

an array of the same dimension as grid with density values.

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type. To avoid errors, call with output from `rnmixGibbs`.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rnmixGibbs`

`fsh` *Flush Console Buffer*

Description

Flush contents of console buffer. This function only has an effect on the Windows GUI.

Usage

```
fsh()
```

Value

No value is returned.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

`ghkvec` *Compute GHK approximation to Multivariate Normal Integrals*

Description

`ghkvec` computes the GHK approximation to the integral of a multivariate normal density over a half plane defined by a set of truncation points.

Usage

```
ghkvec(L, trunpt, above, r)
```

Arguments

`L`	lower triangular Cholesky root of Covariance matrix
`trunpt`	vector of truncation points
`above`	vector of indicators for truncation above(1) or below(0)
`r`	number of draws to use in GHK

Value

approximation to integral

Note

`ghkvec` can accept a vector of truncations and compute more than one integral. That is, length(trunpt)/length(above) number of different integrals, each with the same Sigma and mean 0 but different truncation points. See example below for an example with two integrals at different truncation points.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##

Sigma=matrix(c(1,.5,.5,1),ncol=2)
L=t(chol(Sigma))
trunpt=c(0,0,1,1)
above=c(1,1)
ghkvec(L,trunpt,above,100)
```

`init.rmultiregfp` *Initialize Variables for Multivariate Regression Draw*

Description

`init.rmultiregfp` initializes variables which can be pre-computed for draws from the posterior of a multivariate regression model. `init.rmultiregfp` should be called prior to use of `rmultiregfp`

Usage

```
init.rmultiregfp(X, A, Bbar, nu, V)
```

Arguments

X	Design matrix
A	Prior Precision matrix (m x k)
Bbar	Prior mean matrix (m x k)
nu	degrees of freedom parmeter for Sigma prior
V	location parameter for Sigma prior

Details

model: $Y = XB + U$. $u_i \sim N(0, \Sigma)$. u_i is the ith row of U. Y is n x m. X is n x k. B is k x m.

priors: $vec(B) \sim N(vec(Bbar, \Sigma(x)A^{-1})$
$\Sigma \sim IW(nu, V)$.

Value

A list containing ...

IR	Inverse of Cholesky Root of $(X'X + A)$
RA	Cholesky root of A
RABbar	RA %*% Bbar
nu	d.f. parm for IWishart prior
V	location matrix for IWishart prior

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

rmultiregfp

`llmnl` *Evaluate Log Likelihood for Multinomial Logit Model*

Description

`llmnl` evaluates log-likelihood for the multinomial logit model.

Usage

```
llmnl(y, X, beta)
```

Arguments

`y`	n x 1 vector of obs on y (1,. . . , p)
`X`	n*p x k Design matrix (use `createX` to make)
`beta`	k x 1 coefficient vector

Details

Let $mu_i = X_i\beta$, then $Pr(y_i = j) = exp(mu_{i,j})/\sum_k exp(mu_{i,k})$.
X_i is the submatrix of X corresponding to the ith observation. X has n*p rows.

Use `createX` to create X.

Value

value of log-likelihood (sum of log prob of observed multinomial outcomes).

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`createX`, `rmnlIndepMetrop`

Examples

```
##
## Not run: ll=llmnl(y,X,beta)
```

`llmnp` *Evaluate Log Likelihood for Multinomial Probit Model*

Description

`llmnp` evaluates the log-likelihood for the multinomial probit model.

Usage

```
llmnp(X, y, beta, Sigma, r)
```

Arguments

`X`	X is n*(p-1) x k array. X is from differenced system.
`y`	y is vector of n indicators of multinomial response (1, . . . , p).
`beta`	k x 1 vector of coefficients
`Sigma`	(p-1) x (p-1) Covariance matrix of errors
`r`	number of draws used in GHK

Details

X is (p-1)*n x k matrix. Use `createX` with `DIFF=TRUE` to create X.

Model for each obs: $w = Xbeta + e$. $e \sim N(0, Sigma)$.

censoring mechanism:

if $y = j(j < p), w_j > max(w_{-j})$ and $w_j > 0$
if $y = p, w < 0$

To use GHK, we must transform so that these are rectangular regions e.g. if $y = 1, w_1 > 0$ and $w_1 - w_{-1} > 0$.

Define A_j such that if j=1,. . . ,p-1, $A_j w = A_j mu + A_j e > 0$ is equivalent to $y = j$. Thus, if y=j, we have $A_j e > -A_j mu$. Lower truncation is $-A_j mu$ and $cov = A_j Sigmat(A_j)$. For $j = p$, $e < -mu$.

Value

value of log-likelihood (sum of log prob of observed multinomial outcomes).

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapters 2 and 4.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`createX`, `rmnpGibbs`

Examples

```
##
## Not run: ll=llmnp(X,y,beta,Sigma,r)
```

`llnhlogit` *Evaluate Log Likelihood for non-homothetic Logit Model*

Description

`llmnp` evaluates log-likelihood for the Non-homothetic Logit model.

Usage

```
llnhlogit(theta, choice, lnprices, Xexpend)
```

Arguments

`theta`	parameter vector (see details section)
`choice`	n x 1 vector of choice (1, . . . , p)
`lnprices`	n x p array of log-prices
`Xexpend`	n x d array of vars predicting expenditure

Details

Non-homothetic logit model with: $ln(psi_i(U)) = alpha_i - e^{k_i} U$

Structure of theta vector
alpha: (p x 1) vector of utility intercepts.
k: (p x 1) vector of utility rotation parms.
gamma: (k x 1) – expenditure variable coefs.
tau: (1 x 1) – logit scale parameter.

Value

value of log-likelihood (sum of log prob of observed multinomial outcomes).

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi,Chapter 4.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`simnhlogit`

Examples

```
##
## Not run: ll=llnhlogit(theta,choice,lnprices,Xexpend)
```

`lndIChisq` *Compute Log of Inverted Chi-Squared Density*

Description

`lndIChisq` computes the log of an Inverted Chi-Squared Density.

Usage

```
lndIChisq(nu, ssq, x)
```

Arguments

`nu`	d.f. parameter
`ssq`	scale parameter
`x`	ordinate for density evaluation

Details

$Z = \nu * ssq/\chi^2_\nu$, $Z \sim$ Inverted Chi-Squared.
`lndIChisq` computes the complete log-density, including normalizing constants.

Value

log density value

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`dchisq`

Examples

```
##
lndIChisq(3,1,2)
```

`lndIWishart` *Compute Log of Inverted Wishart Density*

Description

`lndIWishart` computes the log of an Inverted Wishart density.

Usage

```
lndIWishart(nu, S, IW)
```

Arguments

`nu`	d.f. parameter
`S`	"location" parameter
`IW`	ordinate for density evaluation

Details

$Z = Wishart(nu, V^{-1})^{-1}$, $Z \sim$ Inverted Wishart(nu,V).
`lndIWishart` computes the complete log-density, including normalizing constants.

Value

log density value

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`rwishart`

Examples

```
##
lndIWishart(5,diag(3),(diag(3)+.5))
```

`lndMvn` *Compute Log of Multivariate Normal Density*

Description

`lndMvn` computes the log of a Multivariate Normal Density.

Usage

```
lndMvn(x, mu, rooti)
```

Arguments

`x`	density ordinate
`mu`	mu vector
`rooti`	inv of Cholesky root of Sigma

Details

$z \sim N(mu, \Sigma)$ note: does not include full normalizing constant

Value

log density value

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`lndMvst`

Examples

```
##
Sigma=matrix(c(1,.5,.5,1),ncol=2)
lndMvn(x=c(rep(0,2)),mu=c(rep(0,2)),rooti=backsolve(chol(Sigma),diag(2)))
```

`lndMvst` *Compute Log of Multivariate Student-t Density*

Description

`lndMvst` computes the log of a Multivariate Student-t Density.

Usage

```
lndMvst(x, nu, mu, rooti)
```

Arguments

`x`	density ordinate
`nu`	d.f. parameter
`mu`	mu vector
`rooti`	inv of Cholesky root of Sigma

Details

$z \sim MVst(mu, nu, \Sigma)$ note: does not include full normalizing constant

Value

log density value

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`lndMvn`

Examples

```
##
Sigma=matrix(c(1,.5,.5,1),ncol=2)
lndMvst(x=c(rep(0,2)),nu=4,mu=c(rep(0,2)),rooti=backsolve(chol(Sigma),diag(2)))
```

logMargDenNR	*Compute Log Marginal Density Using Newton-Raftery Approx*

Description

`logMargDenNR` computes log marginal density using the Newton-Raftery approximation. Note: this approximation can be influenced by outliers in the vector of log-likelihoods. Use with **care** .

Usage

```
logMargDenNR(ll)
```

Arguments

`ll`	vector of log-likelihoods evaluated at length(ll) MCMC draws

Value

approximation to log marginal density value.

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 6.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

margarine	*Household Panel Data on Margarine Purchases*

Description

Panel data on purchases of margarine by 516 households. Demographic variables are included.

Usage

