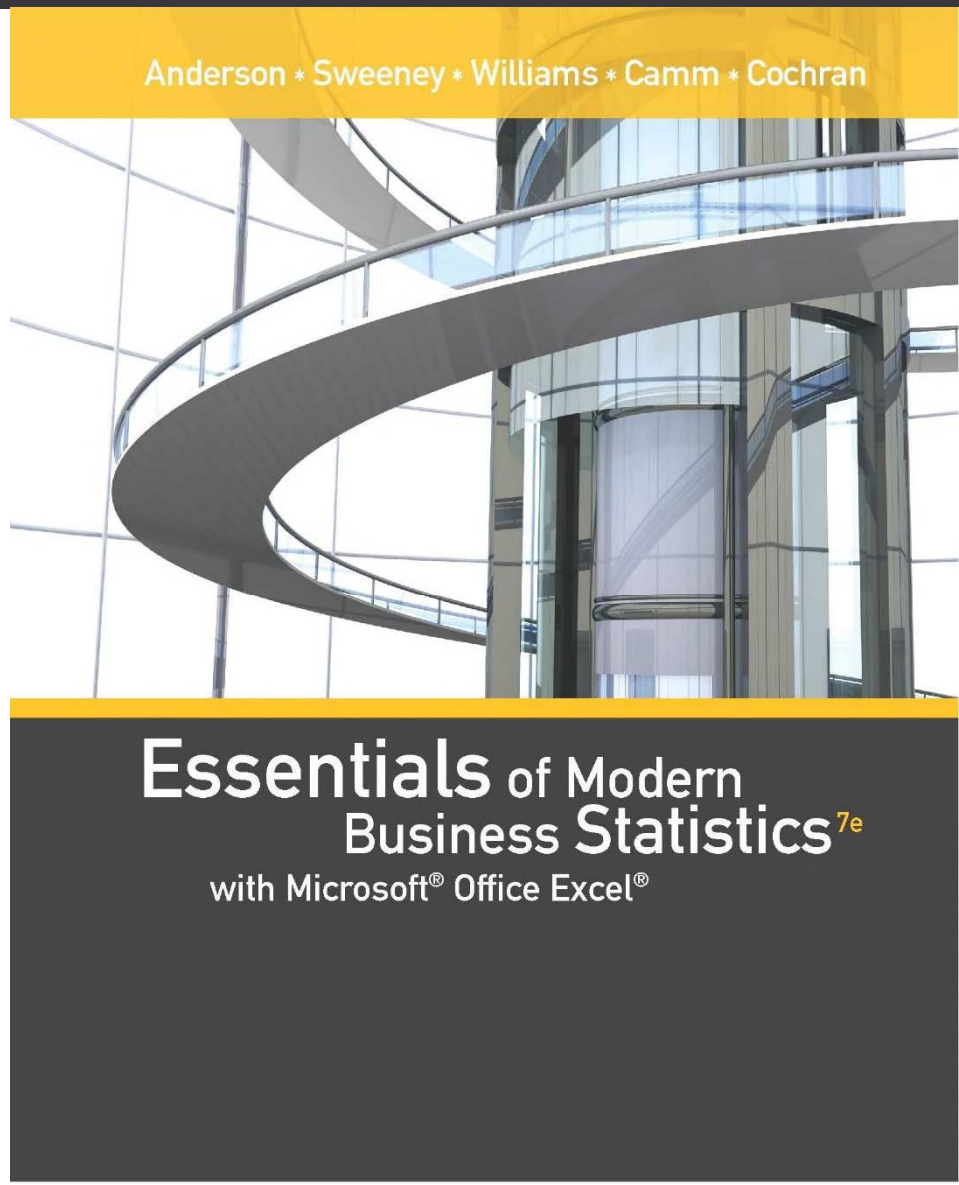
# *Essentials of Modern Business Statistics with Microsoft Excel 7th edition Anderson Solutions Manual*

SKU: 9781337298292-SOLUTIONS

# Essentials of Modern Business Statistics (7e)

**Anderson, Sweeney, Williams, Camm, Cochran**

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# Chapter 2, Part A - Descriptive Statistics: Tabular and Graphical Displays

- Summarizing Data for a Categorical Variable
  - Categorical data use labels or names to identify categories of like items.
- Summarizing Data for a Quantitative Variable
  - Quantitative data are numerical values that indicate how much or how many.

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# Summarizing Categorical Data

- ❑ Frequency Distribution
- ❑ Relative Frequency Distribution
- ❑ Percent Frequency Distribution
- ❑ Bar Chart
- ❑ Pie Chart

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# Frequency Distribution

- A frequency distribution is a tabular summary of data showing the number (frequency) of observations in each of several non-overlapping categories or classes.

- The objective is to provide insights about the data that cannot be quickly obtained by looking only at the original data.

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# Frequency Distribution

**Example**

- Soft drink purchasers were asked to select one among the five popular soft drinks: Coca-cola, Diet coke, Dr.Pepper, Pepsi and Sprite.
- Soft drink selected by a sample of 20 purchasers are:

| | | |
|---|---|---|
| Coca-Cola | Pepsi | Dr. Pepper |
| Diet Coke | Dr. Pepper | Dr. Pepper |
| Dr. Pepper | Pepsi | Pepsi |
| Pepsi | Coca-Cola | Diet Coke |
| Pepsi | Diet Coke | Dr. Pepper |
| Pepsi | Pepsi | Sprite |
| Pepsi | Pepsi | |

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# Frequency Distribution

## Example

| Rating | Frequency |
|---|---|
| Coca-Cola | 2 |
| Diet Coke | 3 |
| Dr. Pepper | 5 |
| Pepsi | 9 |
| Sprite | 1 |
| Total | 20 |

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# Using Excel's COUNTIF Function to Construct a Frequency Distribution

- Excel Formula worksheet

| | A | B | C | D |
|---|---|---|---|---|
| 1 | Soft drink selected | | Soft drink | Frequency |
| 2 | Coca-Cola | | Coca-Cola | = COUNTIF(A$2:A$21,C2) |
| 3 | Diet coke | | Diet coke | = COUNTIF(A$2:A$21,C3) |
| 4 | Dr. Pepper | | Dr. Pepper | = COUNTIF(A$2:A$21,C4) |
| 5 | Pepsi | | Pepsi | = COUNTIF(A$2:A$21,C5) |
| 6 | Pepsi | | Sprite | = COUNTIF(A$2:A$21,C6) |
| 7 | Pepsi | | Total | = SUM(D2:D6) |
| 8 | Pepsi | | | |

Note: Rows 9-21 are not shown.

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# Using Excel's COUNTIF Function to Construct a Frequency Distribution

- Excel value worksheet

| | A | B | C | D |
|---|---|---|---|---|
| 1 | Soft drink selected | | Soft drink | Frequency |
| 2 | Coca-Cola | | Coca-Cola | 2 |
| 3 | Diet coke | | Diet coke | 3 |
| 4 | Dr. Pepper | | Dr. Pepper | 5 |
| 5 | Pepsi | | Pepsi | 9 |
| 6 | Pepsi | | Sprite | 1 |
| 7 | Pepsi | | Total | 20 |
| 8 | Pepsi | | | |

Note: Rows 9-21 are not shown.

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# Relative Frequency Distribution

- The relative frequency of a class is the fraction or proportion of the total number of data items belonging to a class.

$$\text{Relative frequency of a class} = \frac{\text{Frequency of the class}}{n}$$

- A relative frequency distribution is a tabular summary of a set of data showing the relative frequency for each class.

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# Percent Frequency Distribution

- The percent frequency of a class is the relative frequency multiplied by 100.

- A percent frequency distribution is a tabular summary of a set of data showing the percent frequency for each class.

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# Relative Frequency and Percent Frequency Distributions

## Example

| Rating | Relative Frequency | Percent Frequency |
|---|---|---|
| Coca-Cola | .10 | 10 |
| Diet Coke | .15 | 15 |
| Dr.Pepper | .25 | 25 |
| Pepsi | .45 | 45 |
| Sprite | .05 | 5 |
| Total | 1.00 | 100 |

**.10(100) = 10**

**1/20 = 0.05**

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# Using Excel to Construct Relative Frequency and Percent Frequency Distributions

- Excel Formula worksheet

| C | D | E | F |
|---|---|---|---|
| Soft drink | Frequency | Relative Frequency | Percent Frequency |
| Coca-Cola | = COUNTIF(A$2:A$21,C2) | = D2/$D$7 | = E2*100 |
| Diet coke | = COUNTIF(A$2:A$21,C3) | = D3/$D$7 | = E3*100 |
| Dr. Pepper | = COUNTIF(A$2:A$21,C4) | = D4/$D$7 | = E4*100 |
| Pepsi | = COUNTIF(A$2:A$21,C5) | = D5/$D$7 | = E5*100 |
| Sprite | = COUNTIF(A$2:A$21,C6) | = D6/$D$7 | = E6*100 |
| Total | = SUM(D2:D6) | = SUM(E2:E6) | = SUM(F2:F6) |
| | | | |

Note: Columns A-B and rows 9-21 and are not shown.

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# Using Excel to Construct Relative Frequency and Percent Frequency Distributions

- Excel value worksheet

| | C | D | E | F |
|---|---|---|---|---|
| 1 | Soft drink | Frequency | Relative Frequency | Percent Frequency |
| 2 | Coca-Cola | 2 | 0.1 | 10 |
| 3 | Diet coke | 3 | 0.15 | 15 |
| 4 | Dr. Pepper | 5 | 0.25 | 25 |
| 5 | Pepsi | 9 | 0.45 | 45 |
| 6 | Sprite | 1 | 0.05 | 5 |
| 7 | Total | 20 | 1.00 | 100 |
| 8 | | | | |

Note: Columns A-B and rows 9-21 and are not shown.

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# Bar Chart

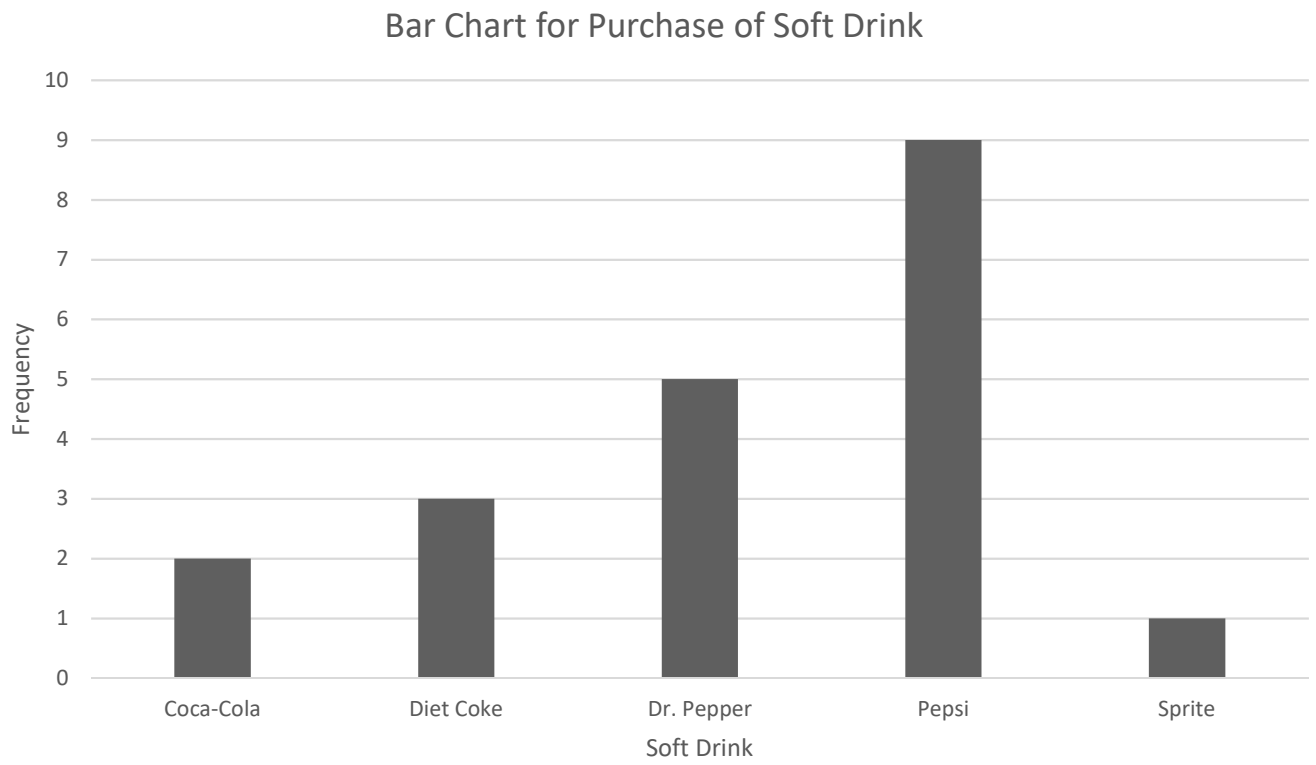
- A bar chart is a graphical display for depicting qualitative data.
- On one axis (usually the horizontal axis), we specify the labels that are used for each of the classes.
- A frequency, relative frequency, or percent frequency scale can be used for the other axis (usually the vertical axis).
- Using a bar of fixed width drawn above each class label, we extend the height appropriately.
- The bars are separated to emphasize the fact that each class is separate.

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# Bar Chart




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# Using Excel's *Recommended Charts* Tool to Construct a Bar Chart

- Step 1 - Select cells C1:D6
- Step 2 - Click **Insert** on the Ribbon
- Step 3 - In the **Charts** group, click **Recommended Charts** (a preview showing of bar chart appears)
- Step 4 - Click **OK** (the bar chart will appear in a new worksheet)

…… editing options

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# Using Excel's *Recommended Charts* Tool to Construct a Bar Chart

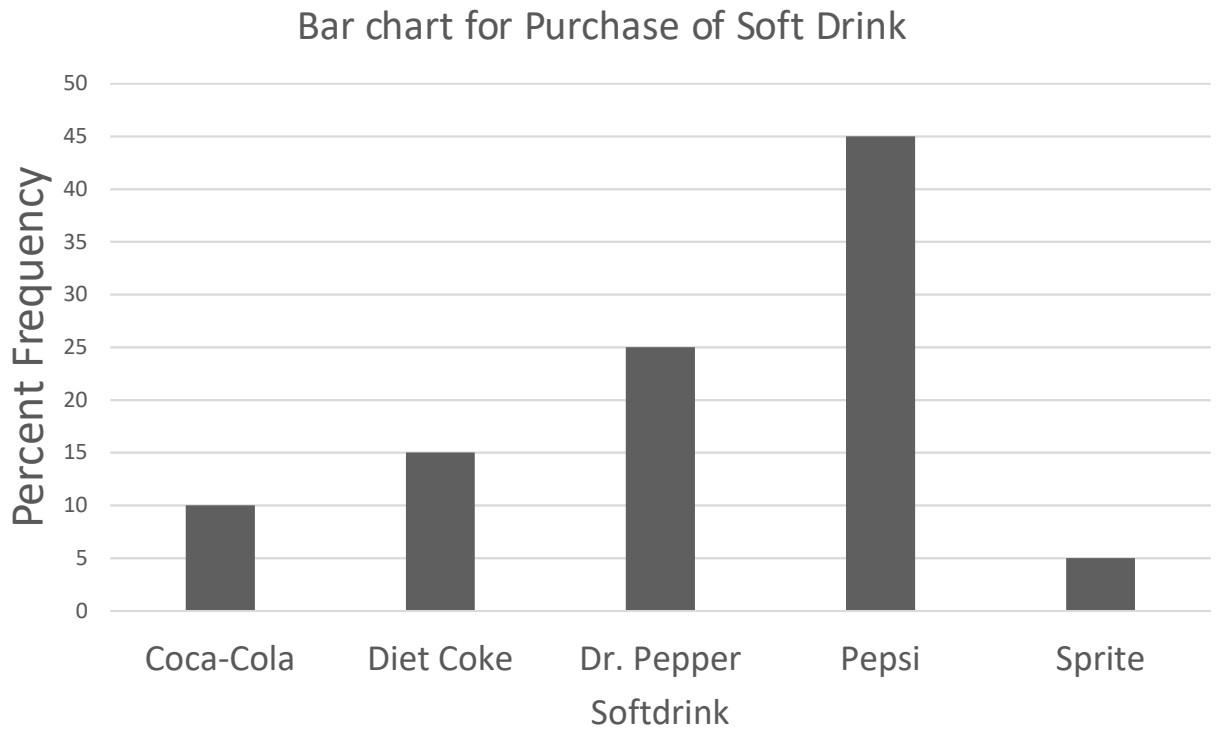
- Step 1 – Click the **Chart Title** and replace it with **Bar chart of Soft Drink Purchases**
- Step 2 - Click the **Chart Elements button**
- Step 2 - When the list of chart elements appears: Click **Axis Titles**
- Step 3 - Click the **Horizontal (Category) Axis Title** and replace it with **Soft Drink**
- Step 4 - Click the Vertical (Value) Axis Title and replace it with **Frequency**

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# Using Excel's *Recommended Charts* Tool to Construct a Bar Chart




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# Pareto Diagram

- In quality control, bar charts are used to identify the most important causes of problems.
- When the bars are arranged in descending order of height from left to right (with the most frequently occurring cause appearing first) the bar chart is called a Pareto diagram.
- This diagram is named for its founder, Vilfredo Pareto, an Italian economist.

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# Pie Chart

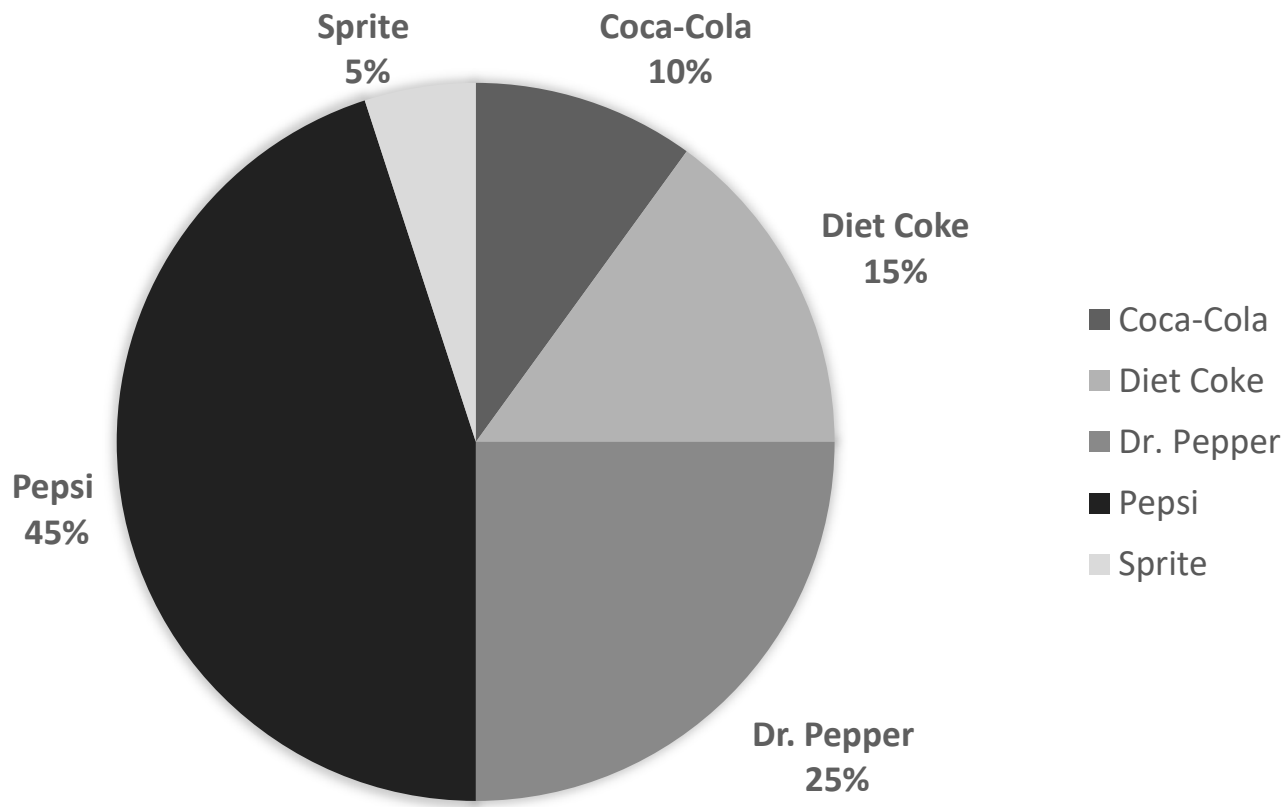
- The pie chart is a commonly used graphical display for presenting relative frequency and percent frequency distributions for categorical data.
- First draw a circle; then use the relative frequencies to subdivide the circle into sectors that correspond to the relative frequency for each class.
- Since there are 360 degrees in a circle, a class with a relative frequency of .25 would consume .25(360) = 90 degrees of the circle.

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# Pie Chart




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# Pie Chart

**Example**

Inferences from the Pie Chart

- ✓ Almost one-half of the customers surveyed preferred Pepsi (looking at the left side of the pie).
- ✓ The second preference is for Dr. Pepper with 25% of the customers opting for it.
- ✓ Only 5% of the customers opted for Sprite.

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# Using Excel's *Recommended Charts* Tool to Construct a Pie Chart

- To display a pie chart, click anywhere in the bar chart to display three tabs (**Analyze**, **Design**, and **Format**) located on the ribbon under the heading **PivotChart Tools**.

- Click the **Design** tab and choose the **Change Chart Type** option to display the Change Chart Type dialog box.

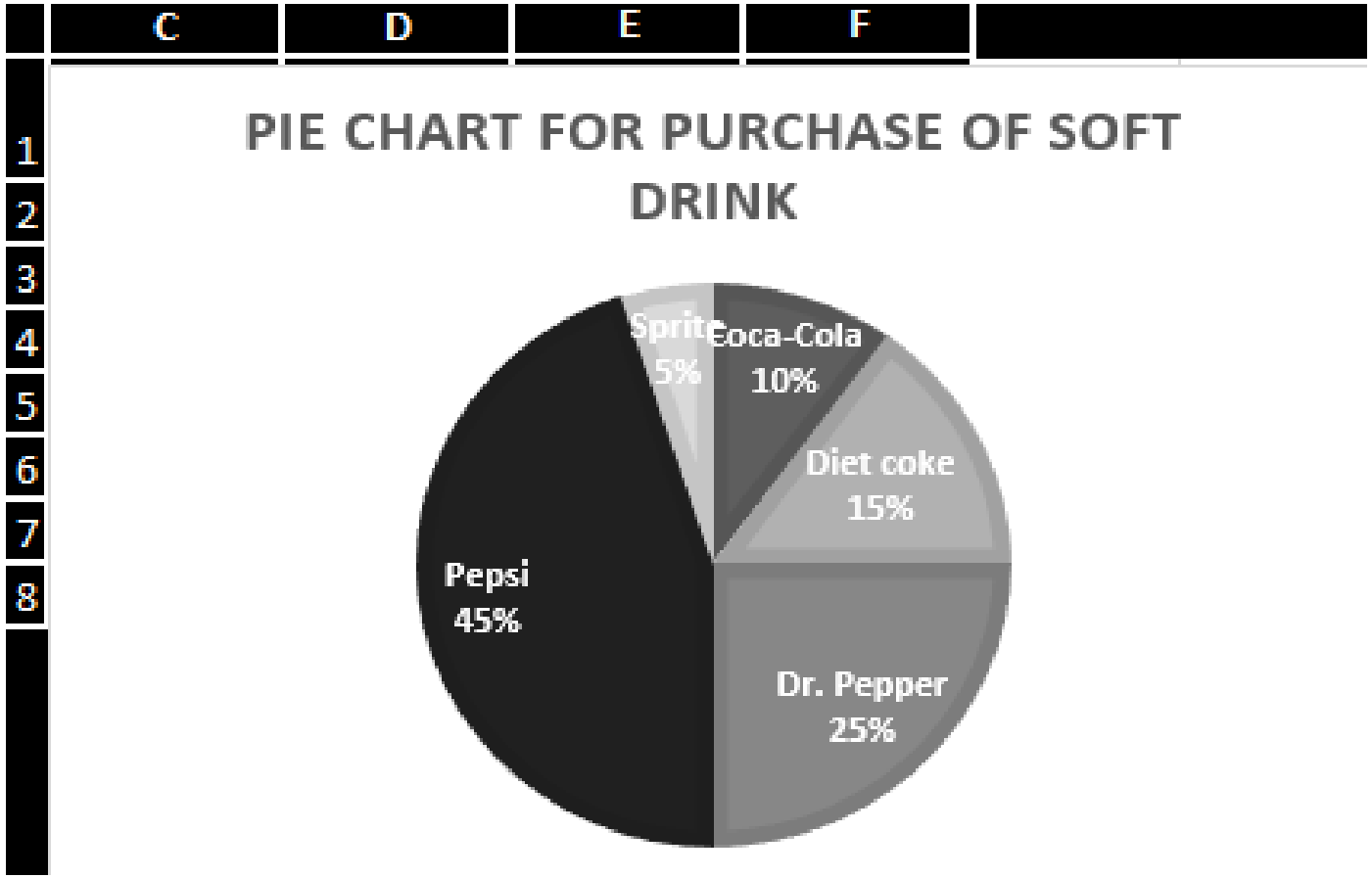
- Click the **Pie** option and then **OK**.

