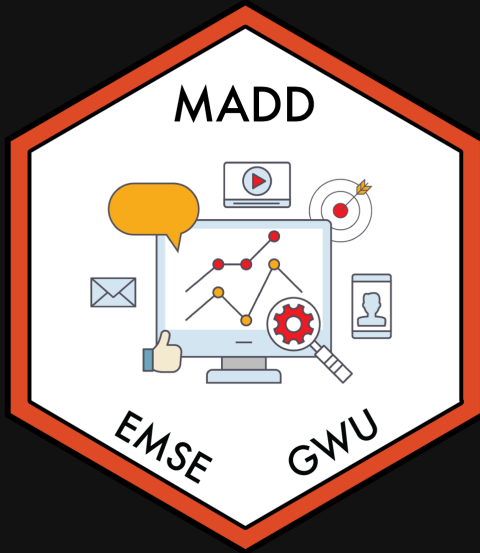




Week 15: *Final Presentations*

 EMSE 6035: Marketing Analytics for Design Decisions

 John Paul Helveston

 December 10, 2025

Lab-Grown Chicken Consumer Preferences: Exploring Environmental and Animal-Welfare Trade-Offs

by Luis Bracho, Massimo Mariani, Shannon Zhang, Sami
Gebeyehu

RFIDinMe: Investigating the use of alternate RFID devices

by Abdullah, Bogdan, Collin, Jeb

Portable Modular Power Bank

by Kidist Bekele, Donia Drias, Kaitlyn Frost, Hana Kilani

Reusable To-Go with OZZI: A conjoint analysis of OZZI reusable containers in university dining

by Sai Lekhana Kottiyada, Sri Murari Dacheipalli, Jyothika Priyanka Talluri, Ulindala Venkata Nikhil Kumar Reddy

Cycle Sense: Menstrual Health Tracking

by Marena Marzari, Federica Negron, Diego Farah,
Tomas Hache, Sabina Pereira

FlexiConnect: A Conjoint Analysis of Consumer Preferences for Flexible Service Plans

by Harish Kommana, Lakshana Ananthakrishnan
Prabhakar, Girish Kumar Naragani,
and Samuel Asiedu Boateng

Consumer Adoption of Autonomous Robots for Last-Mile Deliveries

by Adwoa Darko, Siddharth Kusuma, Sudeep Januga

Fill out course evals: <https://gwu.smartevals.com/>

(please be specific!)