```
data(margarine)
```

Format

This is an R object that is a list of two data frames, list(choicePrice,demos)

List of 2
$ choicePrice:'data.frame': 4470 obs. of 12 variables:
... $ hhid : int [1:4470] 2100016 2100016 2100016 2100016
... $ choice : num [1:4470] 1 1 1 1 1 4 1 1 4 1
... $ PPk_Stk : num [1:4470] 0.66 0.63 0.29 0.62 0.5 0.58 0.29
... $ PBB_Stk : num [1:4470] 0.67 0.67 0.5 0.61 0.58 0.45 0.51
... $ PFl_Stk : num [1:4470] 1.09 0.99 0.99 0.99 0.99 0.99 0.99
... $ PHse_Stk: num [1:4470] 0.57 0.57 0.57 0.57 0.45 0.45 0.29
... $ PGen_Stk: num [1:4470] 0.36 0.36 0.36 0.36 0.33 0.33 0.33
... $ PImp_Stk: num [1:4470] 0.93 1.03 0.69 0.75 0.72 0.72 0.72
... $ PSS_Tub : num [1:4470] 0.85 0.85 0.79 0.85 0.85 0.85 0.85
... $ PPk_Tub : num [1:4470] 1.09 1.09 1.09 1.09 1.07 1.07 1.07
... $ PFl_Tub : num [1:4470] 1.19 1.19 1.19 1.19 1.19 1.19 1.19
... $ PHse_Tub: num [1:4470] 0.33 0.37 0.59 0.59 0.59 0.59 0.59

Pk is Parkay; BB is BlueBonnett, Fl is Fleischmanns, Hse is house, Gen is generic, Imp is Imperial, SS is Shed Spread. _Stk indicates stick, _Tub indicates Tub form.

$ demos :'data.frame': 516 obs. of 8 variables:
... $ hhid : num [1:516] 2100016 2100024 2100495 2100560
... $ Income : num [1:516] 32.5 17.5 37.5 17.5 87.5 12.5
... $ Fs3_4 : int [1:516] 0 1 0 0 0 0 0 0 0 0
... $ Fs5 : int [1:516] 0 0 0 0 0 0 0 0 1 0
... $ Fam_Size : int [1:516] 2 3 2 1 1 2 2 2 5 2
... $ college : int [1:516] 1 1 0 0 1 0 1 0 1 1
... $ whtcollar: int [1:516] 0 1 0 1 1 0 0 0 1 1
... $ retired : int [1:516] 1 1 1 0 0 1 0 1 0 0

Fs3_4 is dummy (family size 3-4). Fs5 is dummy for family size >= 5. college,whtcollar,retired are dummies reflecting these statuses.

Details

choice is a multinomial indicator of one of the 10 brands (in order listed under format). All prices are in $.

Source

Allenby and Rossi (1991), "Quality Perceptions and Asymmetric Switching Between Brands," *Marketing Science* 10, 185-205.

References

Chapter 5, *Bayesian Statistics and Marketing* by Rossi et al.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
data(margarine)
cat(" Table of Choice Variable ",fill=TRUE)
print(table(margarine$choicePrice[,2]))
cat(" Means of Prices",fill=TRUE)
mat=apply(as.matrix(margarine$choicePrice[,3:12]),2,mean)
print(mat)
cat(" Quantiles of Demographic Variables",fill=TRUE)
mat=apply(as.matrix(margarine$demos[,2:8]),2,quantile)
print(mat)

##
## example of processing for use with rhierMnlRwMixture
##
if(nchar(Sys.getenv("LONG_TEST")) != 0)
{
select= c(1:5,7)  ## select brands
chPr=as.matrix(margarine$choicePrice)
## make sure to log prices
chPr=cbind(chPr[,1],chPr[,2],log(chPr[,2+select]))
demos=as.matrix(margarine$demos[,c(1,2,5)])

## remove obs for other alts
chPr=chPr[chPr[,2] <= 7,]
chPr=chPr[chPr[,2] != 6,]

## recode choice
chPr[chPr[,2] == 7,2]=6

hhidl=levels(as.factor(chPr[,1]))
lgtdata=NULL
nlgt=length(hhidl)
p=length(select)  ## number of choice alts
ind=1
for (i in 1:nlgt) {
   nobs=sum(chPr[,1]==hhidl[i])
   if(nobs >=5) {
```

```
      data=chPr[chPr[,1]==hhidl[i],]
      y=data[,2]
      names(y)=NULL
      X=createX(p=p,na=1,Xa=data[,3:8],nd=NULL,Xd=NULL,INT=TRUE,base=1)
       lgtdata[[ind]]=list(y=y,X=X,hhid=hhidl[i]); ind=ind+1
   }
}
nlgt=length(lgtdata)
##
## now extract demos corresponding to hhs in lgtdata
##
Z=NULL
nlgt=length(lgtdata)
for(i in 1:nlgt){
   Z=rbind(Z,demos[demos[,1]==lgtdata[[i]]$hhid,2:3])
}
##
## take log of income and family size and demean
##
Z=log(Z)
Z[,1]=Z[,1]-mean(Z[,1])
Z[,2]=Z[,2]-mean(Z[,2])

keep=5
R=20000
mcmc1=list(keep=keep,R=R)
out=rhierMnlRwMixture(Data=list(p=p,lgtdata=lgtdata,Z=Z),Prior=list(ncomp=1),Mcmc=mcmc1)

begin=100/keep; end=R/keep
cat(" Posterior Mean of Delta ",fill=TRUE)
mat=apply(out$Deltadraw[begin:end,],2,mean)
print(matrix(mat,ncol=6))
pmom=momMix(out$probdraw[begin:end,],out$compdraw[begin:end])
cat(" posterior expectation of mu",fill=TRUE)
print(pmom$mu)
cat(" posterior expectation of sd",fill=TRUE)
print(pmom$sd)
cat(" posterior expectation of correlations",fill=TRUE)
print(pmom$corr)

}
```

mixDen	*Compute Marginal Density for Multivariate Normal Mixture*

Description

`mixDen` computes the marginal density for each component of a normal mixture at each of the points on a user-specifed grid.

Usage

```
mixDen(x, pvec, comps)
```

Arguments

`x`	array - ith column gives grid points for ith variable
`pvec`	vector of mixture component probabilites
`comps`	list of lists of components for normal mixture

Details

length(comps) is the number of mixture components. comps[[j]] is a list of parameters of the jth component. comps[[j]]$mu is mean vector; comps[[j]]$rooti is the UL decomp of $Sigma^{-1}$.

Value

an array of the same dimension as grid with density values.

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rnmixGibbs`

`mnlHess` *Computes -Expected Hessian for Multinomial Logit*

Description

`mnlHess` computes -Expected[Hessian] for Multinomial Logit Model

Usage

```
mnlHess(y, X, beta)
```

Arguments

`y`	n x 1 vector of choices, (1, . . . ,p)
`X`	n*p x k Design matrix
`beta`	k x 1 vector of coefficients

Details

See `llmnl` for information on structure of X array. Use `createX` to make X.

Value

k x k matrix

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`llmnl`, `createX`, `rmnlIndepMetrop`

Examples

```
##
## Not run: mnlHess(y,X,beta)
```

`momMix`	*Compute Posterior Expectation of Normal Mixture Model Moments*

Description

`momMix` averages the moments of a normal mixture model over MCMC draws.

Usage

```
momMix(probdraw, compdraw)
```

Arguments

`probdraw`	R x ncomp list of draws of mixture probs
`compdraw`	list of length R of draws of mixture component moments

Details

R is the number of MCMC draws in argument list above.
ncomp is the number of mixture components fitted.
compdraw is a list of lists of lists with mixture components.
compdraw[[i]] is ith draw.
compdraw[[i]][[j]][[1]] is the mean parameter vector for the jth component, ith MCMC draw.
compdraw[[i]][[j]][[2]] is the UL decomposition of $Sigma^{-1}$ for the jth component, ith MCMC draw.

Value

a list of the following items ...

`mu`	Posterior Expectation of Mean
`sigma`	Posterior Expecation of Covariance Matrix
`sd`	Posterior Expectation of Vector of Standard Deviations
`corr`	Posterior Expectation of Correlation Matrix

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

rmixGibbs

`nmat` *Convert Covariance Matrix to a Correlation Matrix*

Description

`nmat` converts a covariance matrix (stored as a vector, col by col) to a correlation matrix (also stored as a vector).

Usage

```
nmat(vec)
```

Arguments

`vec`	k x k Cov matrix stored as a k*k x 1 vector (col by col)

Details

This routine is often used with apply to convert an R x (k*k) array of covariance MCMC draws to correlations. As in `corrdraws=apply(vardraws,1,nmat)`

Value

k*k x 1 vector with correlation matrix

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

Examples

```
##
set.seed(66)
X=matrix(rnorm(200,4),ncol=2)
Varmat=var(X)
nmat(as.vector(Varmat))
```

`numEff` *Compute Numerical Standard Error and Relative Numerical Efficiency*

Description

`numEff` computes the numerical standard error for the mean of a vector of draws as well as the relative numerical efficiency (ratio of variance of mean of this time series process relative to iid sequence).