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# Using Excel's *Recommended Charts* Tool to Construct a Pie Chart




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# Summarizing Quantitative Data

- ❑ Frequency Distribution
- ❑ Relative Frequency and Percent Frequency Distributions
- ❑ Dot Plot
- ❑ Histogram
- ❑ Cumulative Distributions
- ❑ Stem-and-Leaf Display

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# Frequency Distribution

**Example**

Sanderson and Clifford, a small public accounting firm wants to determine time in days required to complete year end audits. It takes a sample of 20 clients.

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# Frequency Distribution

**Example:** Sanderson and Clifford

Year-end Audit Time (in Days)

| | | | |
|---|---|---|---|
| 12 | 14 | 19 | 18 |
| 15 | 15 | 18 | 17 |
| 20 | 27 | 22 | 23 |
| 22 | 21 | 33 | 28 |
| 14 | 18 | 16 | 13 |

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# Frequency Distribution

The three steps necessary to define the classes for a frequency distribution with quantitative data are:

- **Step 1** - Determine the number of non-overlapping classes.
- **Step 2** - Determine the width of each class.
- **Step 3** - Determine the class limits.

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# Frequency Distribution

## Guidelines for Determining the Number of Classes

- Use between 5 and 20 classes.
- Data sets with a larger number of elements usually require a larger number of classes.
- Smaller data sets usually require fewer classes.
- The goal is to use enough classes to show the variation in the data, but not so many classes that some contain only a few data items.

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# Frequency Distribution

## Guidelines for Determining the Width of Each Class

- Use classes of equal width.
- Approximate Class Width = $\frac{\text{Largest data value} - \text{Smallest data value}}{\text{Number of classes}}$

- Making the classes the same width reduces the chance of inappropriate interpretations.

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# Frequency Distribution

## Note on Number of Classes and Class Width

- In practice, the number of classes and the appropriate class width are determined by trial and error.
- Once a possible number of classes is chosen, the appropriate class width is found.
- The process can be repeated for a different number of classes.
- Ultimately, the analyst uses judgment to determine the combination of the number of classes and class width that provides the best frequency distribution for summarizing the data.

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# Frequency Distribution

## Guidelines for Determining the Class Limits

- Class limits must be chosen so that each data item belongs to one and only one class.
- The lower class limit identifies the smallest possible data value assigned to the class.
- The upper class limit identifies the largest possible data value assigned to the class.
- The appropriate values for the class limits depend on the level of accuracy of the data.
- An open-end class requires only a lower class limit or an upper class limit.

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# Frequency Distribution

## Class Midpoint

- In some cases, we want to know the midpoints of the classes in a frequency distribution for quantitative data.

- The class midpoint is the value halfway between the lower and upper class limits.

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# Frequency Distribution

**Example:** Sanderson and Clifford

- If we choose five classes:
- Approximate Class Width = (33 - 12)/5 = 4.2 ≅ 4

| Time in days | Frequency |
|---|---|
| 10-14 | 4 |
| 15-19 | 8 |
| 20-24 | 5 |
| 25-29 | 2 |
| 30-34 | 1 |
| Total | 20 |

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# Using Excel's *PivotTable* to Construct a Frequency Distribution

- **Step 1** – Select any cell in the data set
- **Step 2** – Click **Insert** on the Ribbon
- **Step 3** – In the **Tables** group click **Pivot Table**
- **Step 4 -** When the **Create PivotTable** dialog box appears: Click (a PivotTable and PivotTable Fields dialog box will appear in a new worksheet)

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# Using Excel's *PivotTable* to Construct a Frequency Distribution

- **Step 5** - In the **PivotTable Fields** dialog box:
  Drag **Audit time** to the **Rows** area
  Drag **Audit time** to the **Values** area
- **Step 6 -** Click on **Sum of Audit time** in the **Values** area
- **Step 7 -** Click **Value Field Settings** from the list of options
- **Step 8 -** When the **Value Field Settings** dialog box appears: Under **Summarize value field by**, choose **Count** Click **OK**

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# Using Excel's *PivotTable* to Construct a Frequency Distribution

To construct the frequency distribution, we must group the rows containing audit time.

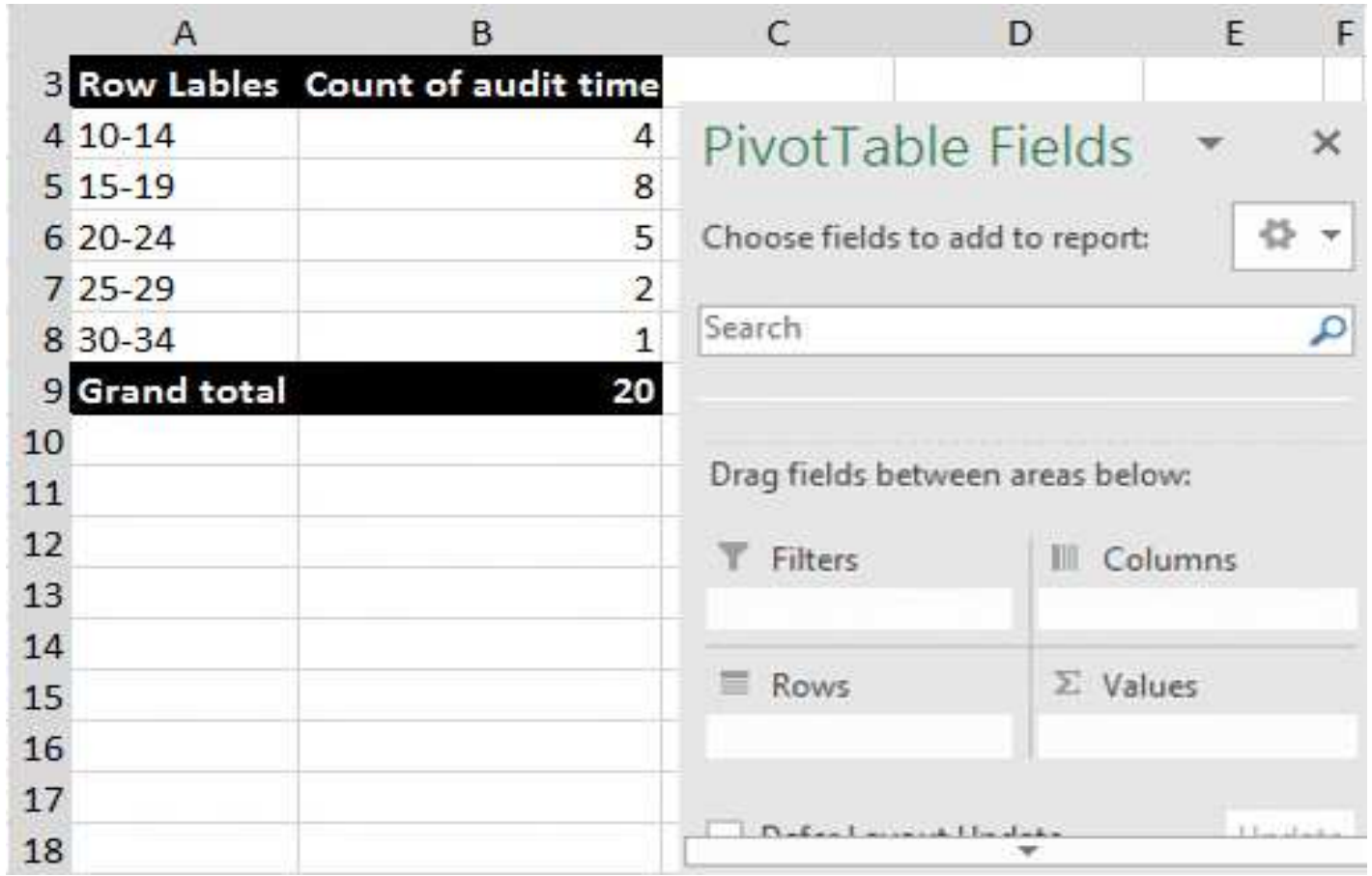
- **Step 1 -** Right click any cell in the PivotTable report containing a an audit time.
- **Step 2 -** Choose **Group** from the list of options that appears
- **Step 3 -** When the Grouping dialog box appears:
  - ✓ Enter 10 in the **Starting at** box
  - ✓Enter 34 in the **Ending at** box
  - ✓Enter 5 in the **By** box
  - ✓Click **OK**

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# Using *Excel's Pivot table* to construct a frequency distribution



| Row Lables | Count of audit time |
|---|---|
| 10-14 | 4 |
| 15-19 | 8 |
| 20-24 | 5 |
| 25-29 | 2 |
| 30-34 | 1 |
| Grand total | 20 |



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# Relative Frequency and Percent Frequency Distributions

**Example:** Sanderson and Clifford

| Audit time (in days) | Relative Frequency | Percent Frequency |
|---|---|---|
| 10 – 14 | .20 (4/20) | 20 (0.2 * 100) |
| 15 – 19 | .40 | 40 |
| 20 – 25 | .25 | 25 |
| 25 – 29 | .10 | 10 |
| 30 – 34 | .05 | 5 |
| | Total 1.00 | 100 |

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# Relative Frequency and Percent Frequency Distributions

**Example:** Sanderson and Clifford

Insights obtained from the Percent Frequency Distribution:

- ✓40% of the audits required from 15 to 19 days.
- ✓Another 25% of the audits required 20 to 25 days.
- ✓Only 5% of the audits required more than 30 days.

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# Dot Plot

- One of the simplest graphical summaries of data is a dot plot.
- A horizontal axis shows the range of data values.
- Then each data value is represented by a dot placed above the axis.

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# Dot Plot

**Example:** Sanderson and Clifford




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# Histogram

- Another common graphical display of quantitative data is a histogram.
- The variable of interest is placed on the horizontal axis.
- A rectangle is drawn above each class interval with its height corresponding to the interval's frequency, relative frequency, or percent frequency.
- Unlike a bar graph, a histogram has no natural separation between rectangles of adjacent classes.

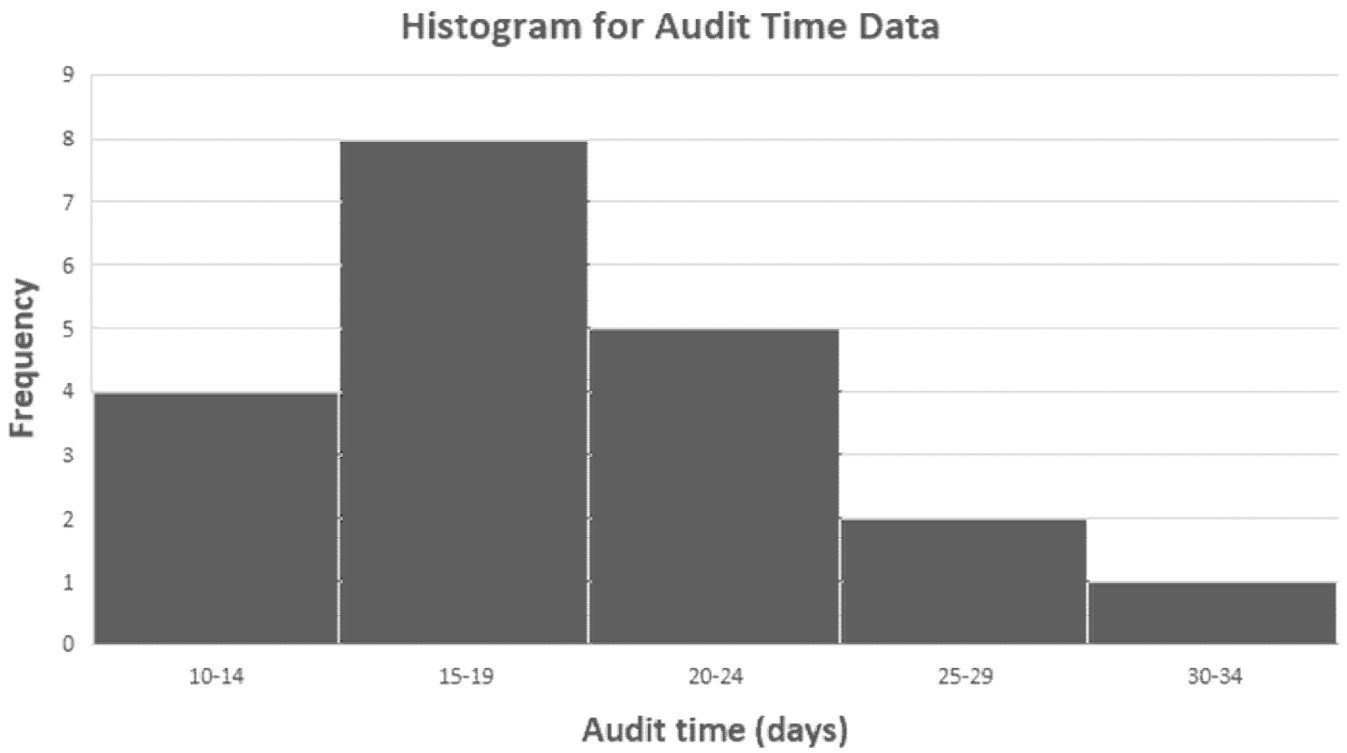
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# Histogram

**Example:** Sanderson and Clifford




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# Using Excel's *Recommended Charts* Tool to Construct a Histogram

- **Step 1** - Select any cell in the PivotTable report
- **Step 2** - Click **Insert** on the Ribbon
- **Step 3** - In the **Charts** group, click **Recommended Charts**
- **Step 4** - Click **OK**

… editing options

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# Using Excel's *Recommended Charts* Tool to Construct a Histogram

- **Step 1** – Right-click any bar in the chart and choose **Format Data Series** from the list of options
- **Step 2 -** When the **Format Data Series** dialog box appears:
  - Go to the **Series Options** section
  - Set the **Gap Width** to 0
  - Click the **Close** button at the top right
- **Step 3 -** Click the **Chart Title** and replace it with **Audit time data**
- **Step 4 -** Click the **Chart Elements** button (in top right **corner of the chart)**

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# Using Excel's *Recommended Charts* Tool to Construct a Histogram

- **Step 5** – When the list of chart elements appears:
  Click **Axis Titles**
  Click **Legend** (to remove check in Legend box)
- **Step 6 -** Click the **Horizontal (Category) Axis Title** and replace it with **Audit time (days)**
  Click the **Close** button at the top right
- **Step 7 -** Click the **Vertical (Value) Axis Title** and replace it with **Frequency**

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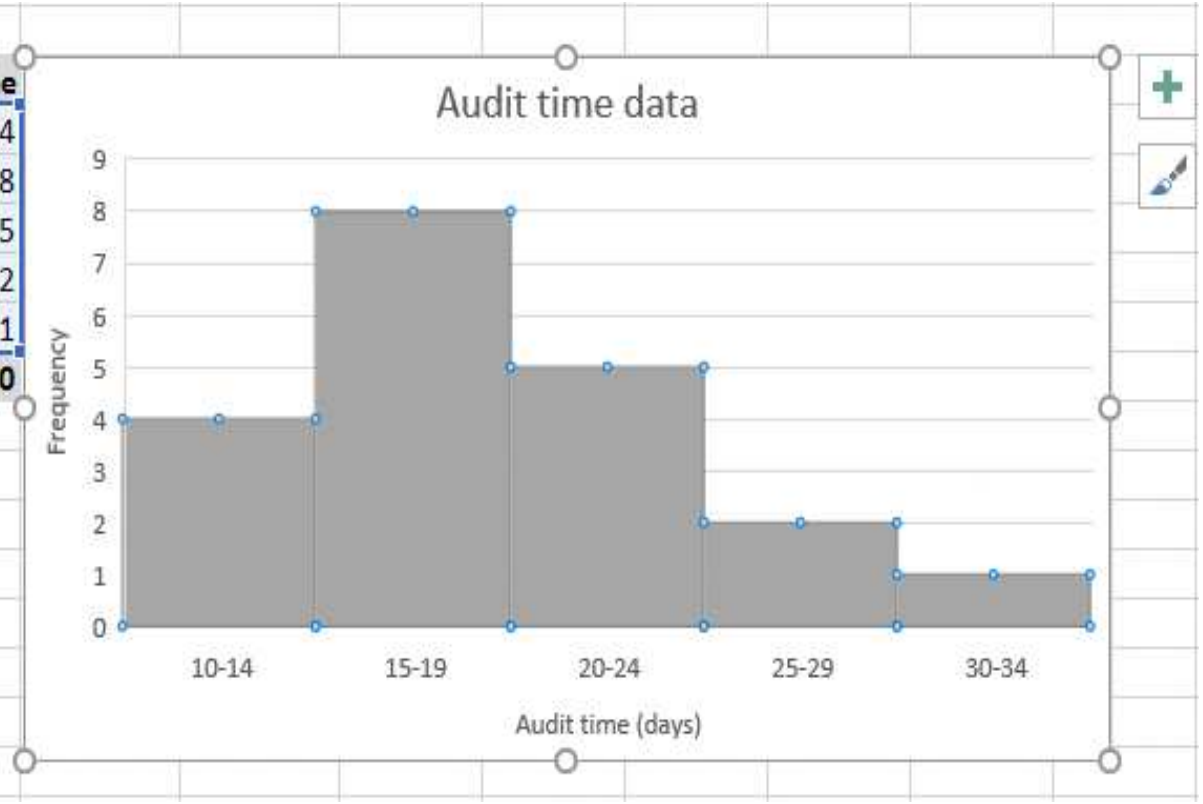


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# Using Excel's *Recommended Charts* Tool to Construct a Histogram

**Example**

| Row labels | Count of Audit time |
|---|---|
| 10-14 | 4 |
| 15-19 | 8 |
| 20-24 | 5 |
| 25-29 | 2 |
| 30-34 | 1 |
| **Grand Total** | **20** |

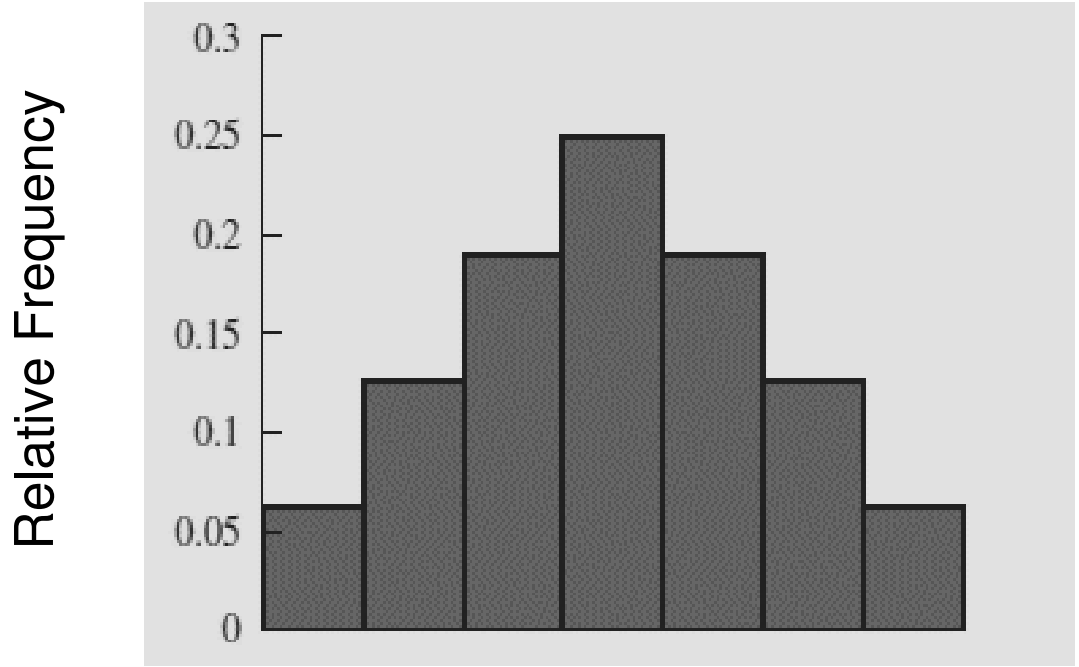



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# Histograms Showing Skewness

- Symmetric
  - Left tail is the mirror image of the right tail
  - **Example:** Heights of People

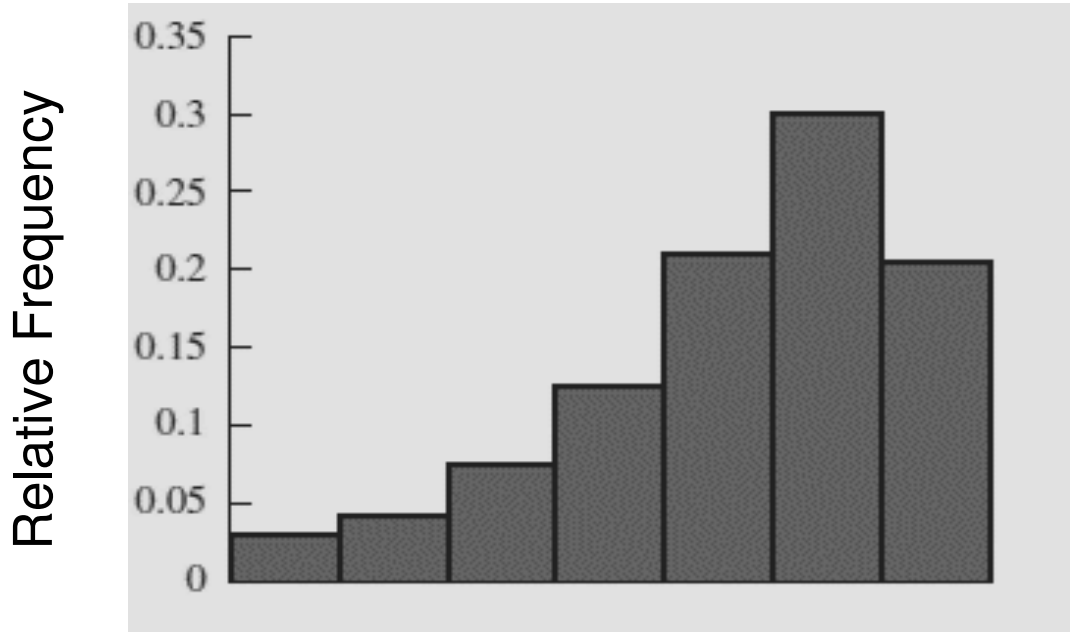



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# Histograms Showing Skewness

- Moderately Skewed Left
  - A longer tail to the left
  - **Example:** Exam Scores

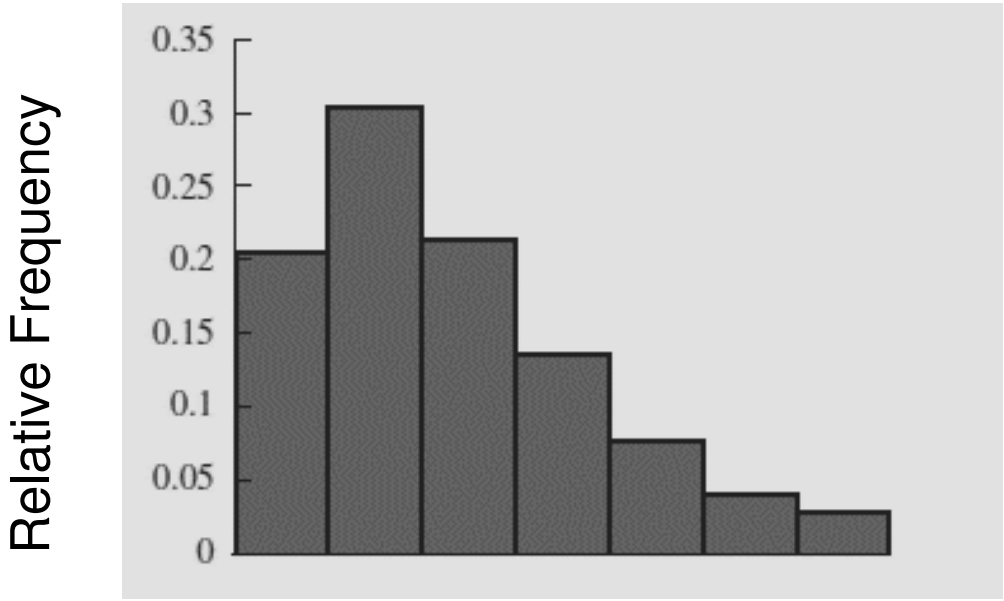



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# Histograms Showing Skewness

- Moderately Right Skewed
  - A Longer tail to the right
  - **Example:** Housing Values

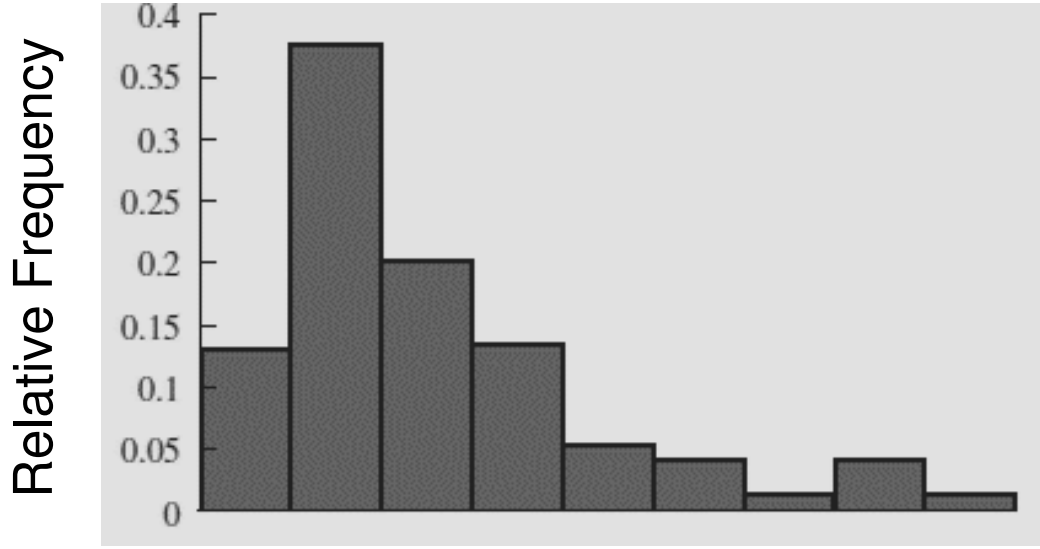



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# Histograms Showing Skewness

- Highly Skewed Right
  - A very long tail to the right
  - **Example:** Executive Salaries




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# Cumulative Distributions

- Cumulative frequency distribution - shows the *number* of items with values less than or equal to the upper limit of each class.

