



How To Compute Two-Way “Share of Wallet” From a Stacked Data File

Problem

You have a ‘stacked’ data file. For example, each row may represent a purchase from a consumer and a consumer will be in multiple rows if they have multiple purchases recorded. You want to understand share of wallet within two other variables. For example, you may want to compute Amazon’s share of wallet within product category (e.g., books, music, cooking equipment, etc.) and within consumer segment (e.g., advocate, loyal, occasional user). The following table shows the type of output table you may require:

Amazon’s share of wallet (%)		Segment		
		Advocate	Loyal	Occasional User
Product category	Books	95	50	22
	Music	31	20	10
	Cooking equipment	2	1	0

You need to have three **Single Response – Categorical** questions, which we assume are named `category`, `segment` and `Amazon`. (`Segment` can also be **Multiple Response – Binary**.) The last of these variables is assumed to take two values: a 1 if the supplier of interest (e.g., Amazon) and a 0 otherwise. You also need a **Single Response – Numeric** variable, which we will assume is called `value`.

Steps to solve

1. In the **Variables and Questions** tab, click on the pale yellow W in the Tags column of the row containing the variable `value` (so it looks like **W**), making `value` available as a weight.
2. In the **Tables** tab, select `value` from the weights drop-down menu at the bottom of the screen.
3. In the **Variables and Questions** tab, select the `category` question, right-mouse click and select **Insert Ready-Made Formula(s) and Questions -> Multiple Response – Binary with All Combinations**
4. Select the last of the variables constructed in step 3. Right-click and select **Insert New Variable(s) and JavaScript Formula and Numeric...**
5. Fill in the box as follows:
 - a. **Name:** `categoryByAmazon`
 - b. **Label:** `Amazon Books`
(Please note: you should replace `Amazon` with the name of the company you are interested in and `Books` with the name of the first product category).
 - c. **Expression:** `if(CategoryBooks) Amazon; else NaN;`
(Please note: you should replace `CategoryBooks` by the variable name of the first of the variables constructed in step 3 and should replace `Amazon` by the name of your supplier.)

6. Press **OK**.
7. Right-click on your newly created variable and select **Insert Ready-Made Formula(s)** and **Use as a template for replication**.
8. Press OK (assuming you are viewing a dialog box called **Template Replication** – if not you likely made a mistake).
9. Double-click on your newly created question so that it is selected in the blue drop-down menu in the **Tables** tab.
10. Select your segments question in the brown drop-down menu.

The averages shown in your table can now be interpreted as share of wallet estimates. For example, an average of .31 equates to a share of wallet of 31%.

Additional reading

Terms shown in italics and bold can be found in the index of the *Q Reference Manual*, the *Q Quick Start Manual* and via the **Help** menu within Q.

What to do if the problem is not solved

If these instructions are insufficient, please email us (**Help | Email Support...**) with a detailed description of what in the instructions is not working for you and we will either provide you with more comprehensive instructions, or, upon your request, we can do the analysis for you in your file (fees apply) .