Usage

```
numEff(x, m = as.integer(min(length(x), (100/sqrt(5000)) * sqrt(length(x)))))
```

Arguments

`x`	R x 1 vector of draws
`m`	number of lags for autocorrelations

Details

default for number of lags is chosen so that if R = 5000, m =100 and increases as the sqrt(R).

Value

`stderr`	standard error of the mean of x
`f`	variance ratio (relative numerical efficiency)

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
numEff(rnorm(1000),m=20)
numEff(rnorm(1000))
```

---

rbprobitGibbs	*Gibbs Sampler (Albert and Chib) for Binary Probit*

Description

`rbprobitGibbs` implements the Albert and Chib Gibbs Sampler for the binary probit model.

Usage

```
rbprobitGibbs(Data, Prior, Mcmc)
```

Arguments

`Data`	list(X,y)
`Prior`	list(betabar,A)
`Mcmc`	list(R,keep)

Details

Model: $z = X\beta + e$. $e \sim N(0, I)$. y=1, if z> 0.

Prior: $\beta \sim N(betabar, A^{-1})$.

List arguments contain

`X` Design Matrix

`y` n x 1 vector of observations, (0 or 1)

`betabar` k x 1 prior mean (def: 0)

`A` k x k prior precision matrix (def: .01I)

`R` number of MCMC draws

`keep` thinning parameter - keep every keepth draw (def: 1)

Value

`betadraw`	R/keep x k array of betadraws

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

rmnpGibbs

Examples

```
##
## rbprobitGibbs example
##
set.seed(66)
simbprobit=
function(X,beta) {
##  function to simulate from binary probit including x variable
y=ifelse((X%*%beta+rnorm(nrow(X)))<0,0,1)
list(X=X,y=y,beta=beta)
}

nobs=200
X=cbind(rep(1,nobs),runif(nobs),runif(nobs))
beta=c(0,1,-1)
nvar=ncol(X)
simout=simbprobit(X,beta)

Data=list(X=simout$X,y=simout$y)
Mcmc=list(R=2000,keep=1)

out=rbprobitGibbs(Data=Data,Mcmc=Mcmc)

cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
```

---

rdirichlet — *Draw From Dirichlet Distribution*

Description

`rdirichlet` draws from Dirichlet

Usage

```
rdirichlet(alpha)
```

Arguments

`alpha`	vector of Dirichlet parms (must be > 0)

Value

Vector of draws from Dirichlet

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##
set.seed(66)
rdirichlet(c(rep(3,5)))
```

`rhierBinLogit` *MCMC Algorithm for Hierachical Binary Logit*

Description

`rhierBinLogit` implements an MCMC algorithm for hierarchical binary logits with a normal heterogeneity distribution. This is a hybrid sampler with a RW Metropolis step for unit-level logit parameters.

`rhierBinLogit` is designed for use on choice-based conjoint data with partial profiles. The Design matrix is based on differences of characteristics between two alternatives. See Appendix A of *Bayesian Statistics and Marketing* for details.

Usage

```
rhierBinLogit(Data, Prior, Mcmc)
```

Arguments

`Data`	list(lgtdata,Z) (note: Z is optional)
`Prior`	list(Deltabar,ADelta,nu,V) (note: all are optional)
`Mcmc`	list(sbeta,R,keep) (note: all but R are optional)

Details

Model:
$y_{hi} = 1$ with $pr = exp(x'_{hi}beta_h)/(1 + exp(x'_{hi}beta_h)$. $beta_h$ is nvar x 1.
h=1,…,length(lgtdata) units or "respondents" for survey data.

$beta_h$= ZDelta[h,] + u_h.
Note: here ZDelta refers to Z%*%Delta, ZDelta[h,] is hth row of this product.
Delta is an nz x nvar array.

$u_h \sim N(0, V_{beta})$.

Priors:
$delta = vec(Delta) \sim N(vec(Deltabar), V_{beta}(x)ADelta^{-1})$
$V_{beta} \sim IW(nu, V)$

Lists contain:

`lgtdata`	list of lists with each cross-section unit MNL data
`lgtdata[[h]]$y`	n_h vector of binary outcomes (0,1)
`lgtdata[[h]]$X`	n_h by nvar design matrix for hth unit
`Deltabar`	nz x nvar matrix of prior means (def: 0)
`ADelta`	prior prec matrix (def: .01I)
`nu`	d.f. parm for IW prior on norm comp Sigma (def: nvar+3)
`V`	pds location parm for IW prior on norm comp Sigma (def: nuI)
`sbeta`	scaling parm for RW Metropolis (def: .2)
`R`	number of MCMC draws
`keep`	MCMC thinning parm: keep every keepth draw (def: 1)

Value

a list containing:

`Deltadraw`	R/keep x nz*nvar matrix of draws of Delta
`betadraw`	nlgt x nvar x R/keep array of draws of betas
`Vbetadraw`	R/keep x nvar*nvar matrix of draws of Vbeta
`llike`	R/keep vector of log-like values
`reject`	R/keep vector of reject rates over nlgt units

Note

Some experimentation with the Metropolis scaling paramter (sbeta) may be required.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

rhierMnlRwMixture

Examples

```
##
if(nchar(Sys.getenv("LONG_TEST")) != 0)
{

set.seed(66)
nvar=5                           ## number of coefficients
nlgt=1000                        ## number of cross-sectional units
nobs=10                          ## number of observations per unit
nz=2                             ## number of regressors in mixing distribution

## set hyper-parameters
##     B=ZDelta + U

Z=matrix(c(rep(1,nlgt),runif(nlgt,min=-1,max=1)),nrow=nlgt,ncol=nz)
Delta=matrix(c(-2,-1,0,1,2,-1,1,-.5,.5,0),nrow=nz,ncol=nvar)
iota=matrix(1,nrow=nvar,ncol=1)
Vbeta=diag(nvar)+.5*iota%*%t(iota)

## simulate data
lgtdata=NULL

for (i in 1:nlgt)
{ beta=t(Delta)%*%Z[i,]+as.vector(t(chol(Vbeta))%*%rnorm(nvar))
  X=matrix(runif(nobs*nvar),nrow=nobs,ncol=nvar)
  prob=exp(X%*%beta)/(1+exp(X%*%beta))
  unif=runif(nobs,0,1)
  y=ifelse(unif<prob,1,0)
  lgtdata[[i]]=list(y=y,X=X,beta=beta)
}

Data=list(Dat=lgtdata,Demo=Z)
out=rhierBinLogit(Data=list(lgtdata=lgtdata,Z=Z),Mcmc=list(R=5000))

cat(" Deltadraws ",fill=TRUE)
mat=apply(out$Deltadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Delta),mat); rownames(mat)[1]="delta"; print(mat)
cat(" Vbetadraws ",fill=TRUE)
```

```
mat=apply(out$Vbetadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Vbeta),mat); rownames(mat)[1]="Vbeta"; print(mat)

if(0){
td=as.vector(Delta)
par(mfrow=c(2,2))
matplot(out$Deltadraw[,(1:nvar)],type="l")
abline(h=td[1:nvar],col=(1:nvar))
matplot(out$Deltadraw[,((nvar+1):(2*nvar))],type="l")
abline(h=td[(nvar+1):(2*nvar)],col=(1:nvar))
matplot(out$Vbetadraw[,c(1,7,13,19,25)],type="l")
abline(h=1.5)
matplot(out$Vbetadraw[,-c(1,7,13,19,25)],type="l")
abline(h=.5)
}

}
```

`rhierLinearModel` *Gibbs Sampler for Hierarchical Linear Model*

Description

`rhierLinearModel` implements a Gibbs Sampler for hierarchical linear models.

Usage

```
rhierLinearModel(Data, Prior, Mcmc)
```

Arguments

`Data`	list(regdata,Z) (Z optional).
`Prior`	list(Deltabar,A,nu.e,ssq,nu,V) (optional).
`Mcmc`	list(R,keep) (R required).

Details

Model: length(regdata) regression equations.
$y_i = X_i beta_i + e_i$. $e_i \sim N(0, tau_i)$. nvar X vars in each equation.

Priors:
$tau_i \sim$ nu.e*$ssq_i/\chi^2_{nu.e}$. tau_i is the variance of e_i.
$beta_i \sim$ N(ZDelta[i,],V_{beta}).
Note: ZDelta is the matrix Z * Delta; [i,] refers to ith row of this product.

$vec(Delta)$ given $V_{beta} \sim N(vec(Deltabar), V_{beta}(x)A^{-1})$.
$V_{beta} \sim IW(nu, V)$.
$Delta, Deltabar$ are nz x nvar. A is nz x nz. V_{beta} is nvar x nvar.

Note: if you don't have any z vars, set Z=iota (nreg x 1).