- Cumulative relative frequency distribution – shows the *proportion* of items with values less than or equal to the upper limit of each class.

- Cumulative percent frequency distribution – shows the *percentage* of items with values less than or equal to the upper limit of each class.

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# Cumulative Distributions

- The last entry in a cumulative frequency distribution always equals the total number of observations.
- The last entry in a cumulative relative frequency distribution always equals 1.00.
- The last entry in a cumulative percent frequency distribution always equals 100.

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# Cumulative Distributions

**Example:** Sanderson and Cliffords

| Audit time (Days) | Cumulative Frequency | Cumulative Relative Frequency | Cumulative Percent Frequency |
|---|---|---|---|
| ≤ 14 | 4 | .20 | 20 |
| ≤ 19 | 12 | .60 | 60 |
| ≤ 24 | 17 | .85 | 85 |
| ≤ 29 | 19 | .95 | 95 |
| ≤ 34 | 20 | 1.00 | 100 |

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# Stem-and-Leaf Display

- A stem-and-leaf display shows both the rank order and shape of the distribution of the data.
- It is similar to a histogram on its side, but it has the advantage of showing the actual data values.
- The first digits of each data item are arranged to the left of a vertical line.
- To the right of the vertical line we record the last digit for each item in rank order.
- Each line (row) in the display is referred to as a stem.
- Each digit on a stem is a leaf.

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# Stem-and-Leaf Display

**Example**

The number of questions answered correctly on an aptitude test by 50 students analysed with the help of a Stem – and – leaf display here. The relevant data is given in the following table.

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# Stem-and-Leaf Display

## Number of questions answered correctly by 50 students

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 112 | 73 | 126 | 82 | 92 | 115 | 95 | 84 | 68 | 100 |
| 72 | 92 | 128 | 104 | 108 | 76 | 141 | 119 | 98 | 85 |
| 69 | 76 | 118 | 132 | 96 | 91 | 81 | 113 | 115 | 94 |
| 97 | 86 | 127 | 134 | 100 | 102 | 80 | 98 | 106 | 106 |
| 107 | 73 | 124 | 83 | 92 | 81 | 106 | 75 | 95 | 119 |

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# Stem-and-Leaf Display

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 6 | 9 | 8 | | | | | | | | | |
| 7 | 2 | 3 | 6 | 3 | 6 | 5 | | | | | |
| 8 | 6 | 2 | 3 | 1 | 1 | 0 | 4 | 5 | | | |
| 9 | 7 | 2 | 2 | 6 | 2 | 1 | 5 | 8 | 8 | 5 | 4 |
| 10 | 7 | 4 | 8 | 0 | 2 | 6 | 6 | 0 | 6 | | |
| 11 | 2 | 8 | 5 | 9 | 3 | 5 | 9 | | | | |
| 12 | 6 | 8 | 7 | 4 | | | | | | | |
| 13 | 2 | 4 | | | | | | | | | |
| 14 | 1 | | | | | | | | | | |

Stem Leaf

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# Stretched Stem-and-Leaf Display

- If we believe the original stem-and-leaf display has condensed the data too much, we can stretch the display vertically by using two stems for each leading digit(s).

- Whenever a stem value is stated twice, the first value corresponds to leaf values of 0 - 4, and the second value corresponds to leaf values of 5 - 9.

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# Stretched Stem-and-Leaf Display

| | | | | | | |
|---|---|---|---|---|---|---|
| 6 | 8 | 9 | | | | |
| 7 | 2 | 3 | 3 | | | |
| 7 | 5 | 6 | 6 | | | |
| 8 | 0 | 1 | 1 | 2 | 3 | 4 |
| 8 | 5 | 6 | | | | |
| 9 | 1 | 2 | 2 | 2 | 4 | |
| 9 | 5 | 5 | 6 | 7 | 8 | 8 |
| 10 | 0 | 0 | 2 | 4 | | |
| 10 | 6 | 6 | 6 | 7 | 8 | |
| 11 | 2 | 3 | | | | |
| 11 | 5 | 5 | 8 | 9 | 9 | |
| 12 | 4 | | | | | |
| 12 | 6 | 7 | 8 | | | |
| 13 | 2 | 4 | | | | |
| 14 | 1 | | | | | |

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# Stem-and-Leaf Display

## Leaf Units

- A single digit is used to define each leaf.
- In the preceding example, the leaf unit was 1.
- Leaf units may be 100, 10, 1, 0.1, and so on.
- Where the leaf unit is not shown, it is assumed to equal 1.
- The leaf unit indicates how to multiply the stem-and-leaf numbers in order to approximate the original data.

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# Stem-and-Leaf Display

**Example:** Leaf Unit = 0.1

If we have data with values such as

8.6 11.7 9.4 9.1 10.2 11.0 8.8

Leaf Unit = 0.1

| | |
|---|---|
| 8 | 6 8 |
| 9 | 1 4 |
| 10 | 2 |
| 11 | 0 7 |

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# Stem-and-Leaf Display

**Example:** Leaf Unit = 10

If we have data with values such as

1806 1717 1974 1791 1682 1910 1838

Leaf Unit = 10

| | |
|---|---|
| 16 | 8 |
| 17 | 1 9 |
| 18 | 0 3 |
| 19 | 1 7 |

The 82 in 1682 is rounded down to 80 and is represented as an 8.

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# End of Chapter 2, Part A



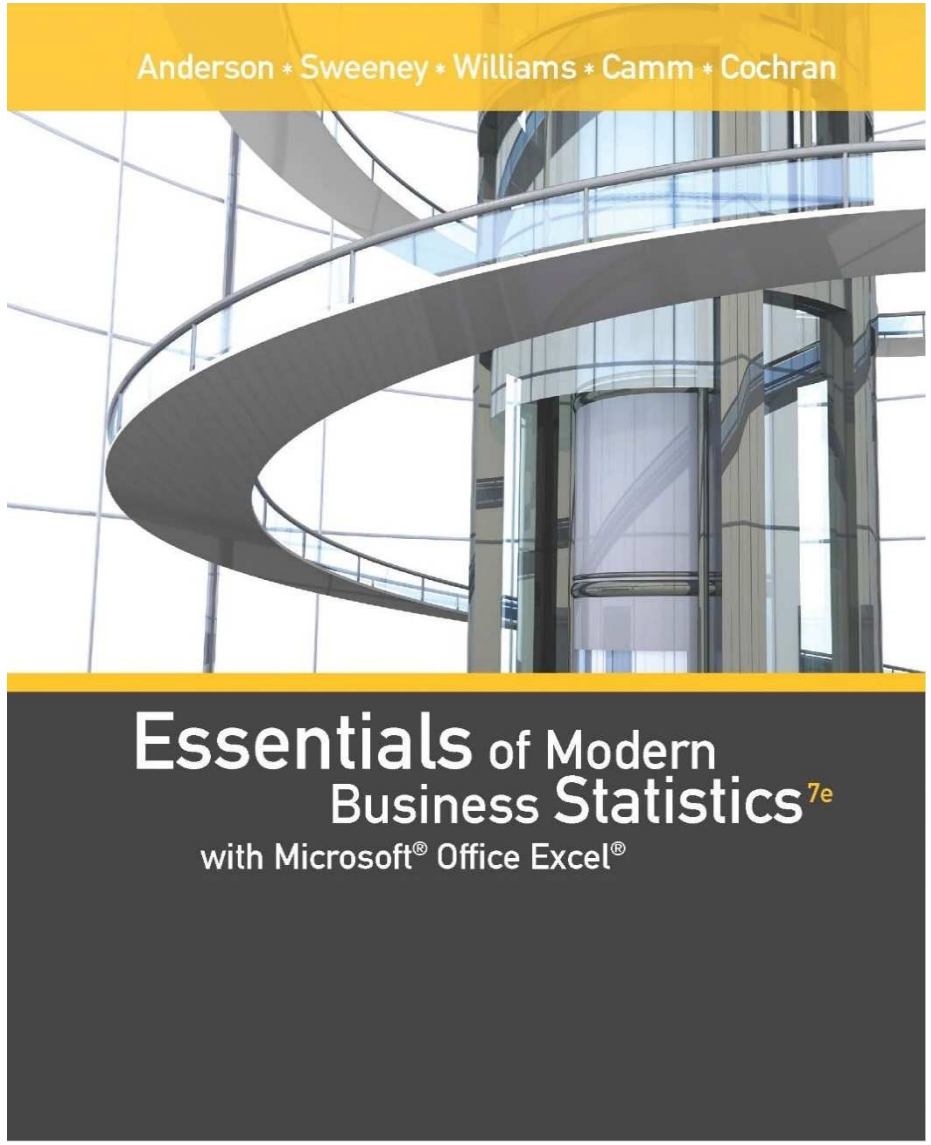
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# Essentials of Modern Business Statistics (7e)

**Anderson, Sweeney, Williams, Camm, Cochran**

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# Chapter 2, Part B
# Descriptive Statistics: Tabular and Graphical Displays

- Summarizing Data for Two Variables Using Tables
- Summarizing Data for Two Variables Using Graphical Displays
- Data Visualization:  Best Practices in Creating Effective Graphical Displays

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# Summarizing Data for Two Variables using Tables

- Thus far we have focused on methods that are used to summarize the data for one variable at a time.
- Often a manager is interested in tabular and graphical methods that will help understand the relationship between two variables.
- Crosstabulation is a method for summarizing the data for two variables.

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# Crosstabulation

- A crosstabulation is a tabular summary of data for two variables.

- Crosstabulation can be used when:
  - one variable is categorical and the other is quantitative,
  - both variables are categorical, or
  - both variables are quantitative.
  - The left and top margin labels define the classes for the two variables.

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# Crosstabulation

**Example:** Zagat's Restaurant Review

Crosstabulation of quality rating and meal price data for 300 Los angeles restaurants is given here.

| | Meal Price | | | | |
|---|---|---|---|---|---|
| Quality Rating | $10-19 | $20-29 | $30-39 | $40-49 | Total |
| Good | 42 | 40 | 2 | 0 | 84 |
| Very Good | 34 | 64 | 46 | 6 | 150 |
| Excellent | 2 | 14 | 28 | 22 | 66 |
| **Total** | **78** | **118** | **76** | **28** | **300** |

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# Crosstabulation

**Example:** Zagat's Restaurant Review

Insights Gained from Preceding Crosstabulation

- ✓ Greatest number of restaurants in the sample (64) have a very good rating and the meal price in the $20-29 range.
- ✓ Only 2 restaurants have an excellent rating and a meal price in the range of $10-19 range

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# Crosstabulation

**Example:** Zagat's Restaurant Review

| | Meal Price | | | | |
|---|---|---|---|---|---|
| **Quality Rating** | **$10-19** | **$20-29** | **$30-39** | **$40-49** | **Total** |
| Good | 42 | 40 | 2 | 0 | 84 |
| Very Good | 34 | 64 | 46 | 6 | 150 |
| Excellent | 2 | 14 | 28 | 22 | 66 |
| **Total** | **78** | **118** | **76** | **28** | **300** |

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# Crosstabulation: Row or Column Percentages

Converting the entries in the table into row percentages or column percentages can provide additional insight about the relationship between the two variables.

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# Crosstabulation: Row Percentages

**Example:** Zagat's Restaurant Review

| | Meal Price | | | | |
|---|---|---|---|---|---|
| **Quality Rating** | **$10-19** | **$20-29** | **$30-39** | **$40-49** | **Total** |
| Good | 50 | 47.6 | 2.4 | 0 | 100 |
| Very Good | 22.7 | 42.7 | 30.6 | 4 | 100 |
| Excellent | 3 | 21.2 | 42.4 | 33.4 | 100 |



✓ Good restaurants charging a meal price of $10-19/Total number of good restaurants i.e 42/84 * 100 = 50%.

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# Crosstabulation: Simpson's Paradox

- Data in two or more crosstabulations are often aggregated to produce a summary crosstabulation.

- We must be careful in drawing conclusions about the relationship between the two variables in the aggregated crosstabulation.

- In some cases the conclusions based upon an aggregated crosstabulation can be completely reversed if we look at the unaggregated data. The reversal of conclusions based on aggregate and unaggregated data is called Simpson's paradox.

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# Summarizing Data for Two Variables Using Graphical Displays

- In most cases, a graphical display is more useful than a table for recognizing patterns and trends.
- Displaying data in creative ways can lead to powerful insights.
- Scatter diagrams and trendlines are useful in exploring the relationship between two variables.

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# Scatter Diagram and Trendline

A scatter diagram is a graphical presentation of the relationship between two quantitative variables.

- One variable is shown on the horizontal axis and the other variable is shown on the vertical axis.
- The general pattern of the plotted points suggests the overall relationship between the variables.
- A trendline provides an approximation of the relationship.

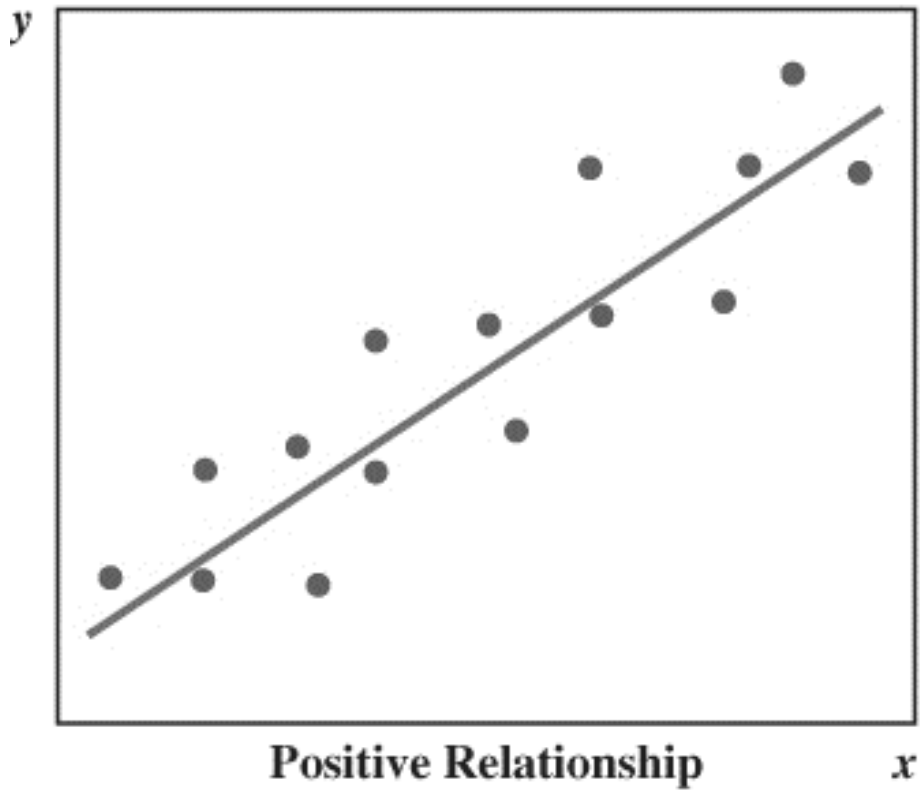
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# Scatter Diagram

- A Positive Relationship

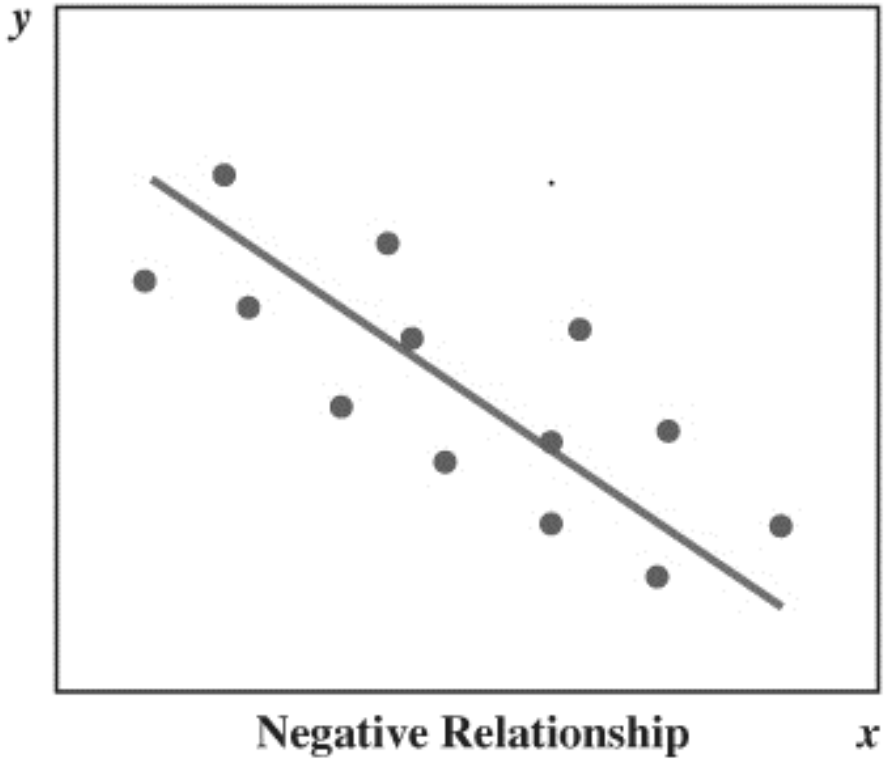



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# Scatter Diagram

- A Negative Relationship



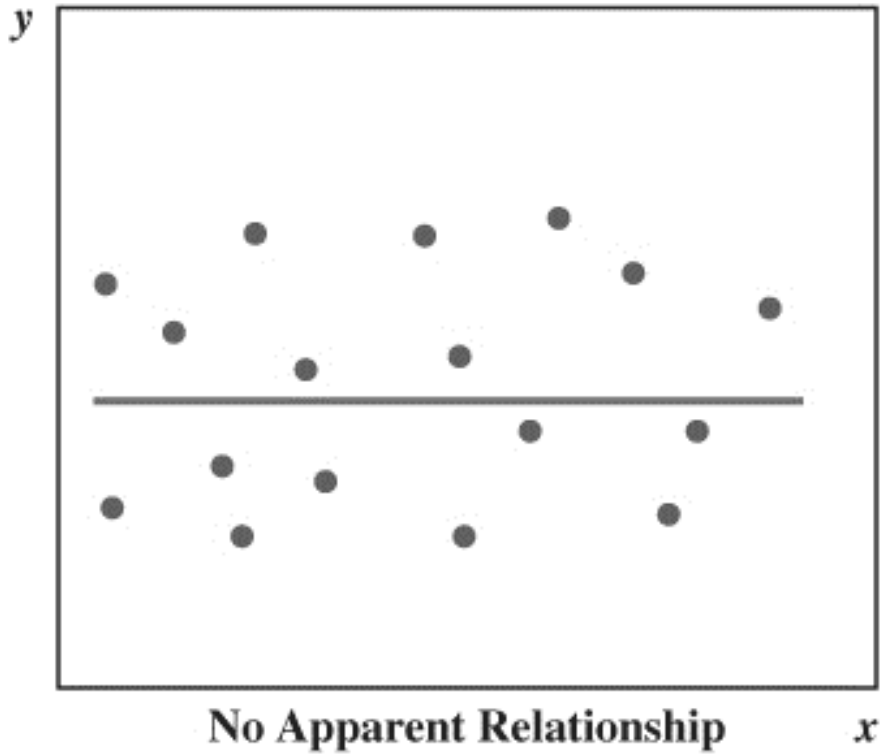

Negative Relationship

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# Scatter Diagram

- No Apparent Relationship




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# Scatter Diagram

**Example**:

A Stereo and sound equipment store in San Franscisco wants to analyze the relationship between sales and advertising. Sample data for ten weeks with sales in hundreds of dollars is shown below:

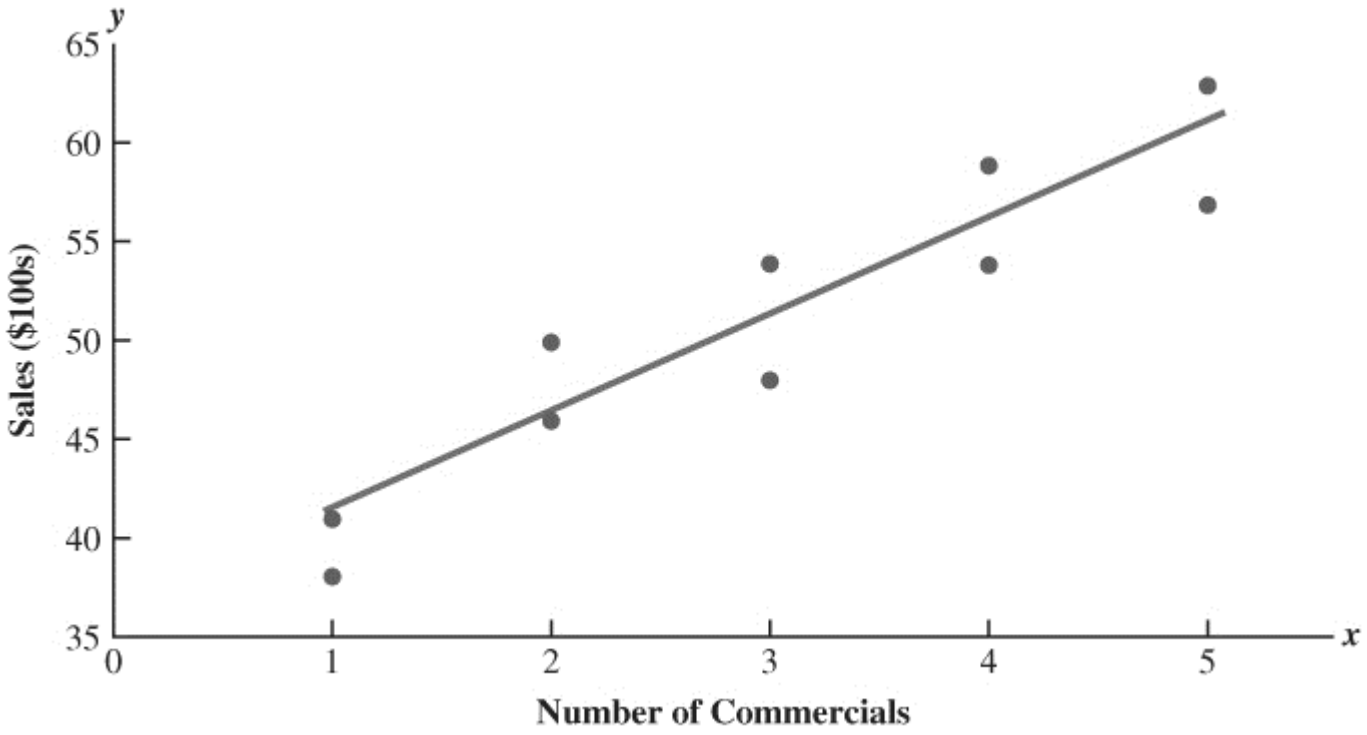
| Week | Number of Commercials (x) | Sales ($100s) (y) |
|---|---|---|
| 1 | 2 | 50 |
| 2 | 5 | 57 |
| 3 | 1 | 41 |
| 4 | 3 | 54 |
| 5 | 4 | 54 |
| 6 | 1 | 38 |
| 7 | 5 | 63 |
| 8 | 3 | 48 |
| 9 | 4 | 59 |
| 10 | 2 | 46 |

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# Scatter Diagram and Trendline for the Stereo and Sound Equipment Store




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# Scatter Diagram

**Example**

Insights Gained from the Stereo and Sound Equipment store Scatter Diagram

- ✓ The scatter diagram indicates a positive relationship between the number of commercials and sales.
- ✓ Higher sales is associated with greater number of commercials.
- ✓ The relationship is not perfect; all plotted points in the scatter diagram are not on a straight line.

