

(21) Application No: **2309561.5**

(22) Date of Filing: **17.12.2021**

Date Lodged: **26.06.2023**

(30) Priority Data:  
 (31) **63127920** (32) **18.12.2020** (33) **US**

(86) International Application Data:  
**PCT/CA2021/051843 En 17.12.2021**

(87) International Publication Data:  
**WO2022/126283 En 23.06.2022**

(51) INT CL:  
**G06Q 30/02 (2023.01) G06F 17/18 (2006.01)**

(56) Documents Cited:  
**US 7308418 B2 US 20190251643 A1**  
**US 20180130072 A1 US 20110015969 A1**

(58) Field of Search:  
 INT CL **G06F, G06Q**  
 Other: **Questel Orbit, Canadian Patent Database, Google, Google Patent**

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(54) Title of the Invention: **System and method for consumer choice modeling**  
 Abstract Title: **System and method for consumer choice modeling**

(57) Method and system for automating market research analysis of choice experiments such as by generating a discrete choice design, implementing discrete choice modeling, and presenting resulting choice models and insights to a client using an integrated platform. The system of the present disclosure can include a platform which may provide an environment in which clients, respondents, administrators, and other parties can access data and information necessary to conduct analysis and generate choice models and insights. The platform may include a data modeling module, configured to run statistical analysis, that can access choice data and carry out parallelized statistical modeling thereof to accelerate generation of choice models and insights such that they can be viewed by the client via the platform shortly after or nearly immediately after initiation of data analysis.

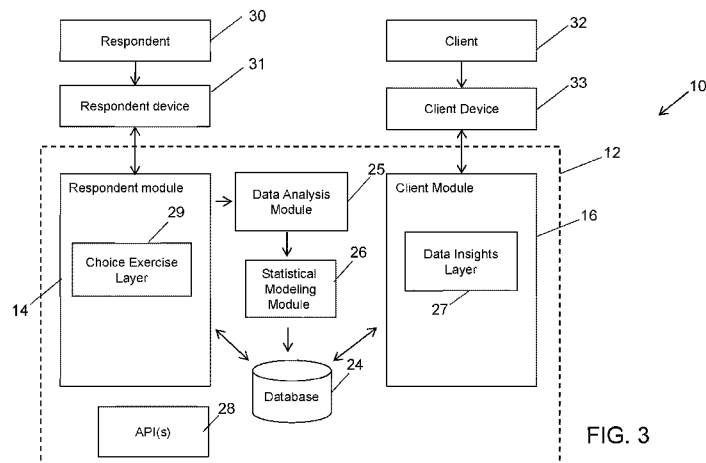


FIG. 3