List arguments contain:

- `regdata` list of lists with X,y matrices for each of length(regdata) regressions
- `regdata[[i]]$X` X matrix for equation i
- `regdata[[i]]$y` y vector for equation i
- `Deltabar` nz x nvar matrix of prior means (def: 0)
- `A` nz x nz matrix for prior precision (def: .01I)
- `nu.e` d.f. parm for regression error variance prior (def: 3)
- `ssq` scale parm for regression error var prior (def: var(y_i))
- `nu` d.f. parm for Vbeta prior (def: nvar+3)
- `V` Scale location matrix for Vbeta prior (def: nu*I)
- `R` number of MCMC draws
- `keep` MCMC thinning parm: keep every keepth draw (def: 1)

Value

a list containing

`betadraw`	nreg x nvar x R/keep array of individual regression coef draws
`taudraw`	R/keep x nreg array of error variance draws
`Deltadraw`	R/keep x nz x nvar array of Deltadraws
`Vbetadraw`	R/keep x nvar*nvar array of Vbeta draws

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##
if(nchar(Sys.getenv("LONG_TEST")) != 0) # set env var LONG_TEST to run
{

nreg=100; nobs=100; nvar=3
Vbeta=matrix(c(1,.5,0,.5,2,.7,0,.7,1),ncol=3)
Z=cbind(c(rep(1,nreg)),3*runif(nreg)); Z[,2]=Z[,2]-mean(Z[,2])
nz=ncol(Z)
Delta=matrix(c(1,-1,2,0,1,0),ncol=2)
Delta=t(Delta) # first row of Delta is means of betas
Beta=matrix(rnorm(nreg*nvar),nrow=nreg)%*%chol(Vbeta)+Z%*%Delta
```

```
tau=.1
iota=c(rep(1,nobs))
regdata=NULL
for (reg in 1:nreg) { X=cbind(iota,matrix(runif(nobs*(nvar-1)),ncol=(nvar-1)))
        y=X%*%Beta[reg,]+sqrt(tau)*rnorm(nobs); regdata[[reg]]=list(y=y,X=X) }

nu.e=3
ssq=NULL
for(reg in 1:nreg) {ssq[reg]=var(regdata[[reg]]$y)}
nu=nvar+3
V=nu*diag(c(rep(1,nvar)))
A=diag(c(rep(.01,nz)),ncol=nz)
Deltabar=matrix(c(rep(0,nz*nvar)),nrow=nz)

R=2000

Data=list(regdata=regdata,Z=Z)
Prior=list(Deltabar=Deltabar,A=A,nu.e=nu.e,ssq=ssq,nu=nu,V=V)
Mcmc=list(R=R,keep=1)
out=rhierLinearModel(Data=Data,Mcmc=Mcmc)

cat(" Deltadraws ",fill=TRUE)
mat=apply(out$Deltadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Delta),mat); rownames(mat)[1]="delta"; print(mat)
cat(" Vbetadraws ",fill=TRUE)
mat=apply(out$Vbetadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Vbeta),mat); rownames(mat)[1]="Vbeta"; print(mat)

}
```

`rhierMnlRwMixture` *MCMC Algorithm for Hierarchical Multinomial Logit with Mixture of Normals Heterogeneity*

Description

`rhierMnlRwMixture` is a MCMC algorithm for a hierarchical multinomial logit with a mixture of normals heterogeneity distribution. This is a hybrid Gibbs Sampler with a RW Metropolis step for the MNL coefficients for each panel unit.

Usage

```
rhierMnlRwMixture(Data, Prior, Mcmc)
```

Arguments

`Data`	list(p,lgtdata,Z) (Z is optional)
`Prior`	list(deltabar,Ad,mubar,Amu,nu,V,ncomp) (all but ncomp are optional)
`Mcmc`	list(s,c,R,keep) (R required)

Details

Model:
$y_i \sim MNL(X_i, theta_i)$. i=1,..., length(lgtdata). $theta_i$ is nvar x 1.

$theta_i$= ZDelta[i,] + u_i.
Note: here ZDelta refers to Z%*%D, ZDelta[i,] is ith row of this product.
Delta is an nz x nvar array.

$u_i \sim N(mu_{ind}, Sigma_{ind})$. $ind \sim$ multinomial(pvec).

Priors:
$pvec \sim$ dirichlet (a)
$delta = vec(Delta) \sim N(deltabar, A_d^{-1})$
$mu_j \sim N(mubar, Sigma_j(x)Amu^{-1})$
$Sigma_j \sim$ IW(nu,V)

Lists contain:

- `p` p is number of choice alternatives
- `lgtdata` list of lists with each cross-section unit MNL data
- `lgtdata[[i]]$y` n_i vector of multinomial outcomes (1,...,m)
- `lgtdata[[i]]$X` n_i by nvar design matrix for ith unit
- `deltabar` nz*nvar vector of prior means (def: 0)
- `Ad` prior prec matrix for vec(D) (def: .01I)
- `mubar` nvar x 1 prior mean vector for normal comp mean (def: 0)
- `Amu` prior precision for normal comp mean (def: .01I)
- `nu` d.f. parm for IW prior on norm comp Sigma (def: nvar+3)
- `V` pds location parm for IW prior on norm comp Sigma (def: nuI)
- `ncomp` number of components used in normal mixture
- `s` scaling parm for RW Metropolis (def: 2.93/sqrt(nvar))
- `c` fraction likelihood weighting parm (def: 2)
- `R` number of MCMC draws
- `keep` MCMC thinning parm: keep every keepth draw (def: 1)

Value

a list containing:

- `Deltadraw` R/keep x nz*nvar matrix of draws of Delta, first row is initial value
- `betadraw` nlgt x nvar x R/keep array of draws of betas
- `probdraw` R/keep x ncomp matrix of draws of probs of mixture components (pvec)
- `compdraw` list of list of lists (length R/keep)

Note

More on `compdraw` component of return value list:

compdraw[[i]] the ith draw of components for mixtures

compdraw[[i][[j]]] ith draw of the jth normal mixture comp

compdraw[[i][[j]][[1]]] ith draw of jth normal mixture comp mean vector

compdraw[[i][[j]][[2]]] ith draw of jth normal mixture cov parm (rooti)

Note: Z does **not** include an intercept and is centered for ease of interpretation.

Be careful in assessing prior parameter, Amu. .01 is too small for many applications. See Allenby et al, chapter 5 for full discussion.

Large R values may be requires (>20,000).

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

`rmnlIndepMetrop`

Examples

```
##
if(nchar(Sys.getenv("LONG_TEST")) != 0) # set env var LONG_TEST to run
{

set.seed(66)
p=3                                 # num of choice alterns
ncoef=3
nlgt=300                            # num of cross sectional units
nz=2
Z=matrix(runif(nz*nlgt),ncol=nz)
Z=t(t(Z)-apply(Z,2,mean))           # demean Z
ncomp=3                                 # no of mixture components
Delta=matrix(c(1,0,1,0,1,2),ncol=2)
comps=NULL
comps[[1]]=list(mu=c(0,-1,-2),rooti=diag(rep(1,3)))
comps[[2]]=list(mu=c(0,-1,-2)*2,rooti=diag(rep(1,3)))
comps[[3]]=list(mu=c(0,-1,-2)*4,rooti=diag(rep(1,3)))
pvec=c(.4,.2,.4)
```

```
## simulate data
simlgtdata=NULL
ni=rep(50,300)
for (i in 1:nlgt)
{  betai=Delta%*%Z[i,]+as.vector(rmixture(1,pvec,comps)$x)
   X=NULL
   for(j in 1:ni[i])
      { Xone=cbind(rbind(c(rep(0,p-1)),diag(p-1)),runif(p,min=-1.5,max=0))
        X=rbind(X,Xone) }
   outa=simmnlwX(ni[i],X,betai)
   simlgtdata[[i]]=list(y=outa$y,X=X,beta=betai)
}

## plot betas
if(0){
## set if(1) above to produce plots
bmat=matrix(0,nlgt,ncoef)
for(i in 1:nlgt) {bmat[i,]=simlgtdata[[i]]$beta}
par(mfrow=c(ncoef,1))
for(i in 1:ncoef) hist(bmat[,i],breaks=30,col="magenta")
}

##   set parms for priors and Z
nu=ncoef+3
V=nu*diag(rep(1,ncoef))
Ad=.01*(diag(rep(1,nz*ncoef)))
mubar=matrix(rep(0,ncoef),nrow=1)
deltabar=rep(0,ncoef*nz)
Amu=matrix(.01,ncol=1)
a=rep(5,ncoef)

R=20000
keep=5
c=2
s=2.93/sqrt(ncoef)
Data1=list(p=p,lgtdata=simlgtdata,Z=Z)
Prior1=list(ncomp=ncomp,nu=nu,V=V,Amu=Amu,mubar=mubar,a=a,Ad=Ad,deltabar=deltabar)
Mcmc1=list(s=s,c=c,R=R,keep=keep)
out=rhierMnlRwMixture(Data=Data1,Prior=Prior1,Mcmc=Mcmc1)

begin=1000/keep; end=R/keep
cat(" Deltadraws ",fill=TRUE)
mat=apply(out$Deltadraw[begin:end,],2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Delta),mat); rownames(mat)[1]="delta"; print(mat)

tmom=momMix(matrix(pvec,nrow=1),list(comps))
pmom=momMix(out$probdraw[begin:end,],out$compdraw[begin:end])
mat=rbind(tmom$mu,pmom$mu)
rownames(mat)=c("true","post expect")
cat(" mu and posterior expectation of mu",fill=TRUE)
print(mat)
mat=rbind(tmom$sd,pmom$sd)
```