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# Using Excel to Construct a Scatter Diagram and a Trendline

- **Step 1** - Select cells A2:B6
- **Step 2** - Click the **Insert** tab on the Ribbon
- **Step 3** - In the **Charts** group, click **Insert Scatter (X,Y) or Bubble Chart**
- **Step 4** - When the list of scatter diagram subtypes appears: Click **Scatter** (the chart in the upper left corner)

. . . Editing options

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# Using Excel to Construct a Scatter Diagram and a Trendline

- **Step 1** - Click the **Chart Title** and replace it with **Scatter Diagram for the Stereo and Sound equipment store**
- **Step 2 -** Click the **Chart Elements** button (located next to the top right corner of the chart)
- **Step 3** - When the list of chart elements appears:
  Click **Axis Titles** (creates placeholder for titles)
  Click **Gridlines** (to deselect Gridlines option)
  Click **Trendline**

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# Using Excel to Construct a Scatter Diagram and a Trendline

- **Step 4** - Click the **Horizontal (Value) Axis Title** and replace it with **Number of Commercials**
- **Step 5** - Click the **Vertical (Value) Axis Title** and replace it with **Sales ($100s)**
- **Step 6** - To change from a dashed to a solid trendline, right-click on the trendline and choose the **Format Trendline** option
- **Step 7** - When the **Format Trendline** dialog box appears:
  - Select the **Fill & Line** option
  - In the **Dash Type** box, select **Solid**
  - Close the **Format Trendline** dialog box

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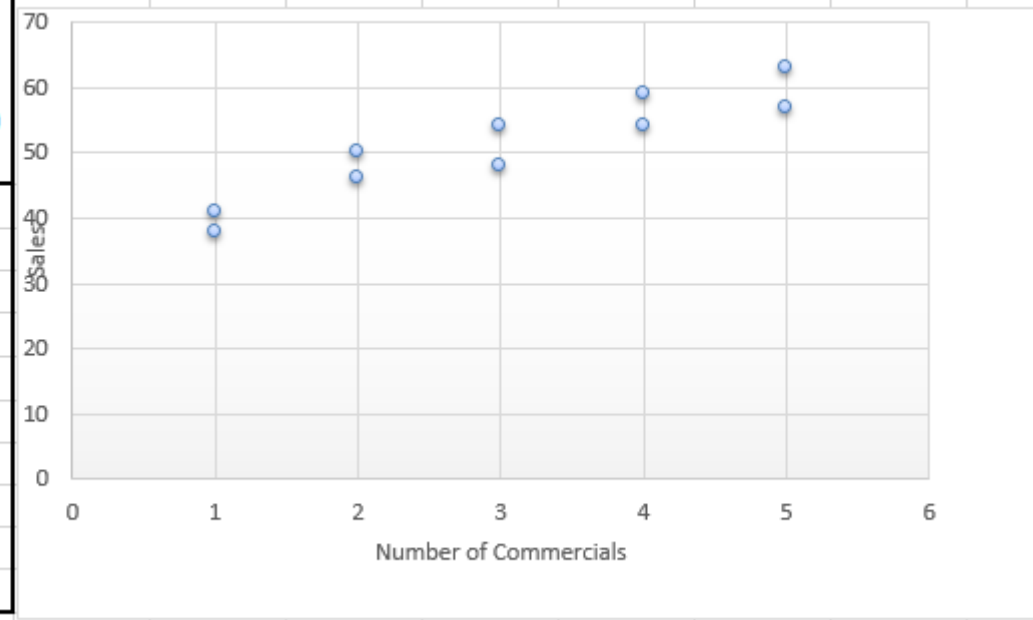


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# Using Excel to Construct a Scatter Diagram and a Trendline

- Excel Worksheet

| Week | Number of Commercials (x) | Sales ($100s) (y) |
|---|---|---|
| 1 | 2 | 50 |
| 2 | 5 | 57 |
| 3 | 1 | 41 |
| 4 | 3 | 54 |
| 5 | 4 | 54 |
| 6 | 1 | 38 |
| 7 | 5 | 63 |
| 8 | 3 | 48 |
| 9 | 4 | 59 |
| 10 | 2 | 46 |




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# Side-by-Side Bar Chart

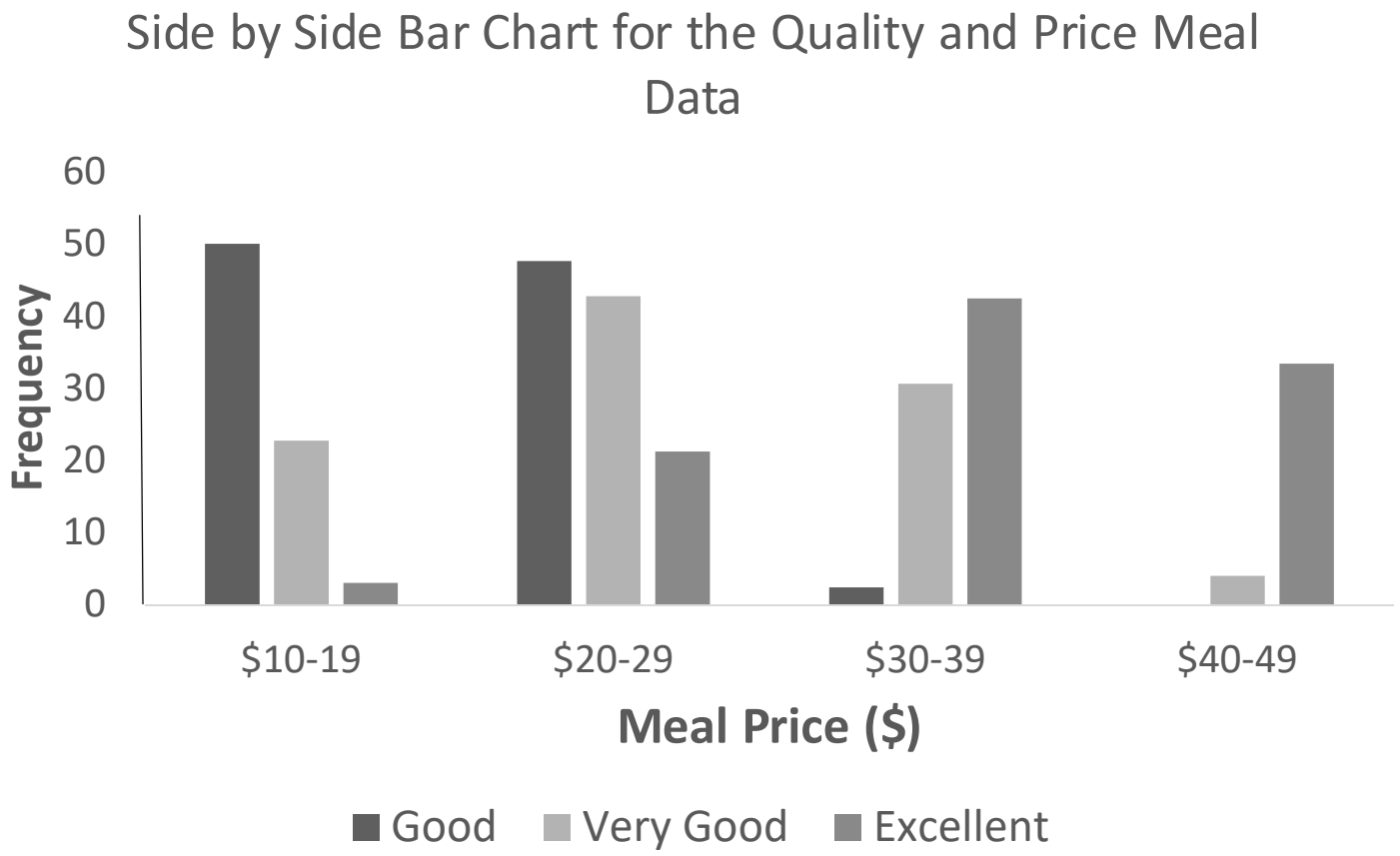
- A side-by-side bar chart is a graphical display for depicting multiple bar charts on the same display.
- Each cluster of bars represents one value of the first variable.
- Each bar within a cluster represents one value of the second variable.

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# Side-by-Side Bar Chart




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# Stacked Bar Chart

- A stacked bar chart is another way to display and compare two variables on the same display.
- It is a bar chart in which each bar is broken into rectangular segments of a different color.
- If percentage frequencies are displayed, all bars will be of the same height (or length), extending to the 100% mark.

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# Stacked Bar Chart




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# Data Visualization: Best Practices in Creating Effective Graphical Displays

- Data visualization describes the use of graphical displays to summarize and present information about a data set.

- The goal is to communicate as effectively and clearly as possible the key information about the data.

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# Creating Effective Graphical Displays

- Creating effective graphical displays is as much art as it is science.
- Here are some guidelines . . .
- Give the display a clear and concise title.
- Keep the display simple.
- Clearly label each axis and provide the units of measure.
- If colors are used, make sure they are distinct.
- If multiple colors or lines are used, provide a legend.

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# Choosing the Type of Graphical Display

- Displays used to show the distribution of data:
- Bar Chart to show the frequency distribution or relative frequency distribution for categorical data
- Pie Chart to show the relative frequency or percent frequency for categorical data
- Dot Plot to show the distribution for quantitative data over the entire range of the data
- Histogram to show the frequency distribution for quantitative data over a set of class intervals
- Stem-and-Leaf Display to show both the rank order and shape of the distribution for quantitative data

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# Choosing the Type of Graphical Display

Displays used to make comparisons:

Side-by-Side Bar Chart to compare two variables

Stacked Bar Chart to compare the relative frequency or Percent frequency of two categorical variables

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# Choosing the Type of Graphical Display

Displays used to show relationships:

Scatter Diagram to show the relationship between two quantitative variables

Trendline to approximate the relationship of data in a scatter diagram

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# Data Dashboards

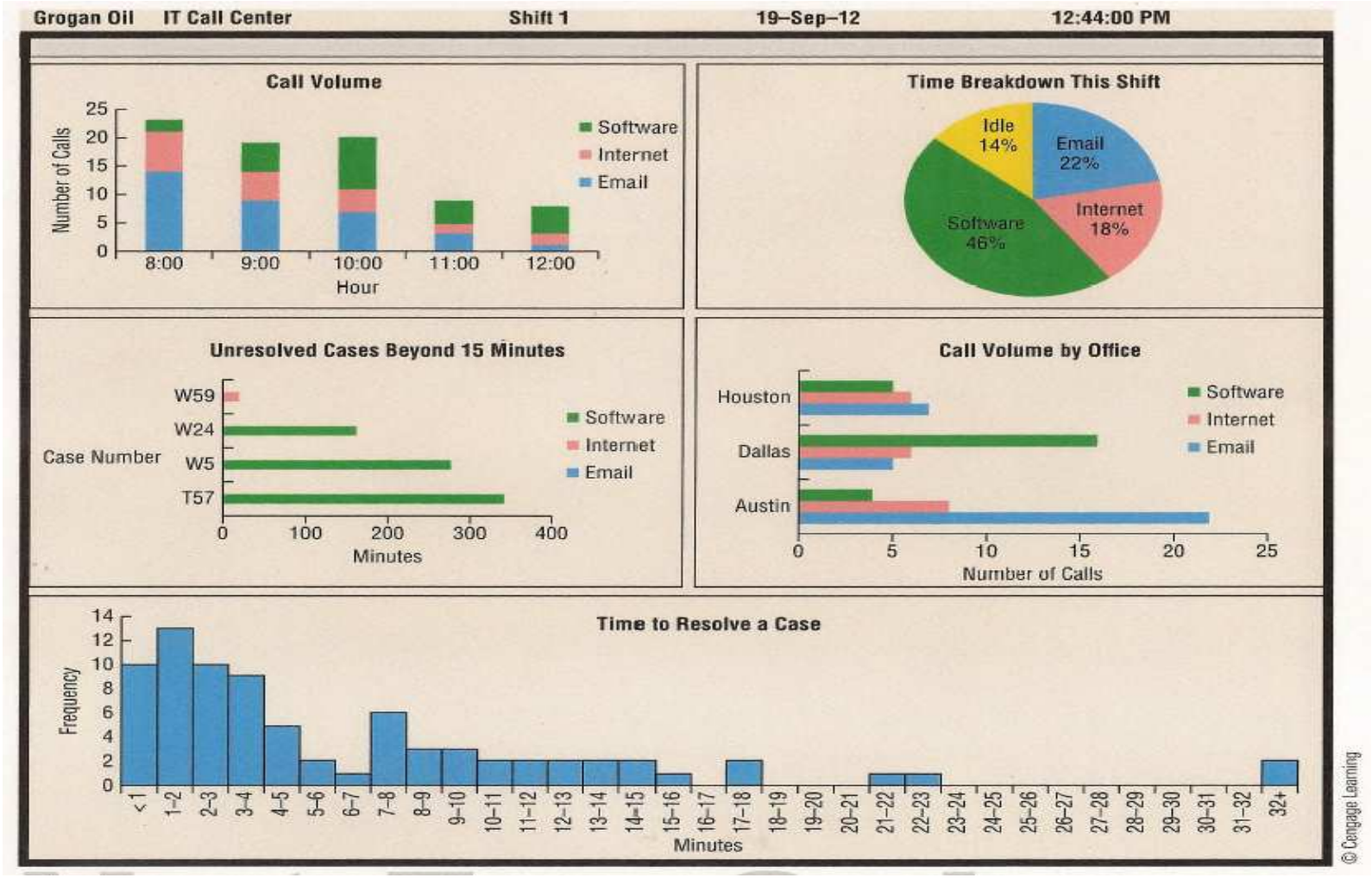
- A data dashboard is a widely used data visualization tool.
- It organizes and presents key performance indicators (KPIs) used to monitor an organization or process.
- It provides timely, summary information that is easy to read, understand, and interpret.
- Some additional guidelines include . . .
  - Minimize the need for screen scrolling.
  - Avoid unnecessary use of color or 3D.
  - Use borders between charts to improve readability.

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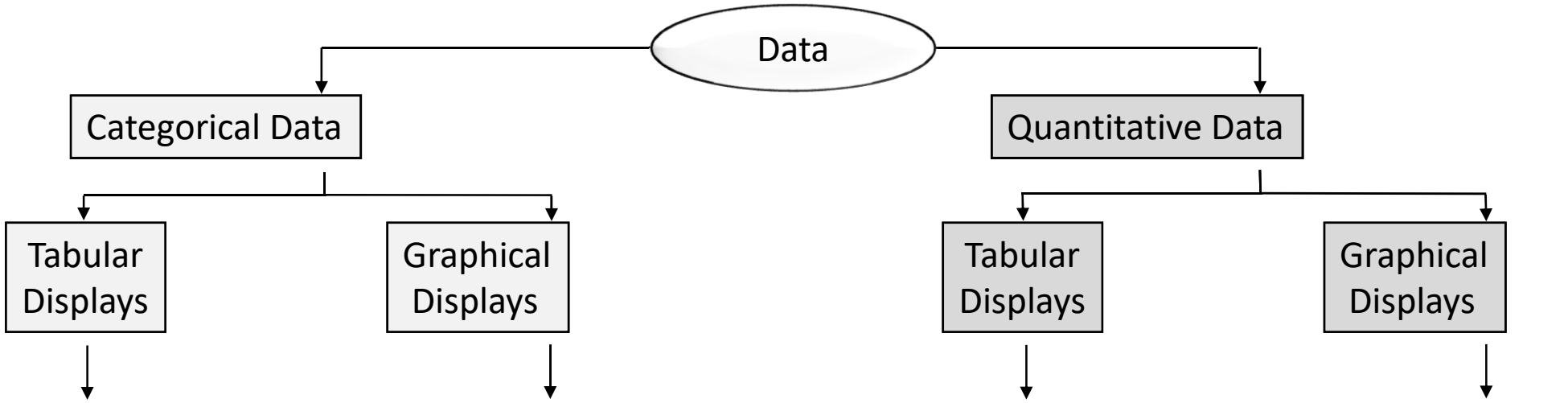
# Data Dashboard Example




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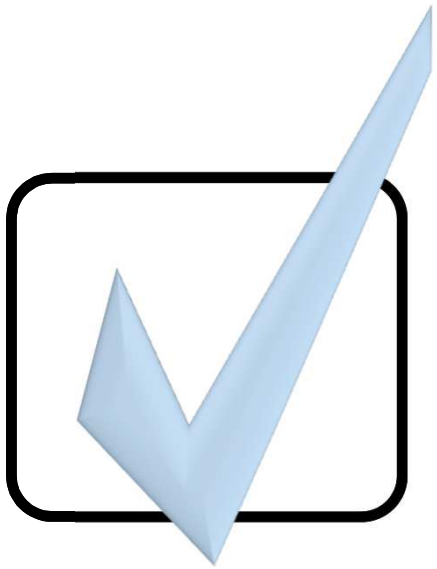
# Tabular and Graphical Displays




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# End of Chapter 2, Part B



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# Chapter 2
# Descriptive Statistics: Tabular and Graphical Displays

**Learning Objectives**

1. Learn how to construct and interpret summarization procedures for qualitative data such as: frequency and relative frequency distributions, bar graphs and pie charts.

2. Learn how to construct and interpret tabular summarization procedures for quantitative data such as: frequency and relative frequency distributions, cumulative frequency and cumulative relative frequency distributions.

3. Learn how to construct a dot plot and a histogram as graphical summaries of quantitative data.

4. Learn how the shape of a data distribution is revealed by a histogram. Learn how to recognize when a data distribution is negatively skewed, symmetric, and positively skewed.

5. Be able to use and interpret the exploratory data analysis technique of a stem-and-leaf display.

6. Learn how to construct and interpret cross tabulations, scatter diagrams, side-by-side and stacked bar charts.

7. Learn best practices for creating effective graphical displays and for choosing the appropriate type of display.


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**Solutions:**

1.

| Class | Frequency | Relative Frequency |
|---|---|---|
| A | 60 | 60/120 = 0.50 |
| B | 24 | 24/120 = 0.20 |
| C | 36 | 36/120 = 0.30 |
| | 120 | 1.00 |

2. a. 1 – (.22 + .18 + .40) = .20

   b. .20(200) = 40

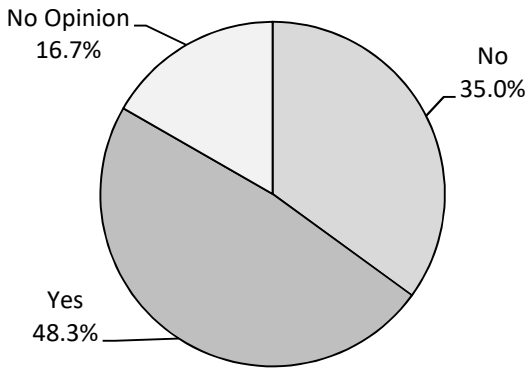
   c/d.

| Class | Frequency | Percent Frequency |
|---|---|---|
| A | .22(200) = 44 | 22 |
| B | .18(200) = 36 | 18 |
| C | .40(200) = 80 | 40 |
| D | .20(200) = 40 | 20 |
| Total | 200 | 100 |

3. a. 360° x 58/120 = 174°

   b. 360° x 42/120 = 126°

   c.

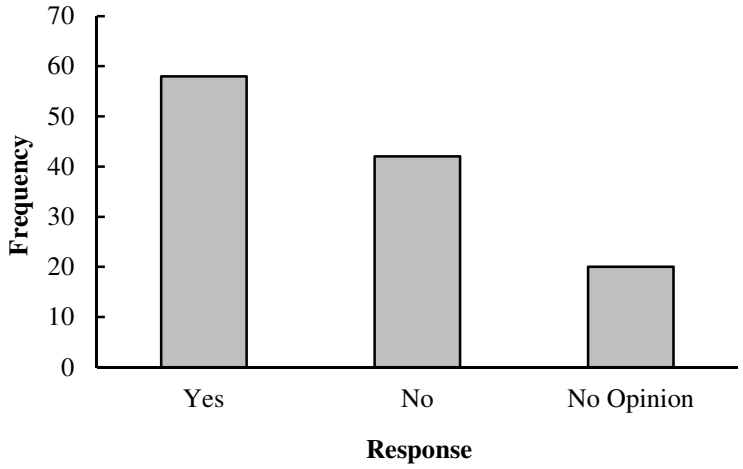




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d.

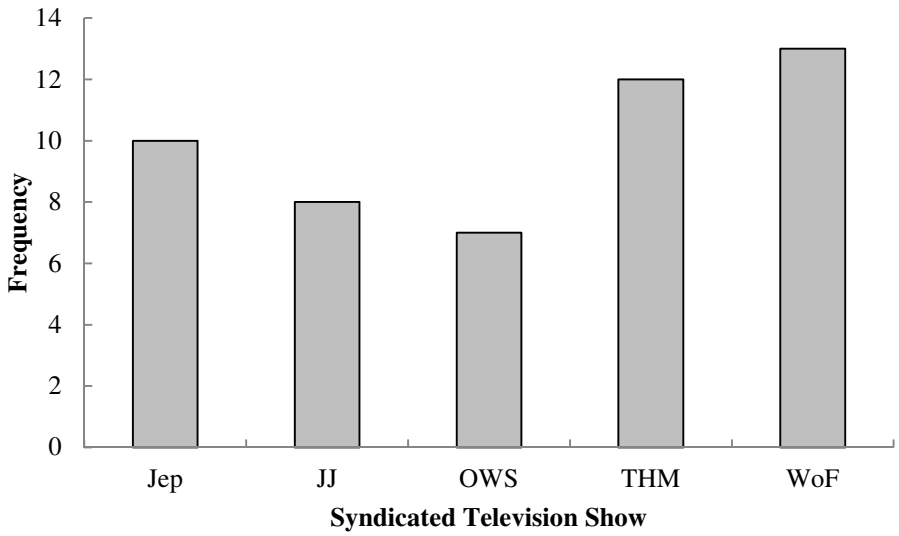



4. a. These data are categorical.

b.

| Show | Frequency | % Frequency |
|---|---|---|
| Jep | 10 | 20 |
| JJ | 8 | 16 |
| OWS | 7 | 14 |
| THM | 12 | 24 |
| WoF | 13 | 26 |
| Total | 50 | 100 |

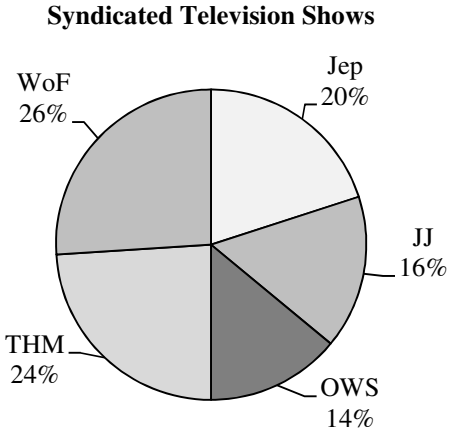
c.





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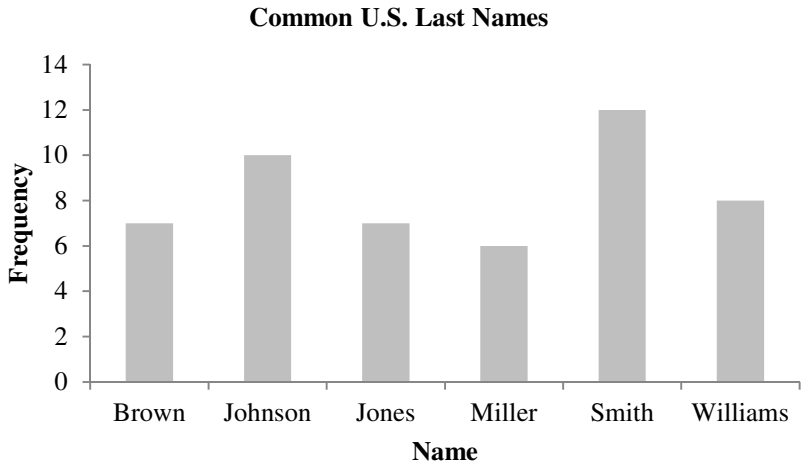



d. The largest viewing audience is for *Wheel of Fortune* and the second largest is for *Two and a Half Men*.

5. a.

| Name | Frequency | Relative Frequency | Percent Frequency |
|---|---|---|---|
| Brown | 7 | 0.14 | 14% |
| Johnson | 10 | 0.20 | 20% |
| Jones | 7 | 0.14 | 14% |
| Miller | 6 | 0.12 | 12% |
| Smith | 12 | 0.24 | 24% |
| Williams | 8 | 0.16 | 16% |
| Total: | 50 | 1 | 100% |

b.

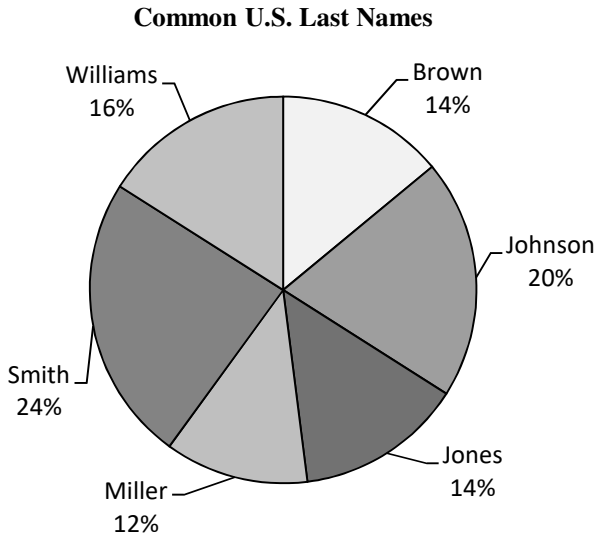




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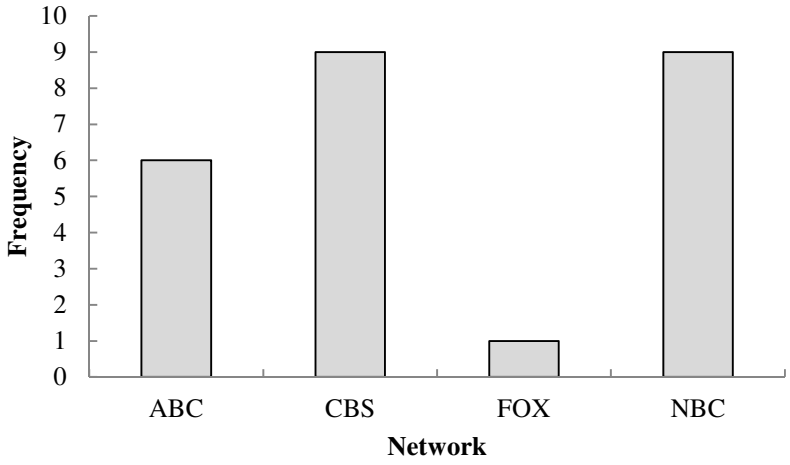
c.




d. The three most common last names are Smith (24%), Johnson (20%), Williams (16%)

6. a.

| Network | Relative Frequency | % Frequency |
|---|---|---|
| ABC | 6 | 24 |
| CBS | 9 | 36 |
| FOX | 1 | 4 |
| NBC | 9 | 36 |
| Total: | 25 | 100 |




b. For these data, NBC and CBS tie for the number of top-rated shows. Each has 9 (36%) of the top 25. ABC is third with 6 (24%) and the much younger FOX network has 1(4%).