```
rownames(mat)=c("true","post expect")
cat(" std dev and posterior expectation of sd",fill=TRUE)
print(mat)
mat=rbind(as.vector(tmom$corr),as.vector(pmom$corr))
rownames(mat)=c("true","post expect")
cat(" corr and posterior expectation of corr",fill=TRUE)
print(t(mat))

if(0) {
## set if(1) to produce plots
par(mfrow=c(4,1))
plot(out$betadraw[1,1,])
abline(h=simlgtdata[[1]]$beta[1])
plot(out$betadraw[2,1,])
abline(h=simlgtdata[[2]]$beta[1])
plot(out$betadraw[100,3,])
abline(h=simlgtdata[[100]]$beta[3])
plot(out$betadraw[101,3,])
abline(h=simlgtdata[[101]]$beta[3])
par(mfrow=c(4,1))
plot(out$Deltadraw[,1])
abline(h=Delta[1,1])
plot(out$Deltadraw[,2])
abline(h=Delta[2,1])
plot(out$Deltadraw[,3])
abline(h=Delta[3,1])
plot(out$Deltadraw[,6])
abline(h=Delta[3,2])
begin=100
end=1000
ngrid=50
grid=matrix(0,ngrid,ncoef)
rgm=matrix(c(-3,-7,-10,3,1,0),ncol=2)
for(i in 1:ncoef) {rg=rgm[i,]; grid[,i]=rg[1] + ((1:ngrid)/ngrid)*(rg[2]-rg[1])}
mden=eMixMargDen(grid,out$probdraw[begin:end,],out$compdraw[begin:end])
par(mfrow=c(2,ncoef))
for(i in 1:ncoef)
{plot(grid[,i],mden[,i],type="l")}
for(i in 1:ncoef)
tden=mixDen(grid,pvec,comps)
for(i in 1:ncoef)
{plot(grid[,i],tden[,i],type="l")}
}

}
```

`rivGibbs` *Gibbs Sampler for Linear "IV" Model*

Description

`rivGibbs` is a Gibbs Sampler for a linear structural equation with an arbitrary number of instruments.

Usage

```
rivGibbs(Data, Prior, Mcmc)
```

Arguments

`Data`	list(z,w,x,y)
`Prior`	list(md,Ad,mbg,Abg,nu,V) (optional)
`Mcmc`	list(R,keep) (R required)

Details

Model:
$x = z'delta + e1$.
$y = beta * x + w'gamma + e2$.
$e1, e2 \sim N(0, Sigma)$.

Priors:
$delta \sim N(md, Ad^{-1})$. $vec(beta, gamma) \sim N(mbg, Abg^{-1})$
$Sigma \sim$ IW(nu,V)

List arguments contain:

- `z` matrix of obs on instruments
- `y` vector of obs on lhs var in structural equation
- `x` "endogenous" var in structural eqn
- `w` matrix of obs on "exogenous" vars in the structural eqn
- `md` prior mean of delta (def: 0)
- `Ad` pds prior prec for prior on delta (def: .01I)
- `mbg` prior mean vector for prior on beta,gamma (def: 0)
- `Abg` pds prior prec for prior on beta,gamma (def: .01I)
- `nu` d.f. parm for IW prior on Sigma (def: 5)
- `V` pds location matrix for IW prior on Sigma (def: nuI)
- `R` number of MCMC draws
- `keep` MCMC thinning parm: keep every keepth draw (def: 1)

Value

a list containing:

`deltadraw`	R/keep x dim(delta) array of delta draws
`betadraw`	R/keep x 1 vector of beta draws
`gammadraw`	R/keep x dim(gamma) array of gamma draws
`Sigmadraw`	R/keep x 4 array of Sigma draws

Examples

```
##
set.seed(66)
simIV = function(delta,beta,Sigma,n,z,w,gamma) {
eps = matrix(rnorm(2*n),ncol=2) %*% chol(Sigma)
x = z %*% delta + eps[,1]; y = beta*x +  eps[,2] + w%*%gamma
list(x=as.vector(x),y=as.vector(y)) }
n = 200 ; p=1 # number of instruments
z = cbind(rep(1,n),matrix(runif(n*p),ncol=p))
w = matrix(1,n,1)
rho=.8
Sigma = matrix(c(1,rho,rho,1),ncol=2)
delta = c(1,4); beta = .5; gamma = c(1)
simiv = simIV(delta,beta,Sigma,n,z,w,gamma)

Mcmc=list(); Prior=list(); Data = list()
Data$z = z; Data$w=w; Data$x=simiv$x; Data$y=simiv$y
Mcmc$R = 5000
Mcmc$keep=1
out=rivGibbs(Data=Data,Prior=Prior,Mcmc=Mcmc)

cat(" deltadraws ",fill=TRUE)
mat=apply(out$deltadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(delta,mat); rownames(mat)[1]="delta"; print(mat)
cat(" betadraws ",fill=TRUE)
qout=quantile(out$betadraw,probs=c(.01,.05,.5,.95,.99))
mat=matrix(qout,ncol=1)
mat=rbind(beta,mat); rownames(mat)=c("beta",names(qout)); print(mat)
cat(" Sigma draws",fill=TRUE)
mat=apply(out$Sigmadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Sigma),mat); rownames(mat)[1]="Sigma"; print(mat)
```

`rmixGibbs` *Gibbs Sampler for Normal Mixtures w/o Error Checking*

Description

`rmixGibbs` makes one draw using the Gibbs Sampler for a mixture of multivariate normals.

Usage

```
rmixGibbs(y, Bbar, A, nu, V, a, p, z, comps)
```

Arguments

`y`	data array - rows are obs
`Bbar`	prior mean for mean vector of each norm comp
`A`	prior precision parameter

`nu`	prior d.f. parm
`V`	prior location matrix for covariance priro
`a`	Dirichlet prior parms
`p`	prior prob of each mixture component
`z`	component identities for each observation – "indicators"
`comps`	list of components for the normal mixture

Details

`rmixGibbs` is not designed to be called directly. Instead, use `rnmixGibbs` wrapper function.

Value

a list containing:

`p`	draw mixture probilities
`z`	draw of indicators of each component
`comps`	new draw of normal component parameters

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Rob McCulloch and Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rnmixGibbs`

rmixture	*Draw from Mixture of Normals*

Description

`rmixture` simulates iid draws from a Multivariate Mixture of Normals

Usage

```
rmixture(n, pvec, comps)
```

Arguments

`n`	number of observations
`pvec`	ncomp x 1 vector of prior probabilities for each mixture component
`comps`	list of mixture component parameters

Details

comps is a list of length, ncomp = length(pvec). comps[[j]][[1]] is mean vector for the jth component. comps[[j]][[2]] is the inverse of the cholesky root of Sigma for that component

Value

A list containing . . .

`x`	An n x length(comps[[1]][[1]]) array of iid draws
`z`	A n x 1 vector of indicators of which component each draw is taken from

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

See Also

`rnmixGibbs`

`rmnlIndepMetrop`	*MCMC Algorithm for Multinomial Logit Model*

Description

`rmnIndepMetrop` implements Independence Metropolis for the MNL.

Usage

```
rmnlIndepMetrop(Data, Prior, Mcmc)
```

Arguments

`Data`	list(p,y,X)
`Prior`	list(A,betabar) optional
`Mcmc`	list(R,keep,nu)

Details

Model: y $\sim$ MNL(X,beta). $Pr(y = j) = exp(x_j' beta)/\sum_k e^{x_k' beta}$.

Prior: $beta \sim N(betabar, A^{-1})$

list arguments contain:

- `p` number of alternatives
- `y` nobs vector of multinomial outcomes (1,..., p)
- `X` nobs*m x nvar matrix
- `A` nvar x nvar pds prior prec matrix (def: .01I)
- `betabar` nvar x 1 prior mean (def: 0)
- `R` number of MCMC draws
- `keep` MCMC thinning parm: keep every keepth draw (def: 1)
- `nu` degrees of freedom parameter for independence t density (def: 6)

Value

a list containing:

`betadraw`	R/keep x nvar array of beta draws
`acceptr`	acceptance rate of Metropolis draws

See Also

`rhierMnlRwMixture`

Examples

```
##

set.seed(66)
n=200; p=3; beta=c(1,-1,1.5,.5)
simout=simmnl(p,n,beta)
A=diag(c(rep(.01,length(beta)))); betabar=rep(0,length(beta))

R=2000
Data=list(y=simout$y,X=simout$X,p=p); Mcmc=list(R=R,keep=1) ; Prior=list(A=A,betabar=betabar)
out=rmnlIndepMetrop(Data=Data,Prior=Prior,Mcmc=Mcmc)
cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
```

`rmnpGibbs` *Gibbs Sampler for Multinomial Probit*

Description

`rmnpGibbs` implements the McCulloch/Rossi Gibbs Sampler for the multinomial probit model.

Usage