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7. a.

| Rating | Frequency | Percent Frequency |
|---|---|---|
| Excellent | 20 | 40 |
| Very Good | 23 | 46 |
| Good | 4 | 8 |
| Fair | 1 | 2 |
| Poor | 2 | 4 |
| | 50 | 100 |




Management should be very pleased with the survey results. 40% + 46% = 86% of the ratings are very good to excellent. 94% of the ratings are good or better. This does not look to be a Delta flight where significant changes are needed to improve the overall customer satisfaction ratings.

b. While the overall ratings look fine, note that one customer (2%) rated the overall experience with the flight as Fair and two customers (4%) rated the overall experience with the flight as Poor. It might be insightful for the manager to review explanations from these customers as to how the flight failed to meet expectations. Perhaps, it was an experience with other passengers that Delta could do little to correct or perhaps it was an isolated incident that Delta could take steps to correct in the future.

8. a.

| Position | Frequency | Relative Frequency |
|---|---|---|
| Pitcher | 17 | 0.309 |
| Catcher | 4 | 0.073 |
| 1st Base | 5 | 0.091 |
| 2nd Base | 4 | 0.073 |
| 3rd Base | 2 | 0.036 |
| Shortstop | 5 | 0.091 |
| Left Field | 6 | 0.109 |
| Center Field | 5 | 0.091 |
| Right Field | 7 | 0.127 |
| | 55 | 1.000 |

b. Pitchers (Almost 31%)

c. 3rd Base (3 – 4%)


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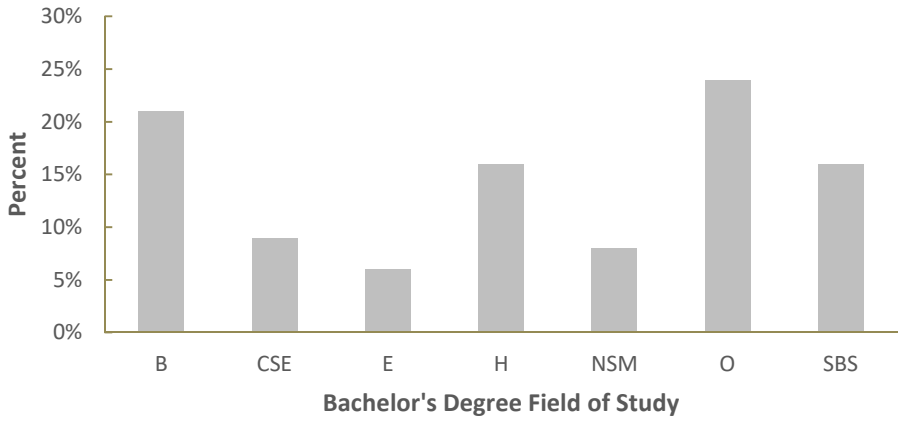
d. Right Field (Almost 13%)

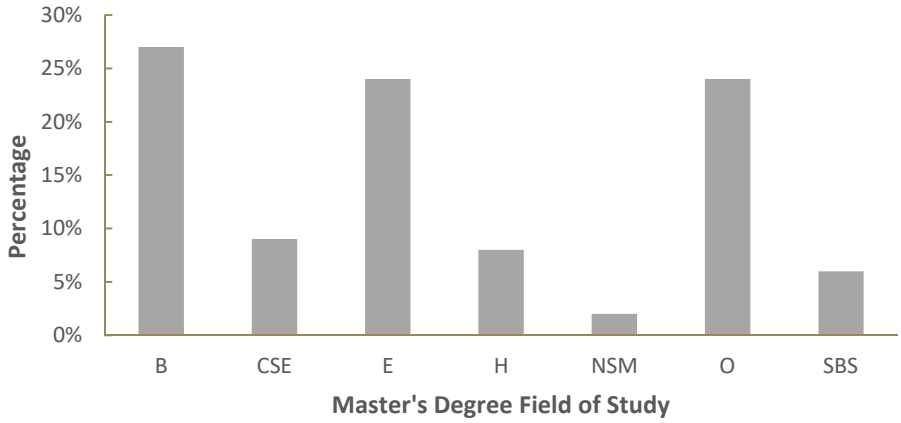
e. Infielders (16 or 29.1%) to Outfielders (18 or 32.7%)

9. a.

| | Bachelor's | Master's |
|---|---|---|
| B | 21% | 27% |
| CSE | 9% | 9% |
| E | 6% | 24% |
| H | 16% | 8% |
| NSM | 8% | 2% |
| SBS | 16% | 6% |
| O | 24% | 24% |
| Total | 100% | 100% |

b.




c. The lowest percentage for a Bachelor's is Education (6%) and for Master's Natural Sciences and Mathematics (2%).

d. The highest percentage for a Bachelor's is Other (24%) and for a Master's is Business (27%).


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e.

| | Bachelor's | Master's | Difference |
|---|---|---|---|
| B | 21% | 27% | 6% |
| CSE | 9% | 9% | 0% |
| E | 6% | 24% | 18% |
| H | 16% | 8% | -8% |
| NSM | 8% | 2% | -6% |
| SBS | 16% | 6% | -10% |
| O | 24% | 24% | - 0% |

Education has the largest increase in percent: 18%

10. a.

| Rating | Frequency |
|---|---|
| Excellent | 187 |
| Very Good | 252 |
| Average | 107 |
| Poor | 62 |
| Terrible | 41 |
| Total | 649 |

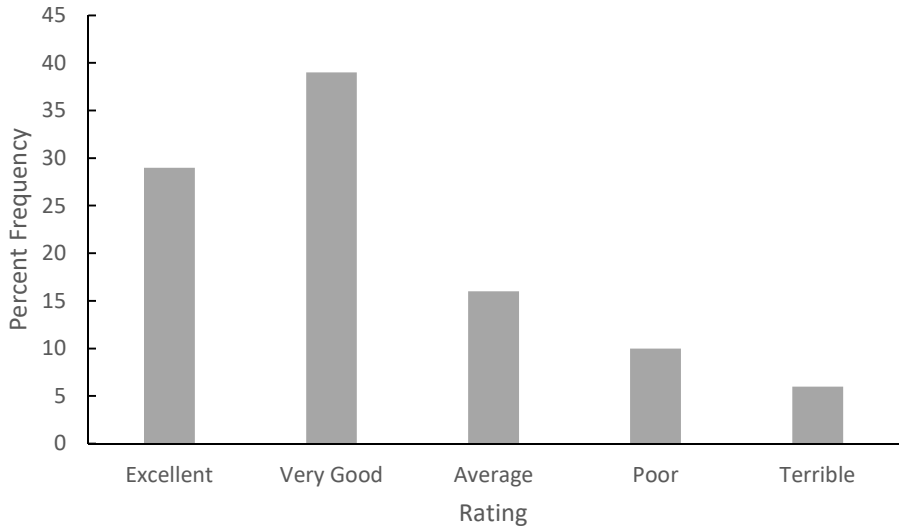
b.

| Rating | Percent Frequency |
|---|---|
| Excellent | 29 |
| Very Good | 39 |
| Average | 16 |
| Poor | 10 |
| Terrible | 6 |
| Total | 100 |

c.


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d. 29% + 39% = 68% of the guests at the Sheraton Anaheim Hotel rated the hotel as Excellent or Very Good. But, 10% + 6% = 16% of the guests rated the hotel as poor or terrible.

e. The percent frequency distribution for Disney's Grand Californian follows:

| Rating | Percent Frequency |
|---|---|
| Excellent | 48 |
| Very Good | 31 |
| Average | 12 |
| Poor | 6 |
| Terrible | 3 |
| Total | 100 |

48% + 31% = 79% of the guests at the Sheraton Anaheim Hotel rated the hotel as Excellent or Very Good. And, 6% + 3% = 9% of the guests rated the hotel as poor or terrible.

Compared to ratings of other hotels in the same region, both of these hotels received very favorable ratings. But, in comparing the two hotels, guests at Disney's Grand Californian provided somewhat better ratings than guests at the Sheraton Anaheim Hotel.

11.

| Class | Frequency | Relative Frequency | Percent Frequency |
|---|---|---|---|
| 12–14 | 2 | 0.050 | 5.0 |
| 15–17 | 8 | 0.200 | 20.0 |
| 18–20 | 11 | 0.275 | 27.5 |
| 21–23 | 10 | 0.250 | 25.0 |
| 24–26 | 9 | 0.225 | 22.5 |
| Total | 40 | 1.000 | 100.0 |

12.

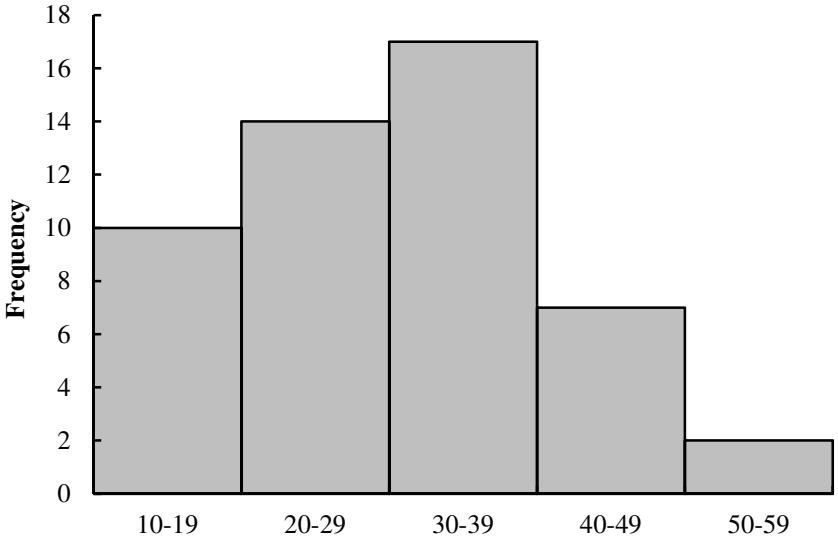
| Class | Cumulative Frequency | Cumulative Relative Frequency |
|---|---|---|
| less than or equal to 19 | 10 | .20 |
| less than or equal to 29 | 24 | .48 |


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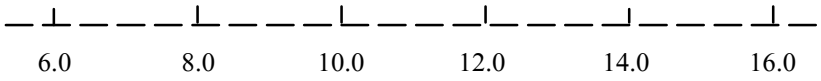
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| | | |
|---|---|---|
| less than or equal to 39 | 41 | .82 |
| less than or equal to 49 | 48 | .96 |
| less than or equal to 59 | 50 | 1.00 |

13.




14. a.




b/c.

| Class | Frequency | Percent Frequency |
|---|---|---|
| 6.0 – 7.9 | 4 | 20 |
| 8.0 – 9.9 | 2 | 10 |
| 10.0 – 11.9 | 8 | 40 |
| 12.0 – 13.9 | 3 | 15 |
| 14.0 – 15.9 | 3 | 15 |
| | 20 | 100 |

15. Leaf Unit = .1

| | |
|---|---|
| 6 | 3 |
| 7 | 5 5 7 |
| 8 | 1 3 4 8 |
| 9 | 3 6 |
| 10 | 0 4 5 |
| 11 | 3 |


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16. Leaf Unit = 10

| | |
|---|---|
| 11 | 6 |
| 12 | 0 2 |
| 13 | 0 6 7 |
| 14 | 2 2 7 |
| 15 | 5 |
| 16 | 0 2 8 |
| 17 | 0 2 3 |

17. a/b.

| Waiting Time | Frequency | Relative Frequency |
|---|---|---|
| 0 – 4 | 4 | 0.20 |
| 5 – 9 | 8 | 0.40 |
| 10 – 14 | 5 | 0.25 |
| 15 – 19 | 2 | 0.10 |
| 20 – 24 | 1 | 0.05 |
| Totals | 20 | 1.00 |

c/d.

| Waiting Time | Cumulative Frequency | Cumulative Relative Frequency |
|---|---|---|
| Less than or equal to 4 | 4 | 0.20 |
| Less than or equal to 9 | 12 | 0.60 |
| Less than or equal to 14 | 17 | 0.85 |
| Less than or equal to 19 | 19 | 0.95 |
| Less than or equal to 24 | 20 | 1.00 |

e. 12/20 = 0.60

18. a.

| **PPG** | **Frequency** |
|---|---|
| 10-11.9 | 1 |
| 12-13.9 | 3 |
| 14-15.9 | 7 |
| 16-17.9 | 19 |
| 18-19.9 | 9 |
| 20-21.9 | 4 |
| 22-23.9 | 2 |
| 24-25.9 | 0 |
| 26-27.9 | 3 |
| 28-29.9 | 2 |
| **Total** | 50 |


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b.

| PPG | Relative Frequency |
|---|---|
| 10-11.9 | 0.02 |
| 12-13.9 | 0.06 |
| 14-15.9 | 0.14 |
| 16-17.9 | 0.38 |
| 18-19.9 | 0.18 |
| 20-21.9 | 0.08 |
| 22-23.9 | 0.04 |
| 24-25.9 | 0.00 |
| 26-27.9 | 0.06 |
| 28-29.9 | 0.04 |
| **Total** | 1.00 |

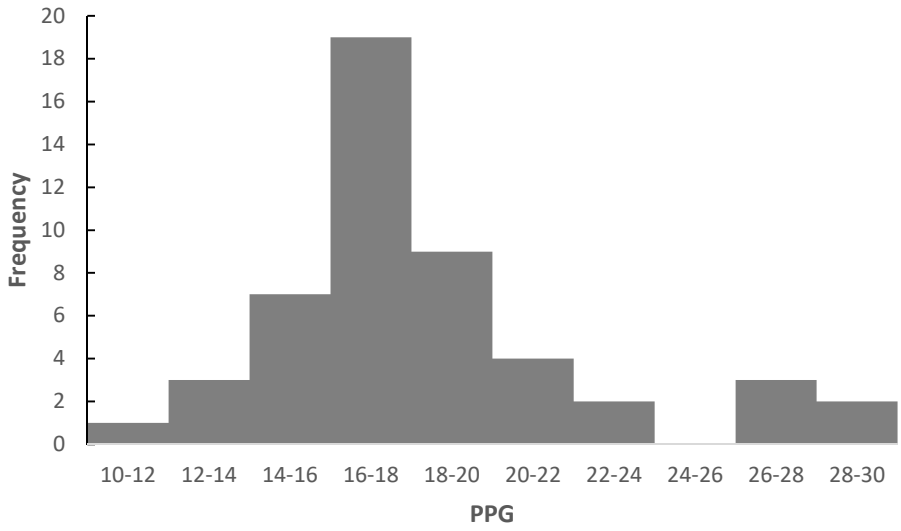
c.

| PPG | Cumulative Percent Frequency |
|---|---|
| less than 12 | 2 |
| less than 14 | 8 |
| less than 16 | 22 |
| less than 18 | 60 |
| less than 20 | 78 |
| less than 22 | 86 |
| less than 24 | 90 |
| less than 26 | 90 |
| less than 28 | 96 |
| less than 30 | 100 |


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d.




e. There is skewness to the right.

f. (11/50)(100) = 22%

19. a. The largest number of tons is 236.3 million (South Louisiana). The smallest number of tons is 30.2 million (Port Arthur).

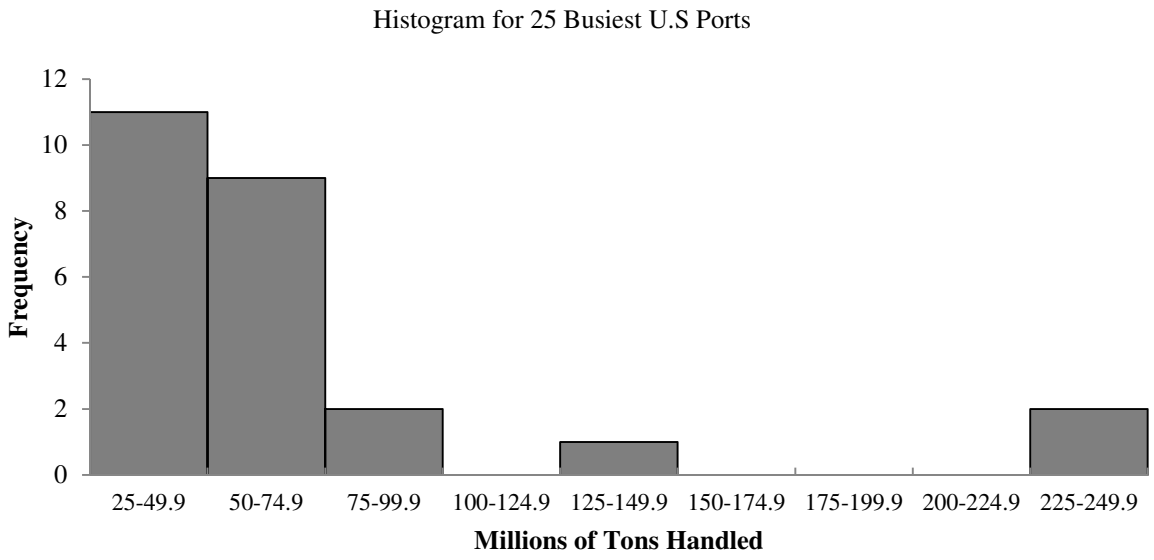
b.

| Millions Of Tons | Frequency |
|---|---|
| 25-49.9 | 11 |
| 50-74.9 | 9 |
| 75-99.9 | 2 |
| 100-124.9 | 0 |
| 125-149.9 | 1 |
| 150-174.9 | 0 |
| 175-199.9 | 0 |
| 200-224.9 | 0 |
| 225-249.9 | 2 |


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c.




Most of the top 25 ports handle less than 75 million tons. Only five of the 25 ports handle above 75 million tons.

20. a. Lowest = 12, Highest = 23

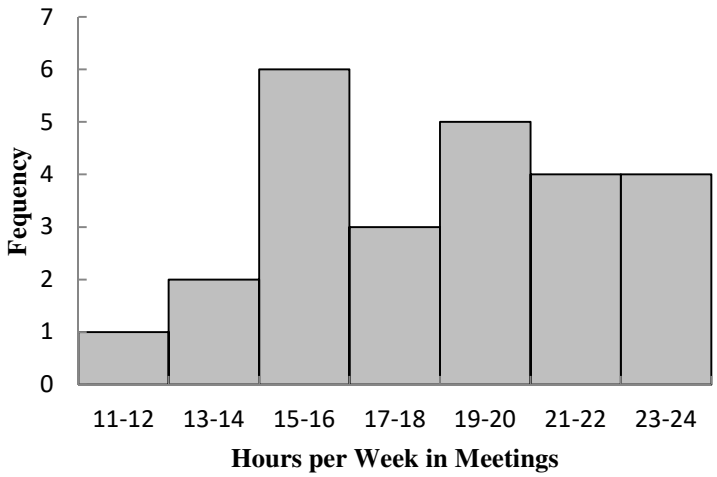
b.

| Hours in Meetings per Week | Frequency | Percent Frequency |
|---|---|---|
| 11-12 | 1 | 4% |
| 13-14 | 2 | 8% |
| 15-16 | 6 | 24% |
| 17-18 | 3 | 12% |
| 19-20 | 5 | 20% |
| 21-22 | 4 | 16% |
| 23-24 | 4 | 16% |
| | 25 | 100% |


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c.




The distribution is slightly skewed to the left.

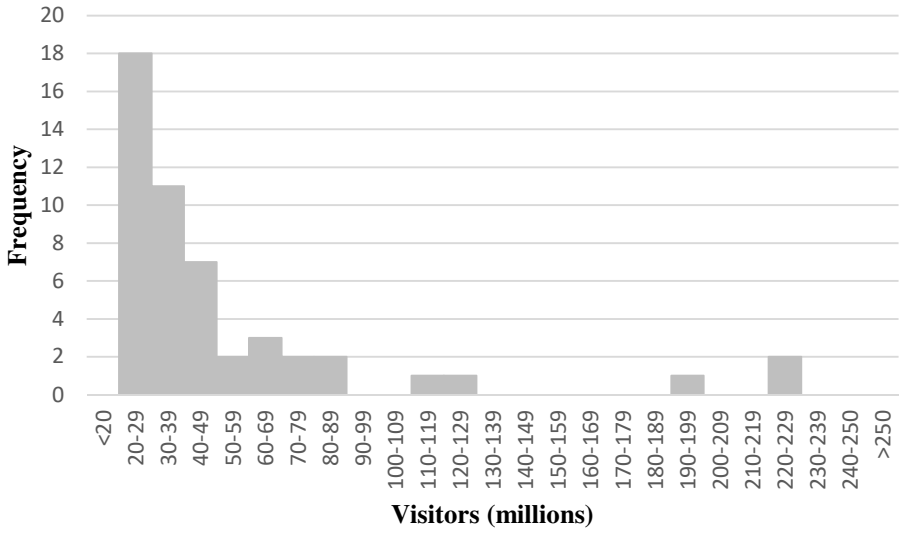
21. a/b/c/d.

| Visitors (millions) | Frequency | Relative Frequency | Cumulative Frequency | Cumulative Relative Frequency |
|---|---|---|---|---|
| 20-29 | 18 | 0.36 | 18 | 0.36 |
| 30-39 | 11 | 0.22 | 29 | 0.58 |
| 40-49 | 7 | 0.14 | 36 | 0.72 |
| 50-59 | 2 | 0.04 | 38 | 0.76 |
| 60-69 | 3 | 0.06 | 41 | 0.82 |
| 70-79 | 2 | 0.04 | 43 | 0.86 |
| 80-89 | 2 | 0.04 | 45 | 0.9 |
| 90-99 | 0 | 0 | 45 | 0.9 |
| 100-109 | 0 | 0 | 45 | 0.9 |
| 110-119 | 1 | 0.02 | 46 | 0.92 |
| 120-129 | 1 | 0.02 | 47 | 0.94 |
| 130-139 | 0 | 0 | 47 | 0.94 |
| 140-149 | 0 | 0 | 47 | 0.94 |
| 150-159 | 0 | 0 | 47 | 0.94 |
| 160-169 | 0 | 0 | 47 | 0.94 |
| 170-179 | 0 | 0 | 47 | 0.94 |
| 180-189 | 0 | 0 | 47 | 0.94 |
| 190-199 | 1 | 0.02 | 48 | 0.96 |
| 200-209 | 0 | 0 | 48 | 0.96 |
| 210-219 | 0 | 0 | 48 | 0.96 |
| 220-229 | 2 | 0.04 | 50 | 1.00 |
| Total | 50 | 1.00 | | |


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e. The histogram is highly skewed to the right. Note that there are very few websites that have more than 100 million visitors.




f. The website with the most U.S. visitors is youtube.com with 222 million U.S. visitors.

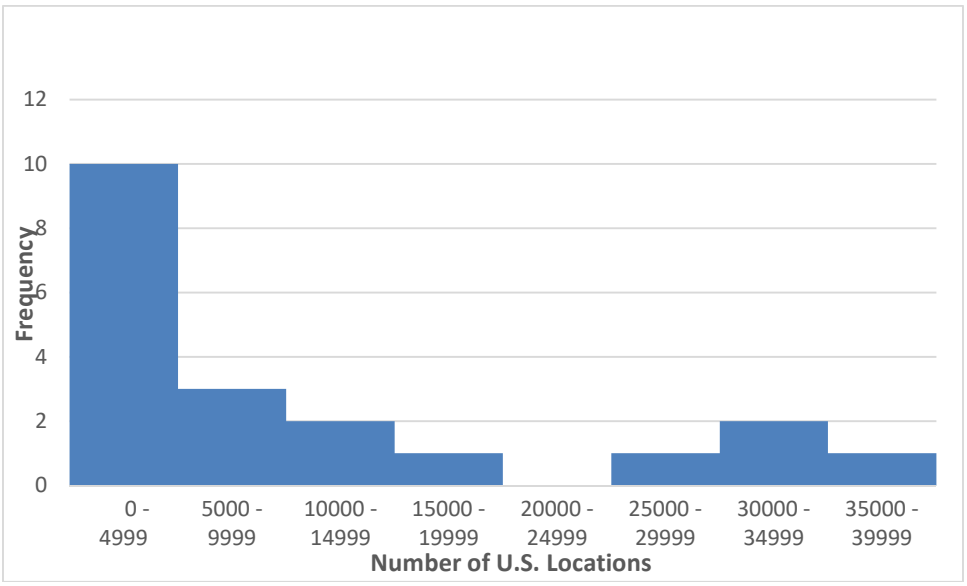
22. a.

| # U.S. Locations | Frequency | Percent Frequency |
|---|---|---|
| 0-4999 | 10 | 50 |
| 5000-9999 | 3 | 15 |
| 10000-14999 | 2 | 10 |
| 15000-19999 | 1 | 5 |
| 20000-24999 | 0 | 0 |
| 25000-29999 | 1 | 5 |
| 30000-34999 | 2 | 10 |
| 35000-39999 | 1 | 5 |
| Total: | 20 | 100 |


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b.




c. The distribution is skewed to the right. The majority of the franchises in this list have fewer than 20,000 locations (50% + 15% + 15% = 80%). McDonald's, Subway and 7-Eleven have the highest number of locations.