```
rmnpGibbs(Data, Prior, Mcmc)
```

Arguments

`Data`	list(p, y, X)
`Prior`	list(betabar,A,nu,V) (optional)
`Mcmc`	list(beta0,sigma0,R,keep) (R required)

Details

model:
$w_i = X_i\beta + e$. $e \sim N(0, Sigma)$. note: w_i, e are (p-1) x 1.
$y_i = j$, if $w_{ij} > max(0, w_{i,-j})$ j=1,…,p-1. $w_{i,-j}$ means elements of w_i other than the jth.
$y_i = p$, if all $w_i < 0$.

priors:
$beta \sim N(betabar, A^{-1})$
$Sigma \sim$ IW(nu,V)

to make up X matrix use `createX` with `DIFF=TRUE`.

List arguments contain

`p`	number of choices or possible multinomial outcomes
`y`	n x 1 vector of multinomial outcomes
`X`	n*(p-1) x k Design Matrix
`betabar`	k x 1 prior mean (def: 0)
`A`	k x k prior precision matrix (def: .01I)
`nu`	d.f. parm for IWishart prior (def: (p-1) + 3)
`V`	pds location parm for IWishart prior (def: nu*I)
`beta0`	initial value for beta
`sigma0`	initial value for sigma
`R`	number of MCMC draws
`keep`	thinning parameter - keep every keepth draw (def: 1)

Value

a list containing:

`betadraw`	R/keep x k array of betadraws
`sigmadraw`	R/keep x (p-1)*(p-1) array of sigma draws – each row is in vector form

Note

beta is not identified. beta/sqrt($sigma_{11}$) and Sigma/$sigma_{11}$ are. See Allenby et al or example below for details.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 4.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmvpGibbs`

Examples

```
##

set.seed(66)
p=3
n=500
beta=c(-1,1,1,2)
Sigma=matrix(c(1,.5,.5,1),ncol=2)
k=length(beta)
```

```
x1=runif(n*(p-1),min=-1,max=1); x2=runif(n*(p-1),min=-1,max=1)
I2=diag(rep(1,p-1)); xadd=rbind(I2)
for(i in 2:n) { xadd=rbind(xadd,I2)}
X=cbind(xadd,x1,x2)
simout=simmnp(X,p,500,beta,Sigma)

R=2000
Data=list(p=p,y=simout$y,X=simout$X)
Mcmc=list(R=R,keep=1)

out=rmnpGibbs(Mcmc=Mcmc,Data=Data)

cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw/sqrt(out$sigmadraw[,1]),2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
cat(" Sigmadraws ",fill=TRUE)
mat=apply(out$sigmadraw/out$sigmadraw[,1],2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Sigma),mat); rownames(mat)[1]="sigma"; print(mat)
```

`rmultireg` *Draw from the Posterior of a Multivariate Regression*

Description

`rmultireg` draws from the posterior of a Multivariate Regression model with a natural conjugate prior.

Usage

```
rmultireg(Y, X, Bbar, A, nu, V)
```

Arguments

`Y`	n x m matrix of observations on m dep vars
`X`	n x k matrix of observations on indep vars (supply intercept)
`Bbar`	k x m matrix of prior mean of regression coefficients
`A`	k x k Prior precision matrix
`nu`	d.f. parameter for Sigma
`V`	m x m pdf location parameter for prior on Sigma

Details

Model: $Y = XB + U$. $cov(u_i) = Sigma$. B is k x m matrix of coefficients. $Sigma$ is m x m covariance.

Priors: $beta$ given $Sigma \sim N(betabar, Sigma(x)A^{-1})$. $betabar = vec(Bbar)$; $beta = vec(B)$
$Sigma \sim$ IW(nu,V).

Value

A list of the components of a draw from the posterior

`B`	draw of regression coefficient matrix
`Sigma`	draw of Sigma

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmultiregfp`,`init.rmultiregfp`

Examples

```
##
set.seed(66)
n=200
m=2
X=cbind(rep(1,n),runif(n))
k=ncol(X)
B=matrix(c(1,2,-1,3),ncol=m)
Sigma=matrix(c(1,.5,.5,1),ncol=m); RSigma=chol(Sigma)
Y=X%*%B+matrix(rnorm(m*n),ncol=m)%*%RSigma

betabar=rep(0,k*m);Bbar=matrix(betabar,ncol=m)
A=diag(rep(.01,k))
nu=3; V=nu*diag(m)

R=1000
betadraw=matrix(double(R*k*m),ncol=k*m)
Sigmadraw=matrix(double(R*m*m),ncol=m*m)
for (rep in 1:R)
   {out=rmultireg(Y,X,Bbar,A,nu,V);betadraw[rep,]=out$B
    Sigmadraw[rep,]=out$Sigma}

cat(" Betadraws ",fill=TRUE)
mat=apply(betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(B),mat); rownames(mat)[1]="beta"
print(mat)
```

```
cat(" Sigma draws",fill=TRUE)
mat=apply(Sigmadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Sigma),mat); rownames(mat)[1]="Sigma"
print(mat)
```

`rmultiregfp` *Draw from the Posterior of a Multivariate Regression*

Description

`rmultiregfp` draws from the posterior of a Multivariate Regression model with a natural conjugate prior.

Usage

```
rmultiregfp(Y, X, Fparm)
```

Arguments

`Y`	n x m matrix of observations on m dep vars
`X`	n x k matrix of observations on indep vars (supply intercept)
`Fparm`	a list of prior parameters prepared by `init.rmultiregfp`

Details

Model: $Y = XB + U$. $cov(u_i) = Sigma$. B is k x m matrix of coefficients. $Sigma$ is an m x m covariance matrix.

Priors: $beta$ given $Sigma \sim N(betabar, Sigma(x)A^{-1})$. $betabar = vec(Bbar)$; $beta = vec(B)$.
$Sigma \sim$ IW(nu,V).

prepare Fparm by call `init.rmultiregfp`

Value

A list of the components of a draw from the posterior

`B`	draw of regression coefficient matrix
`Sigma`	draw of *Sigma*

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

rmultireg,init.rmultiregfp

`rmvpGibbs` *Gibbs Sampler for Multivariate Probit*

Description

`rmvpGibbs` implements the Edwards/Allenby Gibbs Sampler for the multivariate probit model.

Usage

```
rmvpGibbs(Data, Prior, Mcmc)
```

Arguments

`Data`	list(p,y,X)
`Prior`	list(betabar,A,nu,V) (optional)
`Mcmc`	list(beta0,sigma0,R,keep) (R required)

Details

model:
$w_i = X_i beta + e$. $e \sim$ N(0,Sigma). note: w_i is p x 1.
$y_{ij} = 1$, if $w_{ij} > 0$, else $y_i = 0$. j=1,...,p.

priors:
$beta \sim N(betabar, A^{-1})$
$Sigma \sim$ IW(nu,V)

to make up X matrix use `createX`

List arguments contain

- `p` dimension of multivariate probit
- `X` n*p x k Design Matrix
- `y` n*p x 1 vector of 0,1 outcomes

`betabar` k x 1 prior mean (def: 0)

`A` k x k prior precision matrix (def: .01I)

`nu` d.f. parm for IWishart prior (def: (p-1) + 3)

`V` pds location parm for IWishart prior (def: nu*I)

`beta0` initial value for beta

`sigma0` initial value for sigma

`R` number of MCMC draws

`keep` thinning parameter - keep every keepth draw (def: 1)

Value

a list containing:

`betadraw` R/keep x k array of betadraws

`sigmadraw` R/keep x p*p array of sigma draws – each row is in vector form

Note

beta and Sigma are not identifed. Correlation matrix and the betas divided by the appropriate standard deviation are. See Allenby et al for details or example below.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 4.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmnpGibbs`

Examples

```
##

set.seed(66)
p=3
n=500
beta=c(-2,0,2)
Sigma=matrix(c(1,.5,.5,.5,1,.5,.5,.5,1),ncol=3)
k=length(beta)
I2=diag(rep(1,p)); xadd=rbind(I2)
for(i in 2:n) { xadd=rbind(xadd,I2)}; X=xadd
simout=simmvp(X,p,500,beta,Sigma)

Data=list(p=p,y=simout$y,X=simout$X)
R=2000
```

```
Mcmc=list(R=R,keep=1)
out=rmvpGibbs(Data=Data,Mcmc=Mcmc)

ind=seq(from=0,by=p,length=k)
inda=1:3
ind=ind+inda
cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw/sqrt(out$sigmadraw[,ind]),2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
rdraw=matrix(double((R)*p*p),ncol=p*p)
rdraw=t(apply(out$sigmadraw,1,nmat))
cat(" Draws of Correlation Matrix ",fill=TRUE)
mat=apply(rdraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(as.vector(Sigma),mat); rownames(mat)[1]="Sigma"; print(mat)
```

`rmvst` *Draw from Multivariate Student-t*

Description

`rmvst` draws from a Multivariate student-t distribution.

Usage

```
rmvst(nu, mu, root)
```

Arguments

`nu`	d.f. parameter
`mu`	mean vector
`root`	Upper Tri Cholesky Root of Sigma

Value

length(mu) draw vector

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

lndMvst

Examples

```
##
set.seed(66)
rmvst(nu=5,mu=c(rep(0,2)),root=chol(matrix(c(2,1,1,2),ncol=2)))
```

`rnmixGibbs` *Gibbs Sampler for Normal Mixtures*

Description

`rnmixGibbs` implements a Gibbs Sampler for normal mixtures.

Usage