23. a. The highest positive YTD % Change for Japan's Nikkei index with a YTD % Change of 31.4%.

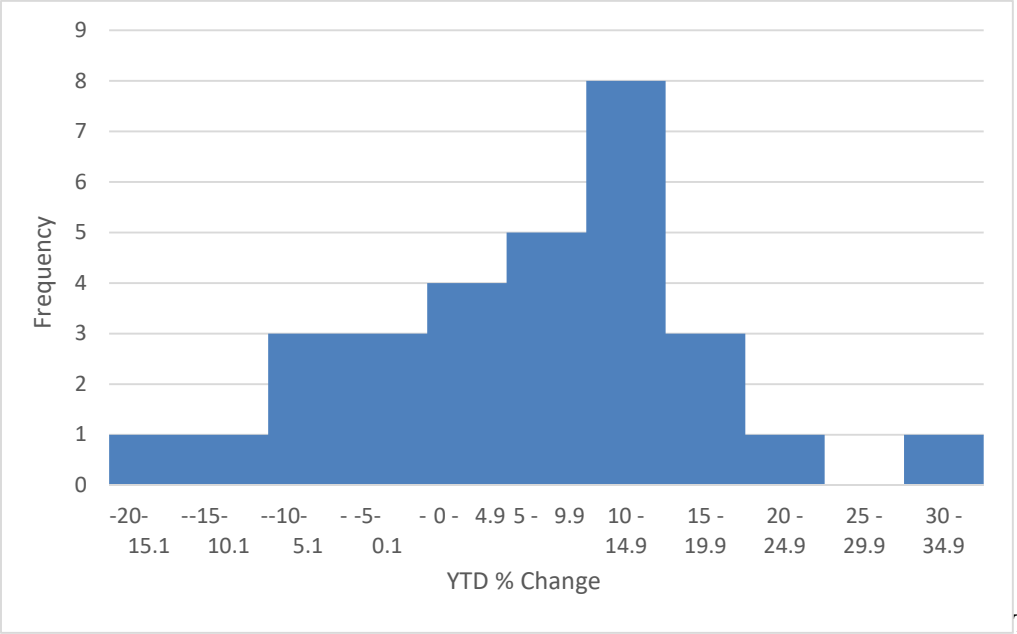
b. A class size of 10 results in 10 classes.

| YTD % Change | Frequency |
|---|---|
| -20- -15.1 | 1 |
| -15- -10.1 | 1 |
| -10- -5.1 | 3 |
| -5- -0.1 | 3 |
| 0-4.9 | 4 |
| 5-9.9 | 5 |
| 10-14.9 | 8 |
| 15-19.9 | 3 |
| 20-24.9 | 1 |
| 25–29.9 | 0 |
| 30-34.9 | 1 |


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c.




The general shape of the distribution is skewed to the left. Twenty two of the 30 indexes have a positive YTD % Change and 13 have a YTD % Change of 10% or more. Eight of the indexes had a negative YTD % Change.

d. A variety of comparisons are possible depending upon when the study is done.

24.

Leaf Unit = 1000
Starting Median Salary

| | |
|---|---|
| 4 | 6 8 |
| 5 | 1 2 3 3 5 6 8 8 |
| 6 | 0 1 1 1 2 2 |
| 7 | 1 2 5 |

Leaf Unit = 1000
Mid-Career Median Salary

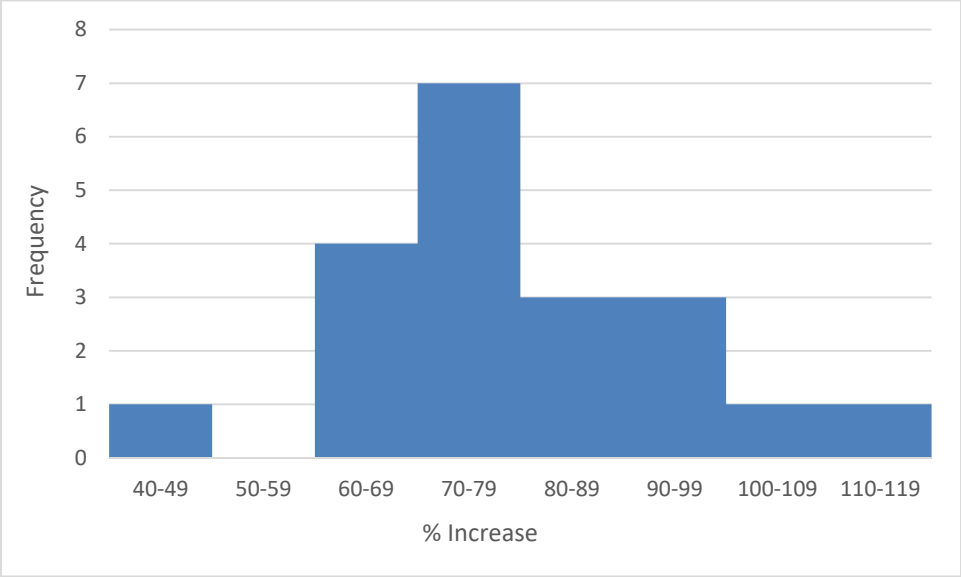
| | |
|---|---|
| 8 | 0 0 4 |
| 9 | 3 3 5 6 7 |
| 10 | 5 6 6 |
| 11 | 0 1 4 4 4 |
| 12 | 2 3 6 |


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There is a wider spread in the mid-career median salaries than in the starting median salaries. Also, as expected, the mid-career median salaries are higher that the starting median salaries. The mid-career median salaries were mostly in the $93,000 to $114,000 range while the starting median salaries were mostly in the $51,000 to $62,000 range.

25. a.




b. The histogram is skewed to the right.

c.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | 3 | | | | | | |
| 5 | | | | | | | |
| 6 | 1 | 3 | 7 | 9 | | | |
| 7 | 1 | 3 | 4 | 5 | 7 | 7 | 9 |
| 8 | 2 | 4 | 7 | | | | |
| 9 | 0 | 3 | 6 | | | | |
| 10 | 0 | | | | | | |
| 11 | 3 | | | | | | |

d. Rotating the stem-and-leaf display counterclockwise onto its side provides a picture of the data that is similar to the histogram in shown in part (a). Although the stem-and-leaf display may appear to offer the same information as a histogram, it has two primary advantages: the stem-and-leaf display is easier to construct by hand; and the stem-and-leaf display provides more information than the histogram because the stem-and-leaf shows the actual data.

26. a.

| | | |
|---|---|---|
| 2 | 1 | 4 |


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| | |
|---|---|
| 2 | 6 7 |
| 3 | 0 1 1 1 2 3 |
| 3 | 5 6 7 7 |
| 4 | 0 0 3 3 3 3 3 4 4 |
| 4 | 6 6 7 9 |
| 5 | 0 0 0 2 2 |
| 5 | 5 6 7 9 |
| 6 | 1 4 |
| 6 | 6 |
| 7 | 2 |

b. Most frequent age group: 40-44 with 9 runners

c. 43 was the most frequent age with 5 runners

27. a.

| | | *y* | | |
|---|---|---|---|---|
| | | 1 | 2 | Total |
| | A | 5 | 0 | 5 |
| *x* | B | 11 | 2 | 13 |
| | C | 2 | 10 | 12 |
| | Total | 18 | 12 | 30 |

b.

| | | *y* | | |
|---|---|---|---|---|
| | | 1 | 2 | Total |
| | A | 100.0 | 0.0 | 100.0 |
| *x* | B | 84.6 | 15.4 | 100.0 |
| | C | 16.7 | 83.3 | 100.0 |

c.


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| | | y = 1 | y = 2 |
|---|---|---|---|
| | A | 27.8 | 0.0 |
| x | B | 61.1 | 16.7 |
| | C | 11.1 | 83.3 |
| | Total | 100.0 | 100.0 |

d. Category A values for *x* are always associated with category 1 values for *y*. Category B values for *x* are usually associated with category 1 values for y. Category C values for *x* are usually associated with category 2 values for *y*.

28. a.

| | | y | | | | |
|---|---|---|---|---|---|---|
| | | 20-39 | 40-59 | 60-79 | 80-100 | Grand Total |
| | 10-29 | | | 1 | 4 | 5 |
| x | 30-49 | 2 | | 4 | | 6 |
| | 50-69 | 1 | 3 | 1 | | 5 |
| | 70-90 | 4 | | | | 4 |
| | Grand Total | 7 | 3 | 6 | 4 | 20 |

b.

| | | y | | | | |
|---|---|---|---|---|---|---|
| | | 20-39 | 40-59 | 60-79 | 80-100 | Grand Total |
| | 10-29 | | | 20.0 | 80.0 | 100 |
| x | 30-49 | 33.3 | | 66.7 | | 100 |
| | 50-69 | 20.0 | 60.0 | 20.0 | | 100 |
| | 70-90 | 100.0 | | | | 100 |

c.

| | | y | | | |
|---|---|---|---|---|---|
| | | 20-39 | 40-59 | 60-79 | 80-100 |
| | 10-29 | 0.0 | 0.0 | 16.7 | 100.0 |
| x | 30-49 | 28.6 | 0.0 | 66.7 | 0.0 |
| | 50-69 | 14.3 | 100.0 | 16.7 | 0.0 |
| | 70-90 | 57.1 | 0.0 | 0.0 | 0.0 |
| | Grand Total | 100 | 100 | 100 | 100 |

d. Higher values of x are associated with lower values of y and vice versa

29. a. Row Percentages

Average Speed


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| Make | 130-139.9 | 140-149.9 | 150-159.9 | 160-169.9 | 170-179.9 | Total |
|---|---|---|---|---|---|---|
| Buick | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100 |
| Chevy | 18.75 | 31.25 | 25.0 | 18.75 | 6.25 | 100 |
| Dodge | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 100 |
| Ford | 33.33 | 16.67 | 33.33 | 16.67 | 0.0 | 100 |

b. (4+3+1)/16 = 50%

c. Column Percentages

| | Average Speed | | | | |
|---|---|---|---|---|---|
| Make | 130-139.9 | 140-149.9 | 150-159.9 | 160-169.9 | 170-179.9 |
| Buick | 16.67 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chevy | 50.0 | 62.5 | 66.67 | 75.0 | 100.0 |
| Dodge | 0.0 | 25.0 | 0.0 | 0.0 | 0.0 |
| Ford | 33.33 | 12.5 | 33.33 | 25.0 | 0.0 |
| Total | 100 | 100 | 100 | 100 | 100 |

d. 3/4 = 75%

30. a. Row Percentages

| | Year | | | | | |
|---|---|---|---|---|---|---|
| Average Speed | 1988-1992 | 1993-1997 | 1998-2002 | 2003-2007 | 2008-2012 | Total |
| 130-139.9 | 16.7 | 0.0 | 0.0 | 33.3 | 50.0 | 100 |
| 140-149.9 | 25.0 | 25.0 | 12.5 | 25.0 | 12.5 | 100 |
| 150-159.9 | 0.0 | 50.0 | 16.7 | 16.7 | 16.7 | 100 |
| 160-169.9 | 50.0 | 0.0 | 50.0 | 0.0 | 0.0 | 100 |
| 170-179.9 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 100 |

b. It appears that most of the faster average winning times occur before 2003. This could be due to new regulations that take into account driver safety, fan safety, the environmental impact, and fuel consumption during races.

31. a. The crosstabulation of condition of the greens by gender is below.

| | Green Condition | | |
|---|---|---|---|
| Gender | Too Fast | Fine | Total |
| Male | 35 | 65 | 100 |
| Female | 40 | 60 | 100 |
| Total | 75 | 125 | 200 |

The female golfers have the highest percentage saying the greens are too fast: 40/100 = 40%. Male golfers have 35/100 = 35% saying the greens are too fast.

b. Among low handicap golfers, 1/10 = 10% of the women think the greens are too fast and 10/50 = 20% of the men think the greens are too fast. So, for the low handicappers, the men show a higher percentage who think the greens are too fast.


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c. Among the higher handicap golfers, 39/90 = 43% of the woman think the greens are too fast and 25/50 = 50% of the men think the greens are too fast. So, for the higher handicap golfers, the men show a higher percentage who think the greens are too fast.

d. This is an example of Simpson's Paradox. At each handicap level a smaller percentage of the women think the greens are too fast. But, when the crosstabulations are aggregated, the result is reversed and we find a higher percentage of women who think the greens are too fast.

The hidden variable explaining the reversal is handicap level. Fewer people with low handicaps think the greens are too fast, and there are more men with low handicaps than women.

32. a. Row percentages are shown below.

| Region | Under $15,000 | $15,000 to $24,999 | $25,000 to $34,999 | $35,000 to $49,999 | $50,000 to $74,999 | $75,000 to $99,999 | $100,000 and over | Total |
|---|---|---|---|---|---|---|---|---|
| Northeast | 12.72 | 10.45 | 10.54 | 13.07 | 17.22 | 11.57 | 24.42 | 100.00 |
| Midwest | 12.40 | 12.60 | 11.58 | 14.27 | 19.11 | 12.06 | 17.97 | 100.00 |
| South | 14.30 | 12.97 | 11.55 | 14.85 | 17.73 | 11.04 | 17.57 | 100.00 |
| West | 11.84 | 10.73 | 10.15 | 13.65 | 18.44 | 11.77 | 23.43 | 100.00 |

The percent frequency distributions for each region now appear in each row of the table. For example, the percent frequency distribution of the West region is as follows:

| Income Level | Percent Frequency |
|---|---|
| Under $15,000 | 11.84 |
| $15,000 to $24,999 | 10.73 |
| $25,000 to $34,999 | 10.15 |
| $35,000 to $49,999 | 13.65 |
| $50,000 to $74,999 | 18.44 |
| $75,000 to $99,999 | 11.77 |
| $100,000 and over | 23.43 |
| Total | 100.00 |

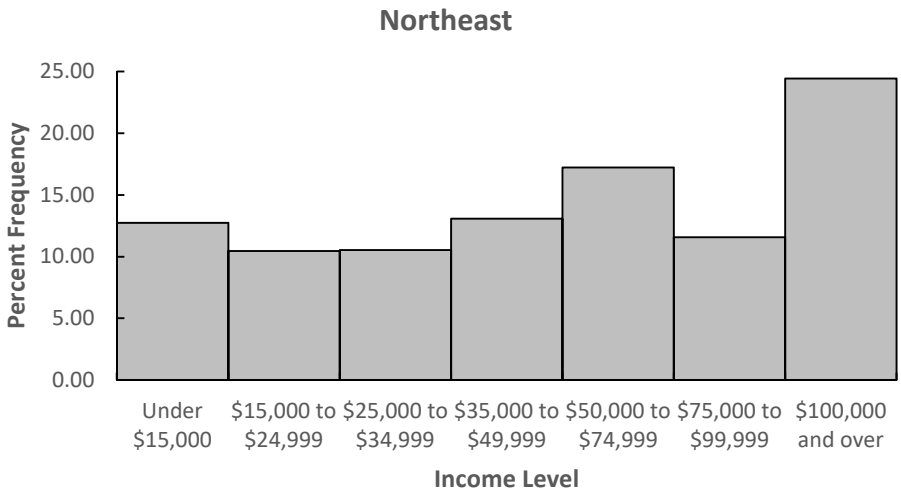
b. West: 18.44 + 11.77 + 23.43 = 53.64% or (4804 + 3066 + 6104) / 26057 = 53.63%

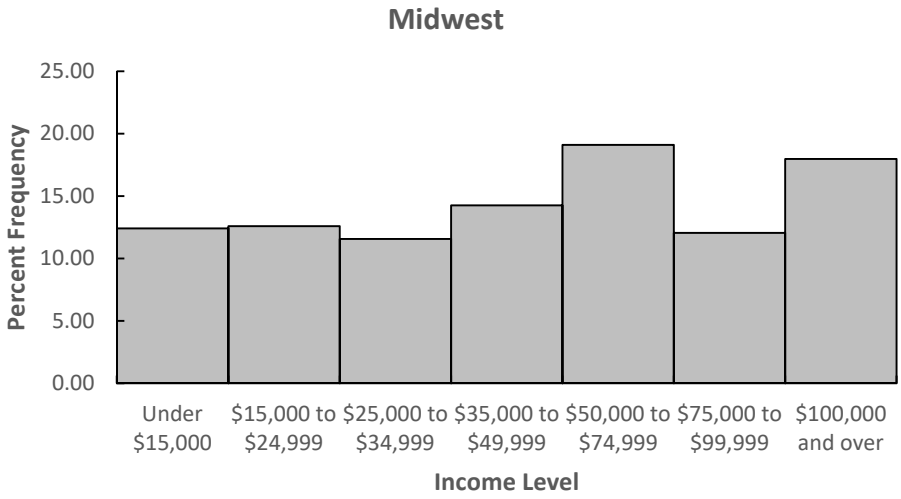
South: 17.73 + 11.04 + 17.57 = 46.34% or (7730 + 4813 + 7660) / 43609 = 46.33%

c.


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The largest difference appears to be a higher percentage of household incomes of $100,000 and over for the Northeast and West regions.

d. Column percentages are shown below.

| Region | Under $15,000 | $15,000 to $24,999 | $25,000 to $34,999 | $35,000 to $49,999 | $50,000 to $74,999 | $75,000 to $99,999 | $100,000 and over |
|---|---|---|---|---|---|---|---|
| Northeast | 17.83 | 16.00 | 17.41 | 16.90 | 17.38 | 18.35 | 22.09 |
| Midwest | 21.35 | 23.72 | 23.50 | 22.68 | 23.71 | 23.49 | 19.96 |
| South | 40.68 | 40.34 | 38.75 | 39.00 | 36.33 | 35.53 | 32.25 |
| West | 20.13 | 19.94 | 20.34 | 21.42 | 22.58 | 22.63 | 25.70 |
| Total | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

Each column is a percent frequency distribution of the region variable for one of the household income categories. For example, for an income level of $35,000 to $49,999 the percent frequency distribution for the region variable is as follows:

| Region | Percent Frequency |
|---|---|
| Northeast | 16.90 |
| Midwest | 22.68 |
| South | 39.00 |
| West | 21.42 |
| **Total** | 100.00 |

e. 32.25% of households with a household income of $100,000 and over are from the South, while 17.57% of households from the South have income of $100,000 and over. These percentages are different because they represent percent frequencies based on different category totals.


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33. a.

| | Brand Value ($ billions) | | | | | | |
|---|---|---|---|---|---|---|---|
| **Industry** | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | Total |
| Automotive & Luxury | 10 | 4 | 1 | | | | 15 |
| Consumer Packaged Goods | 7 | 5 | | | | | 12 |
| Financial Services | 11 | 3 | | | | | 14 |
| Other | 14 | 10 | | 2 | | | 26 |
| Technology | 7 | 4 | | 1 | 1 | 2 | 15 |
| Total | 49 | 26 | 1 | 3 | 1 | 2 | 82 |

b.

| **Industry** | Total |
|---|---|
| Automotive & Luxury | 15 |
| Consumer Packaged Goods | 12 |
| Financial Services | 14 |
| Other | 26 |
| Technology | 15 |
| Total | 82 |

c.

| **Brand Value ($ billions)** | **Frequency** |
|---|---|
| 0-10 | 49 |
| 10-20 | 26 |
| 20-30 | 1 |
| 30-40 | 3 |
| 40-50 | 1 |
| 50-60 | 2 |
| Total | 82 |

d. The right margin shows the frequency distribution for the fund type variable and the bottom margin shows the frequency distribution for the brand value.

e. Higher brand values are associated with the technology brands. For instance, the crosstabulation shows that 4 of the 15 technology brands (approximately 27%) had a brand value of $30 billion or higher.

34. a.

| | Brand Revenue ($ billions) | | | | | | |
|---|---|---|---|---|---|---|---|
| **Industry** | 0-25 | 25-50 | 50-75 | 75-100 | 100-125 | 125-150 | Total |
| Automotive & Luxury | 10 | 1 | 1 | | 1 | 2 | 15 |
| Consumer Packaged Goods | 12 | | | | | | 12 |
| Financial Services | 2 | 4 | 2 | 2 | 2 | 2 | 14 |


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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Other | 13 | 5 | 3 | 2 | 2 | 1 | 26 |
| Technology | 4 | 4 | 4 | 1 | 2 | | 15 |
| Total | 41 | 14 | 10 | 5 | 7 | 5 | 82 |

b.

| Brand Revenue ($ billions) | Frequency |
|---|---|
| 0-25 | 41 |
| 25-50 | 14 |
| 50-75 | 10 |
| 75-100 | 5 |
| 100-125 | 7 |
| 125-150 | 5 |
| Total | 82 |

c. Consumer packaged goods have the lowest brand revenues; each of the 12 consumer packaged goods brands in the sample data had a brand revenue of less than $25 billion. Approximately 57% of the financial services brands (8 out of 14) had a brand revenue of $50 billion or greater, and 47% of the technology brands (7 out of 15) had a brand revenue of at least $50 billion.

d.

| | 1-Yr Value Change (%) | | | | | | |
|---|---|---|---|---|---|---|---|
| **Industry** | -60--41 | -40--21 | -20--1 | 0-19 | 20-39 | 40-60 | Total |
| Automotive & Luxury | | | | 11 | 4 | | 15 |
| Consumer Packaged Goods | | | 2 | 10 | | | 12 |
| Financial Services | | 1 | 6 | 7 | | | 14 |
| Other | | | 2 | 20 | 4 | | 26 |
| Technology | 1 | 3 | 4 | 4 | 2 | 1 | 15 |
| Total | 1 | 4 | 14 | 52 | 10 | 1 | 82 |

e.

| 1-Yr Value Change (%) | Frequency |
|---|---|
| -60--41 | 1 |
| -40--21 | 4 |
| -20--1 | 14 |
| 0-19 | 52 |
| 20-39 | 10 |
| 40-60 | 1 |
| Total | 82 |


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f. The automotive & luxury brands all had a positive 1-year value change (%). The technology brands had the greatest variability. Financial services were heavily concentrated between -20 and +19 % changes, while consumer goods and other industries were mostly concentrated in 0-19% gains.

35. a.

| | Hwy MPG | | | | | | |
|---|---|---|---|---|---|---|---|
| Size | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | Total |
| Compact | 3 | 4 | 17 | 22 | 5 | 5 | 56 |
| Large | 2 | 10 | 7 | 3 | 2 | | 24 |
| Midsize | 3 | 4 | 30 | 20 | 9 | 3 | 69 |
| Total | 8 | 18 | 54 | 45 | 16 | 8 | 149 |

b. Midsize and Compact seem to be more fuel efficient than Large.

c.

| | City MPG | | | | | | |
|---|---|---|---|---|---|---|---|
| Drive | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 40-44 | Total |
| A | 7 | 18 | 3 | | | | 28 |
| F | | 17 | 49 | 19 | 2 | 3 | 90 |
| R | 10 | 20 | | 1 | | | 31 |
| Total | 17 | 55 | 52 | 20 | 2 | 3 | 149 |

d. Higher fuel efficiencies are associated with front wheel drive cars.

e.

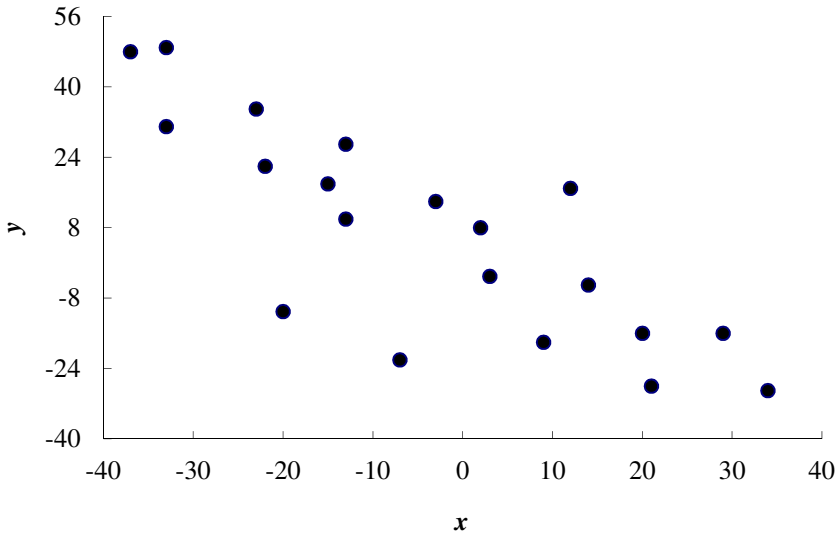
| | City MPG | | | | | | |
|---|---|---|---|---|---|---|---|
| Fuel Type | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | Total |
| P | 8 | 16 | 20 | 12 | | | 56 |
| R | | 2 | 34 | 33 | 16 | 8 | 93 |
| Total | 8 | 18 | 54 | 45 | 16 | 8 | 149 |

f. Higher fuel efficiencies are associated with cars that use regular gas.

36. a.