```
rnmixGibbs(Data, Prior, Mcmc)
```

Arguments

Data	list(y)
Prior	list(Mubar,A,nu,V,a,ncomp) (only ncomp required)
Mcmc	list(R,keep) (R required)

Details

Model:
$y_i \sim N(mu_{ind_i}, Sigma_{ind_i})$.
ind $\sim$ iid multinomial(p). p is a ncomp x 1 vector of probs.

Priors:
$mu_j \sim N(mubar, Sigma_j(x)A^{-1})$. $mubar = vec(Mubar)$.
$Sigma_j \sim$ IW(nu,V).
note: this is the natural conjugate prior – a special case of multivariate regression.
$p \sim$ Dirchlet(a).

Output of the components is in the form of a list of lists.
compsdraw[[i]] is ith draw – list of ncomp lists.
compsdraw[[i]][[j]] is list of parms for jth normal component.

jcomp=compsdraw[[i]][j]]. Then jth comp $\sim N(jcomp[[1]], Sigma)$, $Sigma =$ t(R)%*%R, $R^{-1} =$ jcomp[[2]].

List arguments contain:

y	n x k array of data (rows are obs)
Mubar	k x 1 array with prior mean of normal comp means (def: 0)
A	1 x 1 precision parameter for prior on mean of normal comp (def: .01)
nu	d.f. parameter for prior on Sigma (normal comp cov matrix) (def: k+3)
V	k x k location matrix of IW prior on Sigma (def: nuI)
a	ncomp x 1 vector of Dirichlet prior parms (def: rep(5,ncomp))
ncomp	number of normal components to be included
R	number of MCMC draws
keep	MCMC thinning parm: keep every keepth draw (def: 1)

Value

a list containing:

`probdraw`	R/keep x ncomp array of mixture prob draws
`zdraw`	R/keep x nobs array of indicators of mixture comp identity for each obs
`compdraw`	R/keep lists of lists of comp parm draws

Note

In this model, the component normal parameters are not-identified due to label-switching. However, the fitted mixture of normals density is identified as it is invariant to label-switching. See Allenby et al, chapter 5 for details. Use `eMixMargDen` or `momMix` to compute posterior expectation or distribution of various identified parameters.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 5.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmixture`, `rmixGibbs` ,`eMixMargDen`, `momMix`

Examples

```
##
if(nchar(Sys.getenv("LONG_TEST")) != 0) # set env var LONG_TEST to run
{

set.seed(66)
dim=5;  k=3   # dimension of simulated data and number of "true" components
sigma = matrix(rep(0.5,dim^2),nrow=dim);diag(sigma)=1
sigfac = c(1,1,1);mufac=c(1,2,3); compsmv=list()
for(i in 1:k) compsmv[[i]] = list(mu=mufac[i]*1:dim,sigma=sigfac[i]*sigma)
comps = list() # change to "rooti" scale
for(i in 1:k) comps[[i]] = list(mu=compsmv[[i]][[1]],rooti=solve(chol(compsmv[[i]][[2]])))
pvec=(1:k)/sum(1:k)

nobs=5000
dm = rmixture(nobs,pvec,comps)

Data=list(y=dm$x)
ncomp=9
Prior=list(ncomp=ncomp,a=c(rep(1,ncomp)))
Mcmc=list(R=2000,keep=1)
out=rnmixGibbs(Data=Data,Prior=Prior,Mcmc=Mcmc)

tmom=momMix(matrix(pvec,nrow=1),list(comps))
pmom=momMix(out$probdraw[500:2000,],out$compdraw[500:2000])
mat=rbind(tmom$mu,pmom$mu)
rownames(mat)=c("true","post expect")
cat(" mu and posterior expectation of mu",fill=TRUE)
print(mat)
mat=rbind(tmom$sd,pmom$sd)
rownames(mat)=c("true","post expect")
cat(" std dev and posterior expectation of sd",fill=TRUE)
print(mat)
mat=rbind(as.vector(tmom$corr),as.vector(pmom$corr))
rownames(mat)=c("true","post expect")
cat(" corr and posterior expectation of corr",fill=TRUE)
print(t(mat))

}
```

`rscaleUsage` *MCMC Algorithm for Multivariate Ordinal Data with Scale Usage Heterogeneity.*

Description

`rscaleUsage` implements an MCMC algorithm for multivariate ordinal data with scale usage heterogeneity.

Usage

```
rscaleUsage(Data,Prior, Mcmc)
```

Arguments

`Data`	list(k,x)
`Prior`	list(nu,V,mubar,Am,gsigma,gl11,gl22,gl12,Lambdanu,LambdaV,ge) (optional)
`Mcmc`	list(R,keep,ndghk,printevery,e,y,mu,Sigma,sigma,tau,Lambda) (optional)

Details

Model: n=nrow(x) individuals respond to m=ncol(x) questions. all questions are on a scale 1, . . . , k. for respondent i and question j,
$x_{ij} = d$, if $c_{d-1} \le y_{ij} \le c_d$.
d=1,. . . ,k. $c_d = a + bd + ed^2$.

$y_i = mu + tau_i * iota + sigma_i * z_i$. $z_i \sim N(0, Sigma)$.

Priors:
$(tau_i, ln(sigma_i)) \sim N(phi, Lamda)$. $phi = (0, lambda_{22})$.
mu $\sim N(mubar, Am^-1)$.
Sigma $\sim$ IW(nu,V).
Lambda $\sim$ IW(Lambdanu,LambdaV).
e $\sim$ unif on a grid.

Value

a list containing:

`Sigmadraw`	R/keep x m*m array of Sigma draws
`mudraw`	R/keep x m array of mu draws
`taudraw`	R/keep x n array of tau draws
`sigmadraw`	R/keep x n array of sigma draws
`Lambdadraw`	R/keep x 4 array of Lamda draws
`edraw`	R/keep x 1 array of e draws

Warning

tau_i, $sigma_i$ are identified from the scale usage patterns in the m questions asked per respondent (# cols of x). Do not attempt to use this on data sets with only a small number of total questions!

Note

It is **highly** recommended that the user choose the default settings. This means not specifying the argument `Prior` and setting `R` in Mcmc and `Data` only. If you wish to change prior settings and/or the grids used, please read the case study in Allenby et al carefully.

Author(s)

Rob McCulloch and Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Case Study on Scale Usage Heterogeneity.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##
if(nchar(Sys.getenv("LONG_TEST")) != 0)
{
data(customerSat)
surveydat = list(k=10,x=as.matrix(customerSat))

mcmc = list(R=1000)
set.seed(66)
out=rscaleUsage(Data=surveydat,Mcmc=mcmc)

cat(" mudraws ",fill=TRUE)
mat=apply(out$mudraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)

}
```

`rtrun` *Draw from Truncated Univariate Normal*

Description

`rtrun` draws from a truncated univariate normal distribution

Usage

```
rtrun(mu, sigma, a, b)
```

Arguments

`mu`	mean
`sigma`	sd
`a`	lower bound
`b`	upper bound

Details

Note that due to the vectorization of the rnorm,qnorm commands in R, all arguments can be vectors of equal length. This makes the inverse CDF method the most efficient to use in R.

Value

draw (possibly a vector)

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##
set.seed(66)
rtrun(mu=c(rep(0,10)),sigma=c(rep(1,10)),a=c(rep(0,10)),b=c(rep(2,10)))
```

`runireg` *Draw from Posterior for Univariate Regression*

Description

`runireg` draws from posterior for univariate regression with a natural conjugate prior.

Usage

```
runireg(y, X, betabar, A, nu, ssq)
```

Arguments

`y`	n x 1 dep var
`X`	n x k Design matrix
`betabar`	prior mean
`A`	k x k pds prior precision matrix
`nu`	d.f. parameter for sigma-sq prior
`ssq`	scale parameter for sigma-sq prior

Details

Model: $y = Xbeta + e$. $e \sim N(0, sigmasq)$.

Priors: beta given sigmasq $\sim N(betabar, sigmasq * A^{-1})$.
$sigmasq \sim$ eqn(nu*ssq)/χ^2_{nu}.

Value

a list with one draw from posterior

`beta`	beta draw
`sigmasq`	sigmasq draw

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

runiregGibbs

Examples

```
set.seed(66)
n=100
X=cbind(rep(1,n),runif(n)); beta=c(1,2); sigsq=.25
y=X%*%beta+rnorm(n,sd=sqrt(sigsq))

A=diag(c(.05,.05)); betabar=c(0,0)
```

```
nu=3; ssq=1.0

R=1000
betadraw=matrix(double(R*2),ncol=2)
sigsqdraw=double(R)
for (rep in 1:R)
   {out=runireg(y,X,betabar,A,nu,ssq);betadraw[rep,]=out$beta
    sigsqdraw[rep]=out$sigmasq}

cat(" Betadraws ",fill=TRUE)
mat=apply(betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
cat(" Sigma-sq draws",fill=TRUE)
cat(" sigma-sq= ",sigsq,fill=TRUE)
print(quantile(sigsqdraw,probs=c(.01,.05,.5,.95,.99)))
```

`runiregGibbs` *Gibbs Sampler for Univariate Regression*

Description

`runiregGibbs` implements a Gibbs Sampler to draw from posterior for univariate regression with a conditionally conjugate prior.

Usage