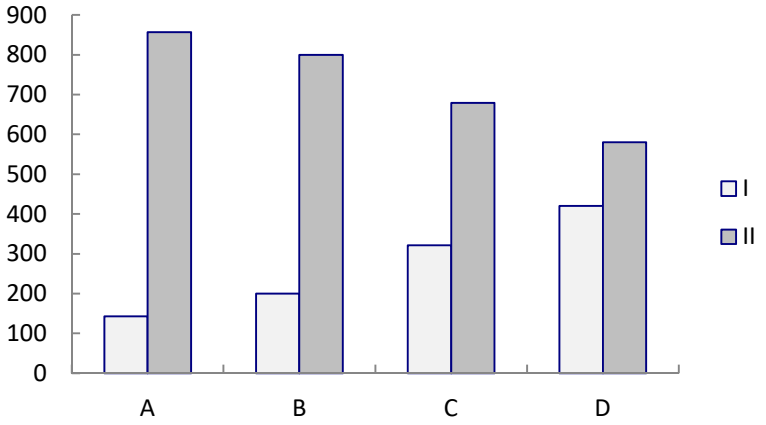

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b. There is a negative relationship between $x$ and $y$; $y$ decreases as $x$ increases.

37. a.




b. As X goes from A to D the frequency for I increases and the frequency of II decreases.

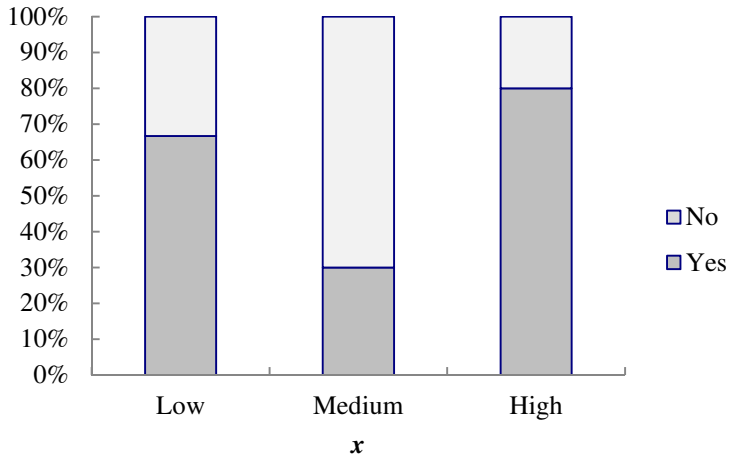
38. a.

| | | y | | |
|---|---|---|---|---|
| | | Yes | No | |
| x | Low | 66.667 | 33.333 | 100 |
| | Medium | 30.000 | 70.000 | 100 |
| | High | 80.000 | 20.000 | 100 |

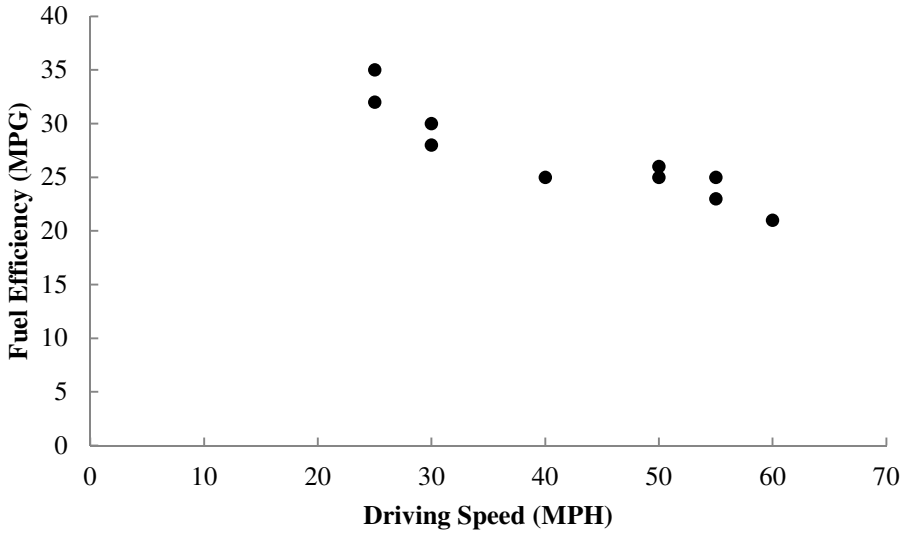

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b.




39. a.

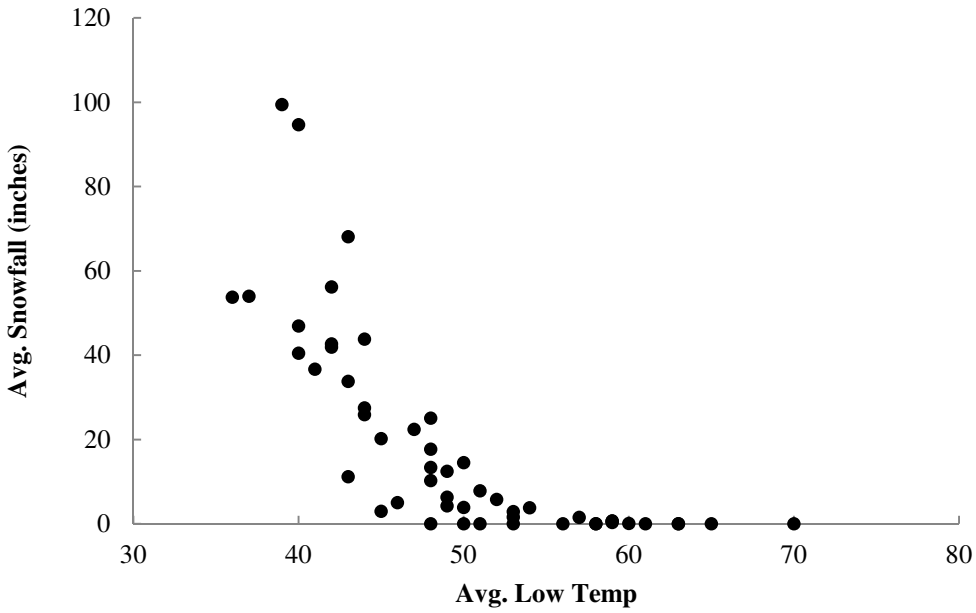



b. For midsized cars, lower driving speeds seem to yield higher miles per gallon.


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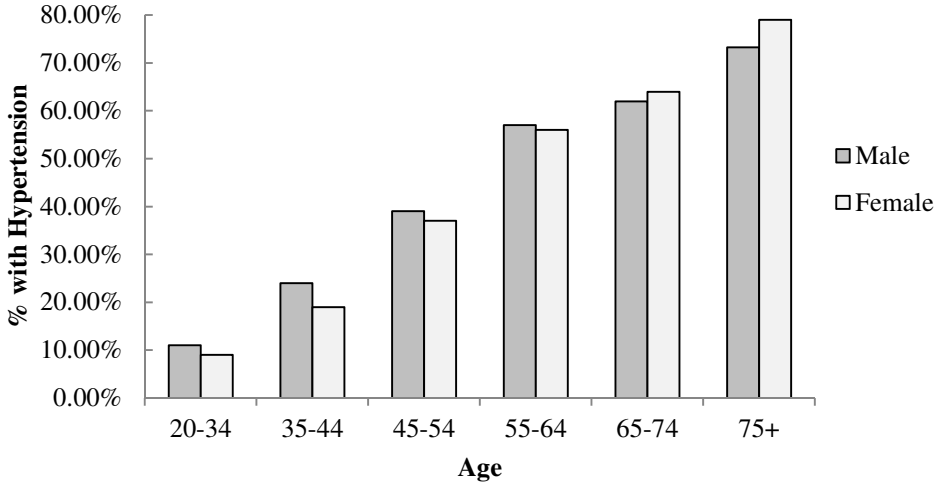
40. a.




b. Colder average low temperature seems to lead to higher amounts of snowfall.

c. Two cities have an average snowfall of nearly 100 inches of snowfall: Buffalo, N.Y and Rochester, NY. Both are located near large lakes in New York.

41. a.



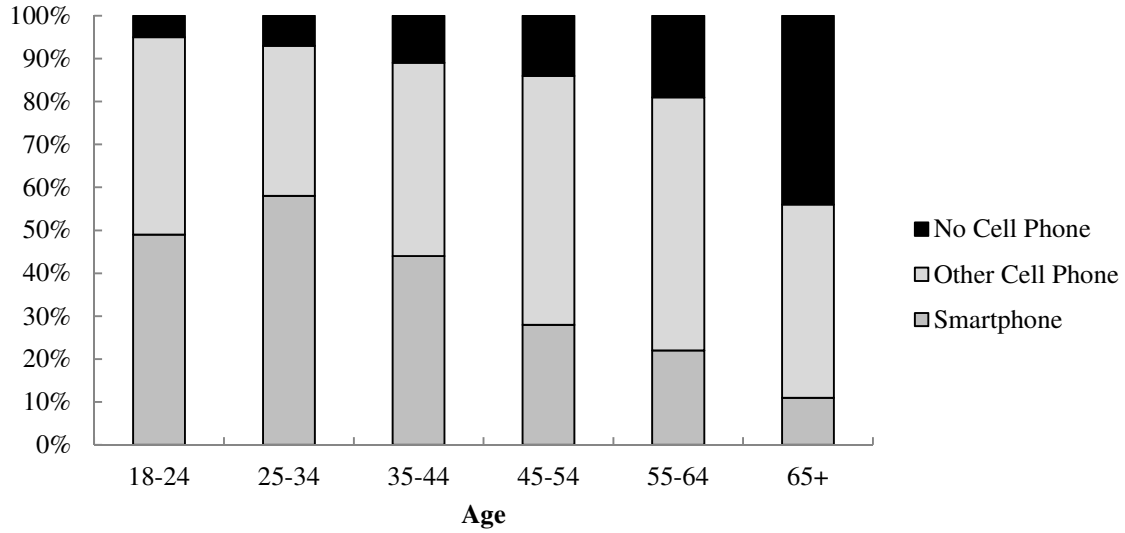

b. The percentage of people with hypertension increases with age.


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c. For ages earlier than 65, the percentage of males with hypertension is higher than that for females. After age 65, the percentage of females with hypertension is higher than that for males.

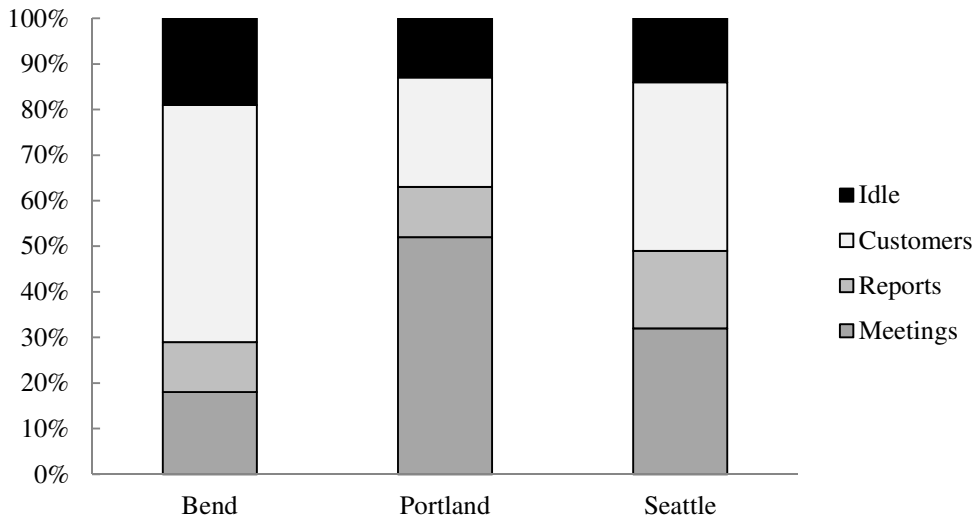
42. a.




b. After an increase in age 25-34, smartphone ownership decreases as age increases. The percentage of people with no cell phone increases with age. There is less variation across age groups in the percentage who own other cell phones.

c. Unless a newer device replaces the smartphone, we would expect smartphone ownership would become less sensitive to age. This would be true because current users will become older and because the device will become to be seen more as a necessity than a luxury.

43. a.

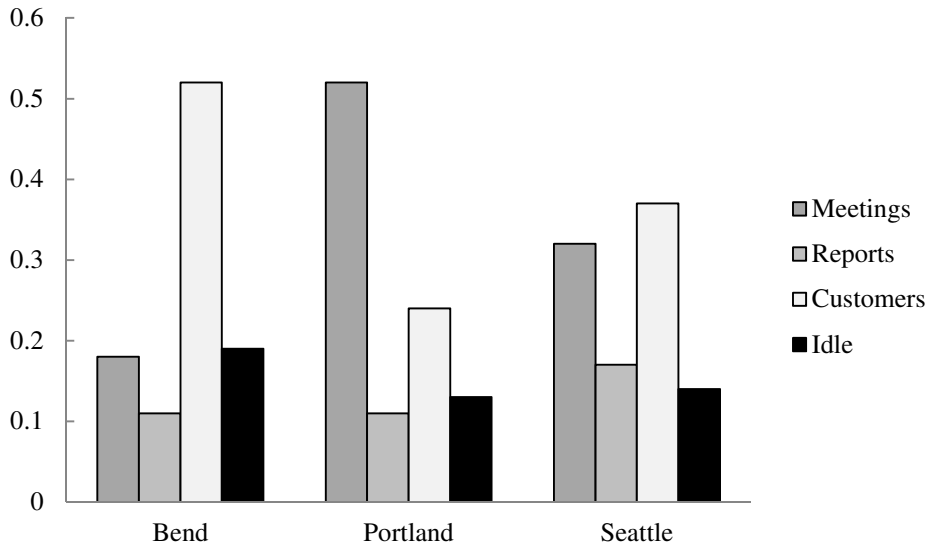




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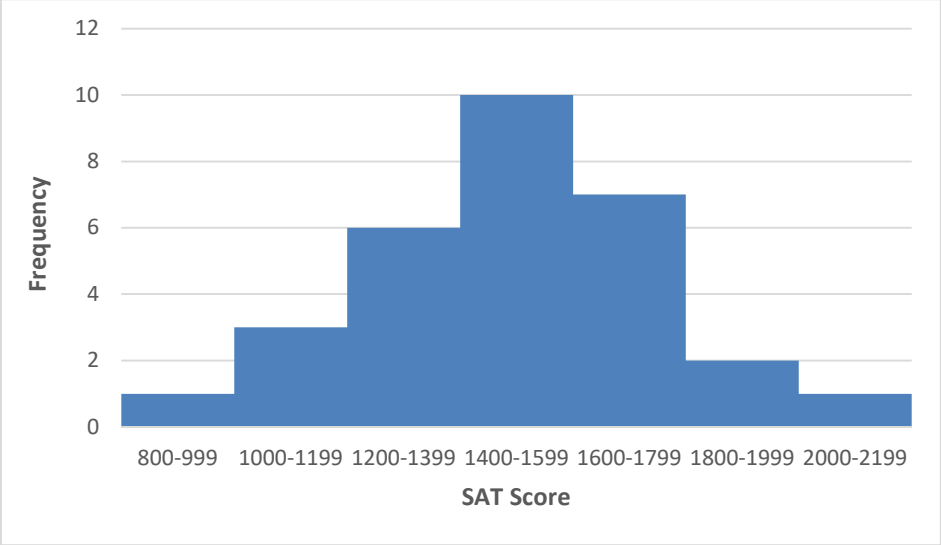
b.




c. The stacked bar chart seems simpler than the side-by-side bar chart and more easily conveys the differences in store managers' use of time.

44. a.

| Class | Frequency |
|---|---|
| 800-999 | 1 |
| 1000-1199 | 3 |
| 1200-1399 | 6 |
| 1400-1599 | 10 |
| 1600-1799 | 7 |
| 1800-1999 | 2 |
| 2000-2199 | 1 |
| Total | 30 |




b. The distribution if nearly symmetrical. It could be approximated by a bell-shaped curve.


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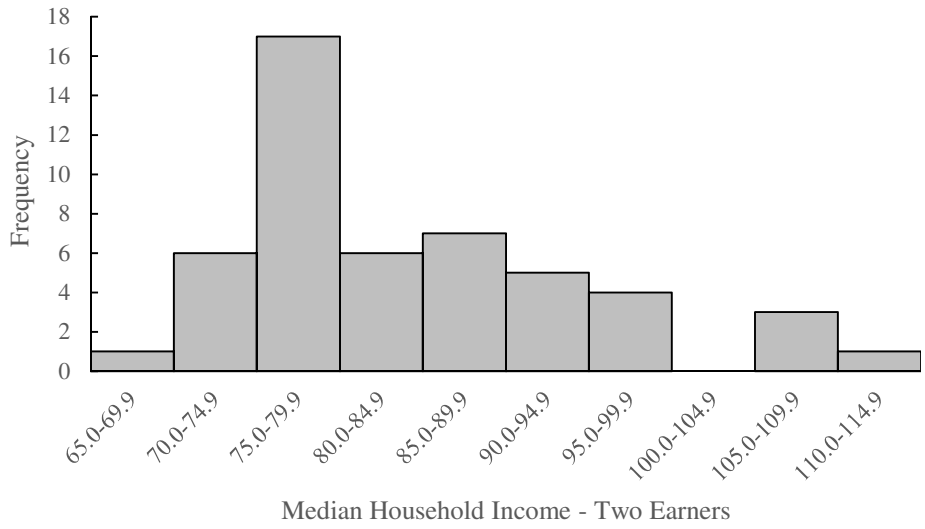
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c. 10 of 30 or 33% of the scores are between 1400 and 1599. The average SAT score looks to be a little over 1500. Scores below 800 or above 2200 are unusual.

45. a.

| Median Household Income | Frequency | Percent Frequency |
|---|---|---|
| 65.0-69.9 | 1 | 2% |
| 70.0-74.9 | 6 | 12% |
| 75.0-79.9 | 17 | 34% |
| 80.0-84.9 | 6 | 12% |
| 85.0-89.9 | 7 | 14% |
| 90.0-94.9 | 5 | 10% |
| 95.0-99.9 | 4 | 8% |
| 100.0-104.9 | 0 | 0% |
| 105.0-109.9 | 3 | 6% |
| 110.0-114.9 | 1 | 2% |
| | 50 | 100% |

b.




c. The distribution is skewed to the right. There is a gap in the $100.0-$104.9 range. The most frequent range for the median household income is $75.0-$79.9 thousand.

d. New Jersey $110.7 thousand

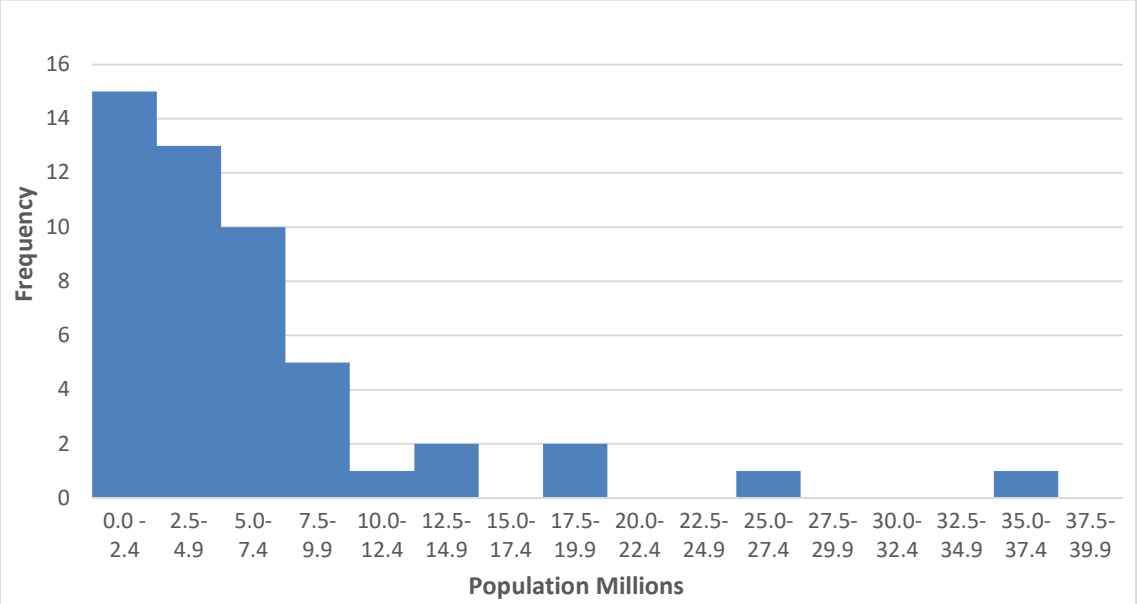
e. Idaho $67.1 thousand


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46. a.

| Population in Millions | Frequency | % Frequency |
|---|---|---|
| 0.0 - 2.4 | 15 | 30.0% |
| 2.5-4.9 | 13 | 26.0% |
| 5.0-7.4 | 10 | 20.0% |
| 7.5-9.9 | 5 | 10.0% |
| 10.0-12.4 | 1 | 2.0% |
| 12.5-14.9 | 2 | 4.0% |
| 15.0-17.4 | 0 | 0.0% |
| 17.5-19.9 | 2 | 4.0% |
| 20.0-22.4 | 0 | 0.0% |
| 22.5-24.9 | 0 | 0.0% |
| 25.0-27.4 | 1 | 2.0% |
| 27.5-29.9 | 0 | 0.0% |
| 30.0-32.4 | 0 | 0.0% |
| 32.5-34.9 | 0 | 0.0% |
| 35.0-37.4 | 1 | 2.0% |
| 37.5-39.9 | 0 | 0.0% |




b. The distribution is skewed to the right.

c. 15 states (30%) have a population less than 2.5 million. Over half of the states have population less than 5 million (28 states – 56%). Only seven states have a population greater than 10 million (California, Florida, Illinois, New York, Ohio, Pennsylvania and Texas). The largest state is California (37.3 million) and the smallest states are Vermont and Wyoming (600 thousand).

47. a.


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| | |
|---|---|
| 1 | 8 |
| 2 | 014 |
| 3 | 18 |
| 4 | 007899 |
| 5 | 012444578 |
| 6 | 00139 |
| 7 | 237888 |
| 8 | 011 |
| 9 | 1 |
| 10 | 3 |
| 11 | 0289 |
| 12 | 9 |
| 13 | 01 |
| 14 | |
| 15 | 46 |
| 16 | 68 |
| 17 | |
| 18 | |
| 19 | 2 |
| 20 | |
| 21 | |
| 22 | |
| 23 | |
| 24 | |
| 25 | |
| 26 | |
| 27 | 2 |

b. The majority of the start-up companies in this set have less than $90 million in venture capital. Only 6 of the 50 (12%) have more than $150 million.

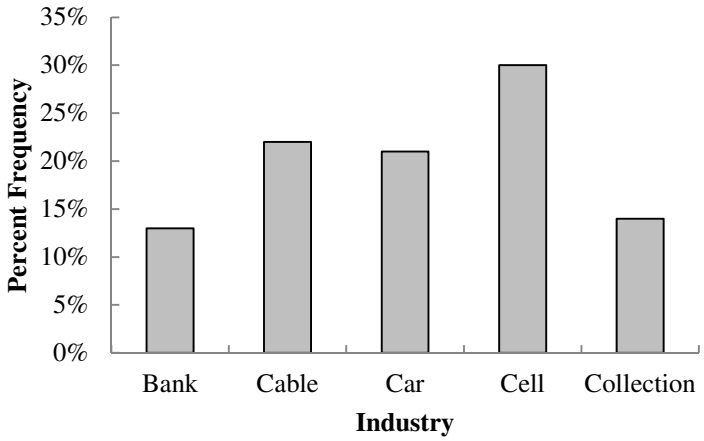
48. a.

| **Industry** | **Frequency** | **% Frequency** |
|---|---|---|
| Bank | 26 | 13% |
| Cable | 44 | 22% |
| Car | 42 | 21% |
| Cell | 60 | 30% |
| Collection | 28 | 14% |
| Total | 200 | 100% |

b.


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c. The cellular phone providers had the highest number of complaints.

d. The percentage frequency distribution shows that the two financial industries (banks and collection agencies) had about the same number of complaints. Also, new car dealers and cable and satellite television companies also had about the same number of complaints.

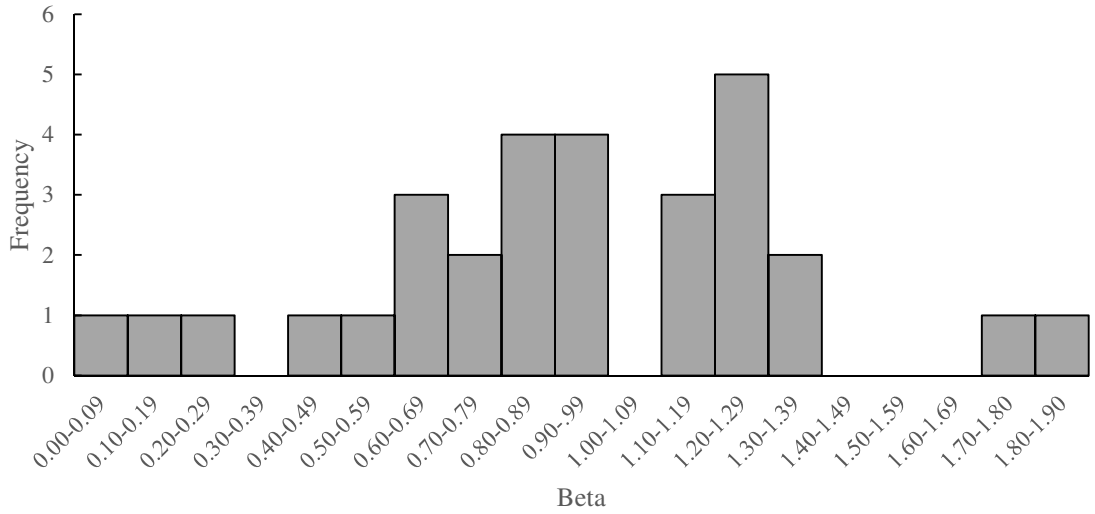
49. a.

| Beta | Frequency | Percent Frequency |
|---|---|---|
| 0.00-0.09 | 1 | 3.3% |
| 0.10-0.19 | 1 | 3.3% |
| 0.20-0.29 | 1 | 3.3% |
| 0.30-0.39 | 0 | 0.0% |
| 0.40-0.49 | 1 | 3.3% |
| 0.50-0.59 | 1 | 3.3% |
| 0.60-0.69 | 3 | 10.0% |
| 0.70-0.79 | 2 | 6.7% |
| 0.80-0.89 | 4 | 13.3% |
| 0.90-.99 | 4 | 13.3% |
| 1.00-1.09 | 0 | 0.0% |
| 1.10-1.19 | 3 | 10.0% |
| 1.20-1.29 | 5 | 16.7% |
| 1.30-1.39 | 2 | 6.7% |
| 1.40-1.49 | 0 | 0.0% |
| 1.50-1.59 | 0 | 0.0% |
| 1.60-1.69 | 0 | 0.0% |
| 1.70-1.80 | 1 | 3.3% |
| 1.80-1.90 | 1 | 3.3% |
| Total | 30 | 100.0% |


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b.




c. The distribution is somewhat skewed to the left.

d. The stock with the highest beta is JP Morgan Chase & Company with a beta of 1.84. The stock with the lowest beta is Verizon Communications Inc. with a beta of .04.