```
runiregGibbs(Data, Prior, Mcmc)
```

Arguments

`Data`	list(y,X)
`Prior`	list(betabar,A, nu, ssq)
`Mcmc`	list(sigmasq,R,keep)

Details

Model: $y = Xbeta + e$. $e \sim N(0, sigmasq)$.

Priors: $beta \sim N(betabar, A^{-1})$. $sigmasq \sim (nu * ssq)/chisq_{nu}$. List arguments contain

`X`	Design Matrix
`y`	n x 1 vector of observations, (0 or 1)
`betabar`	k x 1 prior mean (def: 0)
`A`	k x k prior precision matrix (def: .01I)
`nu`	d.f. parm for Inverted Chi-square prior
`ssq`	scale parm for Inverted Chi-square prior
`R`	number of MCMC draws
`keep`	thinning parameter - keep every keepth draw

Value

list of MCMC draws

`betadraw`	R x k array of betadraws
`sigmasqdraw`	R vector of sigma-sq draws

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 3.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

See Also

runireg

Examples

```
set.seed(66)
n=100
X=cbind(rep(1,n),runif(n)); beta=c(1,2); sigsq=.25
y=X%*%beta+rnorm(n,sd=sqrt(sigsq))

A=diag(c(.05,.05)); betabar=c(0,0)
nu=3; ssq=1.0

R=1000
Data=list(y=y,X=X); Mcmc=list(R=R,keep=1) ; Prior=list(A=A,betabar=betabar,nu=nu,ssq=ssq)
out=runiregGibbs(Data=Data,Prior=Prior,Mcmc=Mcmc)
cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
mat=rbind(beta,mat); rownames(mat)[1]="beta"; print(mat)
cat(" Sigma-sq draws",fill=TRUE)
cat(" sigma-sq= ",sigsq,fill=TRUE)
print(quantile(out$sigmasqdraw,probs=c(.01,.05,.5,.95,.99)))
```

`rwishart` *Draw from Wishart and Inverted Wishart Distribution*

Description

`rwishart` draws from the Wishart and Inverted Wishart distributions.

Usage

```
rwishart(nu, V)
```

Arguments

`nu`	d.f. parameter
`V`	pds location matrix

Details

In the parameterization used here, $W \sim W(nu, V)$, $E[W] = nuV$.

If you want to use an Inverted Wishart prior, you *must invert the location matrix* before calling `rwishart`, e.g.
$Sigma \sim$ IW(nu,V); $Sigma^{-1} \sim W(nu, V^{-1})$.

Value

`W`	Wishart draw
`IW`	Inverted Wishart draw
`C`	Upper tri root of W
`CI`	inv(C), W^{-1} = CICI'

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 2.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
##
set.seed(66)
rwishart(5,diag(3))$IW
```

Scotch	*Survey Data on Brands of Scotch Consumed*

Description

from Simmons Survey. Brands used in last year for those respondents who report consuming scotch.

Usage

```
data(Scotch)
```

Format

A data frame with 2218 observations on the following 21 variables. All variables are coded 1 if consumed in last year, 0 if not.

`Chivas.Regal` a numeric vector

`Dewar.s.White.Label` a numeric vector

`Johnnie.Walker.Black.Label` a numeric vector

`J...B` a numeric vector

`Johnnie.Walker.Red.Label` a numeric vector

`Other.Brands` a numeric vector

`Glenlivet` a numeric vector

`Cutty.Sark` a numeric vector

`Glenfiddich` a numeric vector

`Pinch..Haig.` a numeric vector

`Clan.MacGregor` a numeric vector

`Ballantine` a numeric vector

`Macallan` a numeric vector

`Passport` a numeric vector

`Black...White` a numeric vector

`Scoresby.Rare` a numeric vector

`Grants` a numeric vector

`Ushers` a numeric vector

`White.Horse` a numeric vector

`Knockando` a numeric vector

`the.Singleton` a numeric vector

Source

Edwards, Y. and G. Allenby (2003), "Multivariate Analysis of Multiple Response Data," *JMR* 40, 321-334.

References

Chapter 4, *Bayesian Statistics and Marketing* by Rossi et al.
http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html

Examples

```
data(Scotch)
cat(" Frequencies of Brands", fill=TRUE)
mat=apply(as.matrix(Scotch),2,mean)
print(mat)
##
## use Scotch data to run Multivariate Probit Model
##
if(nchar(Sys.getenv("LONG_TEST")) != 0){
##

y=as.matrix(Scotch)
p=ncol(y); n=nrow(y)
dimnames(y)=NULL
y=as.vector(t(y))
y=as.integer(y)
I_p=diag(p)
X=rep(I_p,n)
X=matrix(X,nrow=p)
X=t(X)

R=2000
Data=list(p=p,X=X,y=y)
Mcmc=list(R=R)
set.seed(66)
out=rmvpGibbs(Data=Data,Mcmc=Mcmc)

ind=(0:(p-1))*p + (1:p)
cat(" Betadraws ",fill=TRUE)
mat=apply(out$betadraw/sqrt(out$sigmadraw[,ind]),2,quantile,probs=c(.01,.05,.5,.95,.99))
print(mat)
rdraw=matrix(double((R)*p*p),ncol=p*p)
rdraw=t(apply(out$sigmadraw,1,nmat))
cat(" Draws of Correlation Matrix ",fill=TRUE)
mat=apply(rdraw,2,quantile,probs=c(.01,.05,.5,.95,.99))
## correlation matrix too large to print -- summarize
quantile(round(mat,digits=2))

}
```

simmnl	*Simulate from Multinomial Logit Model*

Description

`simmnl` simulates from the MNL model.

Usage

```
simmnl(p, n, beta)
```

Arguments

`p`	number choice alternatives
`n`	number of observations
`beta`	MNL coefficient vector

Details

`simmnl` will simulate two uniformly distributed X vars and add intercepts.

Value

`y`	n x 1 vector of multinomial outcomes (1, . . . , p)
`X`	
`beta`	beta vector
`prob`	n x j array of choice probabilities

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`llmnl`, `rmnlIndepMetrop`

simmnlwX	*Simulate from MNL given X Matrix*

Description

`simmnlwX` simulates from MNL given X Matrix.

Usage

```
simmnlwX(n, X, beta)
```

Arguments

`n`	number of obs
`X`	n*p x k Design matrix (p is number of choice alts)
`beta`	k x 1 coefficient vector

Value

a list containing:

`y`	n x 1 vector of multinomial outcomes (1, . . . , nrow(X)/n)
`X`	Design matrix
`beta`	coefficient vector
`prob`	n x p array of choice probs

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`simmnl`

simmnp	*Simulate from Multinomial Probit Model*

Description

`simmvp` simulates from the multinomial probit model.

Usage

```
simmnp(X, p, n, beta, sigma)
```

Arguments

`X`	n*(p-1) x length(beta) Design matrix
`p`	number of choice alternatives
`n`	number of observations
`beta`	coefficient vector
`sigma`	(p-1) x (p-1) covariance matrix

Value

a list of

`y`	n vector of multinomial (1, . . . ,p) outcomes
`X`	Design matrix
`beta`	coefficients
`sigma`	covariance matrix

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi, Chapter 4.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`rmnpGibbs`

simmvp	*Simulate from Multivariate Probit Model*

Description

`simmvp` simulates from the multivariate probit model.

Usage

```
simmvp(X, p, n, beta, sigma)
```

Arguments

`X`	n*p x length(beta) Design matrix
`p`	dimension of the MVP
`n`	number of observations
`beta`	coefficient vector
`sigma`	p x p covariance matrix

Value

a list of

`y`	p*n vector of 0/1 binary outcomes
`X`	Design matrix
`beta`	coefficients
`sigma`	covariance matrix

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

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References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
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See Also

`rmvpGibbs`

`simnhlogit`	*Simulate from Non-homothetic Logit Model*

Description

`simnhlogit` simulates from the non-homothetic logit model

Usage

```
simnhlogit(theta, lnprices, Xexpend)
```

Arguments

`theta`	coefficient vector
`lnprices`	n x p array of prices
`Xexpend`	n x k array of values of expenditure variables

Details

For detail on parameterization, see `llnhlogit`.

Value

a list containing:

`y`	n x 1 vector of multinomial outcomes (1, . . . , p)
`Xexpend`	expenditure variables
`lnprices`	price array
`theta`	coefficients
`prob`	n x p array of choice probabilities

Warning

This routine is a utility routine that does **not** check the input arguments for proper dimensions and type.

Author(s)

Peter Rossi, Graduate School of Business, University of Chicago, ⟨Peter.Rossi@ChicagoGsb.edu⟩.

References

For further discussion, see *Bayesian Statistics and Marketing* by Allenby, McCulloch, and Rossi.
`http://gsbwww.uchicago.edu/fac/peter.rossi/research/bsm.html`

See Also

`llnhlogit`