50. a.

| **Level of Education** | **Percent Frequency** |
|---|---|
| High School graduate | 32,773/65,644(100) = 49.93 |
| Bachelor's degree | 22,131/65,644(100) = 33.71 |
| Master's degree | 9003/65,644(100) = 13.71 |
| Doctoral degree | 1737/65,644(100) = 2.65 |
| Total | 100.00 |

13.71 + 2.65 = 16.36% of heads of households have a master's or doctoral degree.

b.

| **Household Income** | **Percent Frequency** |
|---|---|
| Under $25,000 | 13,128/65,644(100) = 20.00 |
| $25,000 to $49,999 | 15,499/65,644(100) = 23.61 |
| $50,000 to $99,999 | 20,548/65,644(100) = 31.30 |
| $100,000 and over | 16,469/65,644(100) = 25.09 |
| Total | 100.00 |

31.30 + 25.09 = 56.39% of households have an income of $50,000 or more.


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c.

| | Household Income | | | |
|---|---|---|---|---|
| **Level of Education** | Under $25,000 | $25,000 to $49,999 | $50,000 to $99,999 | $100,000 and over |
| High School graduate | 75.26 | 64.33 | 45.95 | 21.14 |
| Bachelor's degree | 18.92 | 26.87 | 37.31 | 47.46 |
| Master's degree | 5.22 | 7.77 | 14.69 | 24.86 |
| Doctoral degree | 0.60 | 1.03 | 2.05 | 6.53 |
| Total | 100.00 | 100.00 | 100.00 | 100.00 |

There is a large difference between the level of education for households with an income of under $25,000 and households with an income of $100,000 or more. For instance, 75.26% of households with an income of under $25,000 are households in which the head of the household is a high school graduate. But, only 21.14% of households with an income level of $100,000 or more are households in which the head of the household is a high school graduate. It is interesting to note, however, that 45.95% of households with an income of $50,000 to $99,999 are households in which the head of the household his a high school graduate.

51. a. The batting averages for the junior and senior years for each player are as follows:

Junior year:

| | |
|---|---|
| Allison Fealey | 15/40 = .375 |
| Emily Janson | 70/200 = .350 |

Senior year:

| | |
|---|---|
| Allison Fealey | 75/250 = .300 |
| Emily Janson | 35/120 = .292 |

Because Allison Fealey had the higher batting average in both her junior year and senior year, Allison Fealey should receive the scholarship offer.

b. The combined or aggregated two-year crosstabulation is as follows:

| | Combined 2-Year Batting | |
|---|---|---|
| **Outcome** | **A. Fealey** | **E. Jansen** |
| **Hit** | 90 | 105 |
| **No Hit** | 200 | 215 |
| **Total At Bats** | 290 | 320 |

Based on this crosstabulation, the batting average for each player is as follows:

Combined Junior/Senior Years

| | |
|---|---|
| Allison Fealey | 90/290 = .310 |
| Emily Janson | 105/320 = .328 |


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Because Emily Janson has the higher batting average over the combined junior and senior years, Emily Janson should receive the scholarship offer.

c. The recommendations in parts (a) and (b) are not consistent. This is an example of Simpson's Paradox. It shows that in interpreting the results based upon separate or un-aggregated crosstabulations, the conclusion can be reversed when the crosstabulations are grouped or aggregated. When Simpson's Paradox is present, the decision maker will have to decide whether the un-aggregated or the aggregated form of the crosstabulation is the most helpful in identifying the desired conclusion. Note: The authors prefer the recommendation to offer the scholarship to Emily Janson because it is based upon the aggregated performance for both players over a larger number of at-bats. But this is a judgment or personal preference decision. Others may prefer the conclusion based on using the un-aggregated approach in part (a).

52 a.

| | Size of Company | | | |
|---|---|---|---|---|
| **Job Growth (%)** | **Small** | **Midsized** | **Large** | **Total** |
| -10-0 | 4 | 6 | 2 | 12 |
| 0-10 | 18 | 13 | 29 | 60 |
| 10-20 | 7 | 2 | 4 | 13 |
| 20-30 | 3 | 3 | 2 | 8 |
| 30-40 | 0 | 3 | 1 | 4 |
| 60-70 | 0 | 1 | 0 | 1 |
| **Total** | 32 | 28 | 38 | 98 |

b. Frequency distribution for growth rate.

| **Job Growth (%)** | **Total** |
|---|---|
| -10-0 | 12 |
| 0-10 | 60 |
| 10-20 | 13 |
| 20-30 | 8 |
| 30-40 | 4 |
| 60-70 | 1 |
| **Total** | 98 |

Frequency distribution for size of company.

| **Size** | **Total** |
|---|---|
| Small | 32 |
| Medium | 28 |
| Large | 38 |
| **Total** | 98 |

c. Crosstabulation showing column percentages.


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| | Size of Company | | |
|---|---|---|---|
| **Job Growth (%)** | **Small** | **Midsized** | **Large** |
| -10-0 | 13 | 21 | 5 |
| 0-10 | 56 | 46 | 76 |
| 10-20 | 22 | 7 | 11 |
| 20-30 | 9 | 11 | 5 |
| 30-40 | 0 | 11 | 3 |
| 60-70 | 0 | 4 | 0 |
| **Total** | 100 | 100 | 100 |

d. Crosstabulation showing row percentages.

| | Size of Company | | | |
|---|---|---|---|---|
| **Job Growth (%)** | **Small** | **Midsized** | **Large** | **Total** |
| -10-0 | 33 | 50 | 17 | 100 |
| 0-10 | 30 | 22 | 48 | 100 |
| 10-20 | 54 | 15 | 31 | 100 |
| 20-30 | 38 | 38 | 25 | 100 |
| 30-40 | 0 | 75 | 25 | 100 |
| 60-70 | 0 | 100 | 0 | 100 |

e. 12 companies had a negative job growth: 13% were small companies; 21% were midsized companies; and 5% were large companies. So, in terms of avoiding negative job growth, large companies were better off than small and midsized companies. But, although 95% of the large companies had a positive job growth, the growth rate was below 10% for 76% of these companies. In terms of better job growth rates, midsized companies performed better than either small or large companies. For instance, 26% of the midsized companies had a job growth of at least 20% as compared to 9% for small companies and 8% for large companies.

53. a.

| | Tution & Fees ($) | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year Founded | 1-5000 | 5001-10000 | 10001-15000 | 15001-20000 | 20001-25000 | 25001-30000 | 30001-35000 | 35001-40000 | 40001-45000 | Total |
| 1600-1649 | | | | | | | | 1 | | 1 |
| 1700-1749 | | | | | | | | 2 | 1 | 3 |
| 1750-1799 | | | | | | | | | 4 | 4 |
| 1800-1849 | | | | | 1 | 3 | 3 | 6 | 8 | 21 |
| 1850-1899 | 1 | | | 2 | 2 | 13 | 14 | 13 | 4 | 49 |
| 1900-1949 | | | 1 | | 2 | 3 | 4 | 8 | | 18 |
| 1950-2000 | | | | 2 | 4 | | 1 | | | 7 |
| Total | 1 | 0 | 1 | 4 | 9 | 19 | 22 | 30 | 17 | 103 |


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b.

| | Tuition & Fees ($) | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year Founded | 1-5000 | 5001-10000 | 10001-15000 | 15001-20000 | 20001-25000 | 25001-30000 | 30001-35000 | 35001-40000 | 40001-45000 | Grand Total |
| 1600-1649 | | | | | | | | 100.00 | | 100 |
| 1700-1749 | | | | | | | | 66.67 | 33.33 | 100 |
| 1750-1799 | | | | | | | | | 100.00 | 100 |
| 1800-1849 | | | | | 4.76 | 14.29 | 14.29 | 28.57 | 38.10 | 100 |
| 1850-1899 | 2.04 | | | 4.08 | 4.08 | 26.53 | 28.57 | 26.53 | 8.16 | 100 |
| 1900-1949 | | | 5.56 | | 11.11 | 16.67 | 22.22 | 44.44 | | 100 |
| 1950-2000 | | | | 28.57 | 57.14 | | 14.29 | | | 100 |

c. Colleges in this sample founded before 1800 tend to be expensive in terms of tuition.

54. a.

| | % Graduate | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Year Founded | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 | 60-65 | 65-70 | 70-75 | 75-80 | 80-85 | 85-90 | 90-95 | 95-100 | Grand Total |
| 1600-1649 | | | | | | | | | | | | | 1 | 1 |
| 1700-1749 | | | | | | | | | | | | | 3 | 3 |
| 1750-1799 | | | | | | | | | | | | 1 | 3 | 4 |
| 1800-1849 | | | | | | 1 | 2 | 4 | 2 | 3 | 4 | 3 | 2 | 21 |
| 1850-1899 | | | 1 | 2 | 4 | 3 | 11 | 5 | 9 | 6 | 3 | 4 | 1 | 49 |
| 1900-1949 | 1 | 1 | 1 | | 1 | 3 | | 3 | 2 | 4 | 1 | 1 | | 18 |
| 1950-2000 | 1 | | 1 | 3 | | | 2 | | | | | | | 7 |
| Grand Total | 2 | 1 | 3 | 5 | 5 | 7 | 15 | 12 | 13 | 13 | 8 | 9 | 10 | 103 |

b.

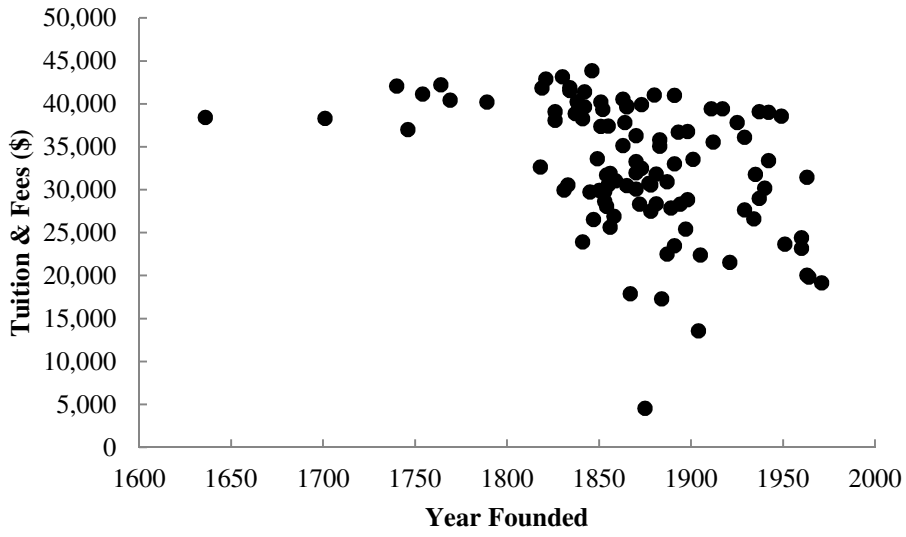
| | % Graduate | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Year Founded | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 | 60-65 | 65-70 | 70-75 | 75-80 | 80-85 | 85-90 | 90-95 | 95-100 | Grand Total |
| 1600-1649 | | | | | | | | | | | | | 100.00 | 100 |
| 1700-1749 | | | | | | | | | | | | | 100.00 | 100 |
| 1750-1799 | | | | | | | | | | | | 25.00 | 75.00 | 100 |
| 1800-1849 | | | | | | 4.76 | 9.52 | 19.05 | 9.52 | 14.29 | 19.05 | 14.29 | 9.52 | 100 |
| 1850-1899 | | | 2.04 | 4.08 | 8.16 | 6.12 | 22.45 | 10.20 | 18.37 | 12.24 | 6.12 | 8.16 | 2.04 | 100 |
| 1900-1949 | 5.56 | 5.56 | 5.56 | | 5.56 | 16.67 | | 16.67 | 11.11 | 22.22 | 5.56 | 5.56 | | 100 |
| 1950-2000 | 14.29 | | 14.29 | 42.86 | | | 28.57 | | | | | | | 100 |

c. Older colleges and universities tend to have higher graduation rates.


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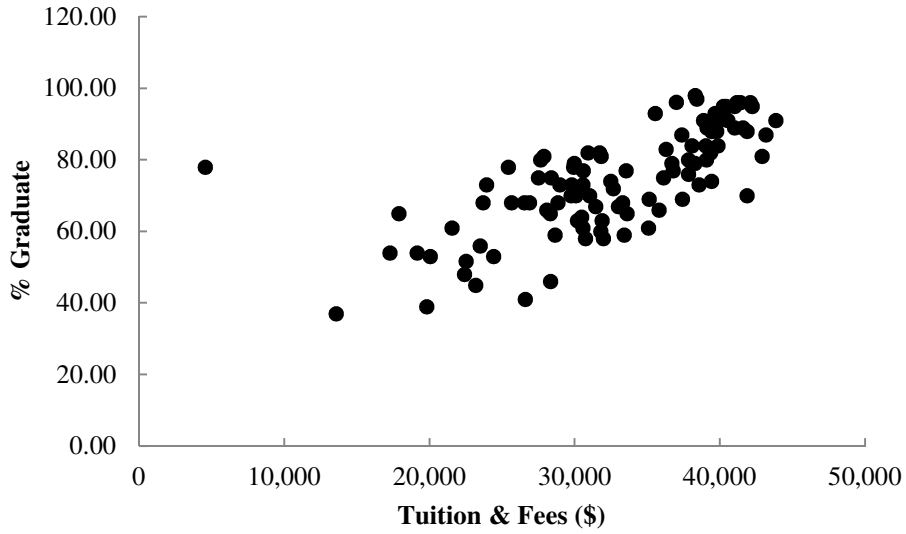
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55. a.




b. Older colleges and universities tend to be more expensive.

56. a.

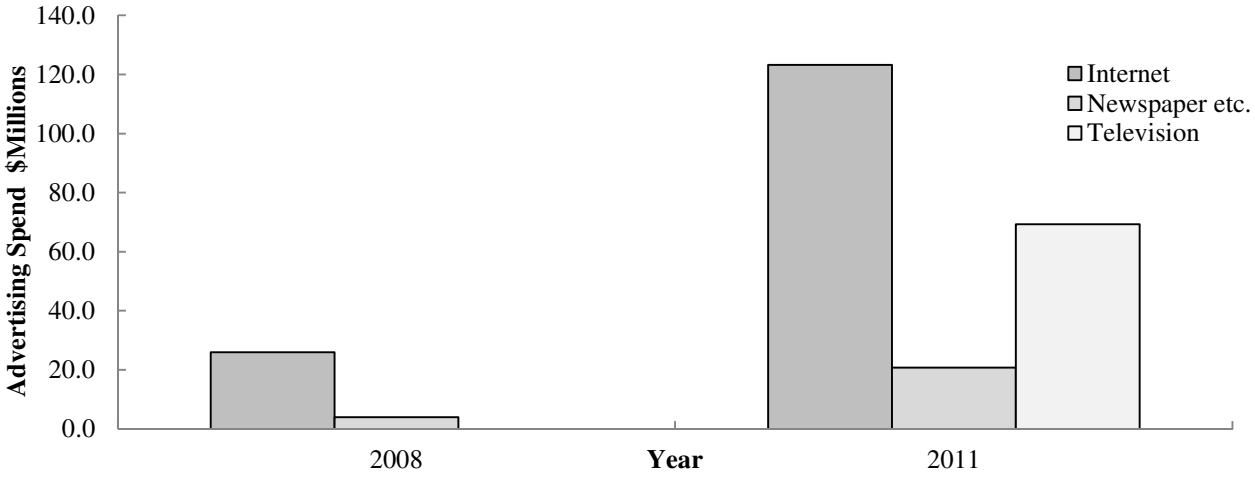



b. There appears to be a strong positive relationship between Tuition & Fees and % Graduation.


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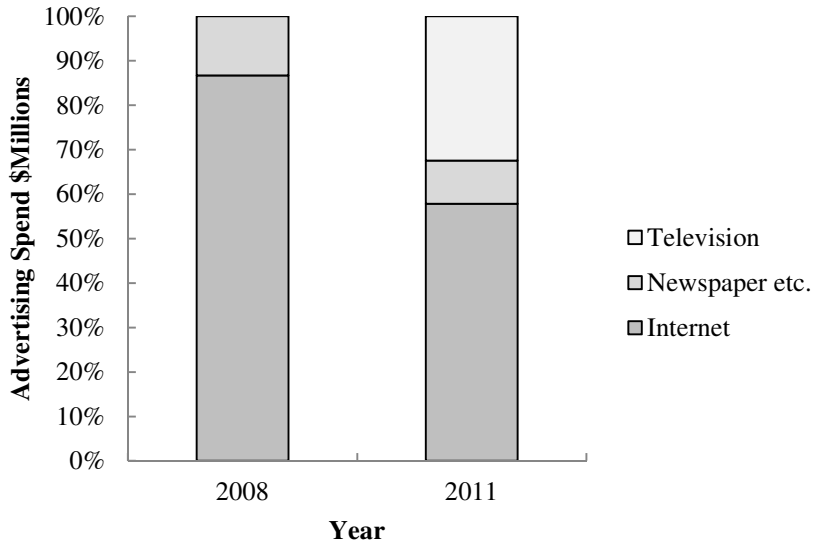
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57. a.




b.

| | 2008 | 2011 |
|---|---|---|
| Internet | 86.7% | 57.8% |
| Newspaper etc. | 13.3% | 9.7% |
| Television | 0.0% | 32.5% |
| Total | 100.0% | 100.0% |

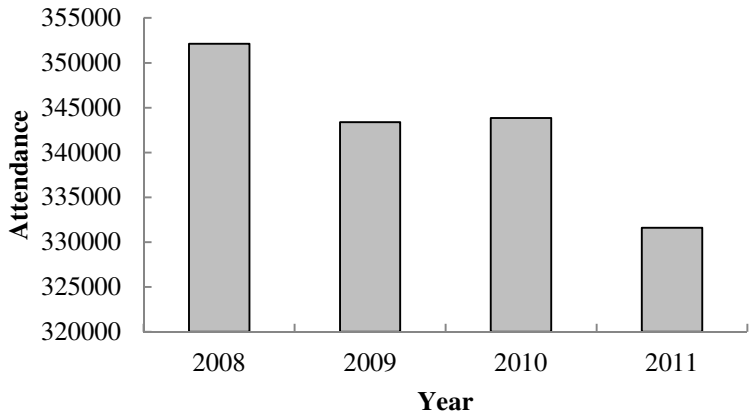



c. The graph is part a is more insightful because is shows the allocation of the budget across media, but also dramatic increase in the size of the budget.


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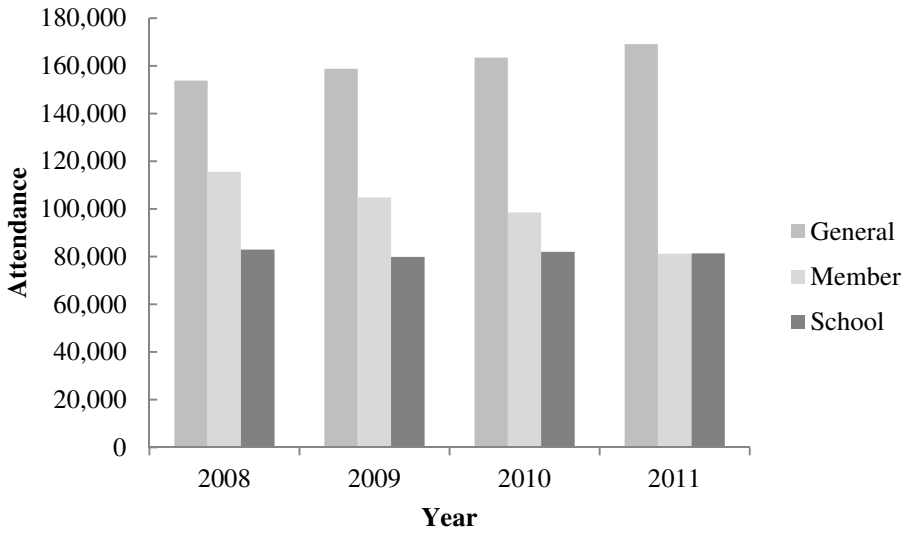
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58. a.




Zoo attendance appears to be dropping over time.

b.




c. General attendance is increasing, but not enough to offset the decrease in member attendance. School membership appears fairly stable.


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# Solutions to Case Problems

## Chapter 2
## Descriptive Statistics: Tabular and Graphical Displays

### Case Problem 1: Pelican Stores

1. There were 70 Promotional customers and 30 Regular customers. Because there are 100 observations in the sample, the frequency and percent frequency distribution are the same. Percent frequency distributions for many of the variables are given.

| No. of Items | Percent Frequency |
|---|---|
| 1 | 29 |
| 2 | 27 |
| 3 | 10 |
| 4 | 10 |
| 5 | 9 |
| 6 | 7 |
| 7 or more | 8 |
| Total: | 100 |

| Net Sales | Percent Frequency |
|---|---|
| 0.00 - 24.99 | 9 |
| 25.00 - 49.99 | 30 |
| 50.00 - 74.99 | 25 |
| 75.00 - 99.99 | 10 |
| 100.00 - 124.99 | 12 |
| 125.00 - 149.99 | 4 |
| 150.00 - 174.99 | 3 |
| 175.00 - 199.99 | 3 |
| 200 or more | 4 |
| Total: | 100 |

| Method of Payment | Percent Frequency |
|---|---|
| American Express | 2 |
| Discover | 4 |
| MasterCard | 14 |
| Proprietary Card | 70 |
| Visa | 10 |
| Total: | 100 |

| Gender | Percent Frequency |
|---|---|
| Female | 93 |
| Male | 7 |
| Total: | 100 |


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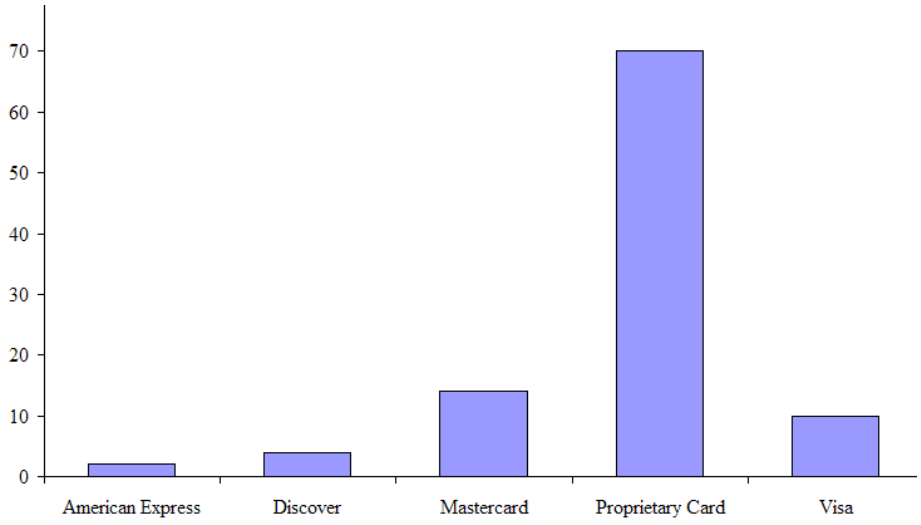
| Martial Status | Percent Frequency |
|---|---|
| Married | 84 |
| Single | 16 |
| Total: | 100 |

| Age | Percent Frequency |
|---|---|
| 20 - 29 | 10 |
| 30 - 39 | 30 |
| 40 - 49 | 33 |
| 50 - 59 | 16 |
| 60 - 69 | 7 |
| 70 - 79 | 4 |
| Total: | 100 |

These percent frequency distributions provide a profile of Pelican's customers. Many observations are possible, including:

- A large majority of the customers use National Clothing's proprietary credit card.
- Over half of the customers purchase 1 or 2 items, but a few make numerous purchases.
- The percent frequency distribution of net sales shows that 61% of the customers spent $50 or more.
- Customers are distributed across all adult age groups.
- The overwhelming majority of customers are female.
- Most of the customers are married.

2.




3. A crosstabulation of type of customer versus net sales is shown.

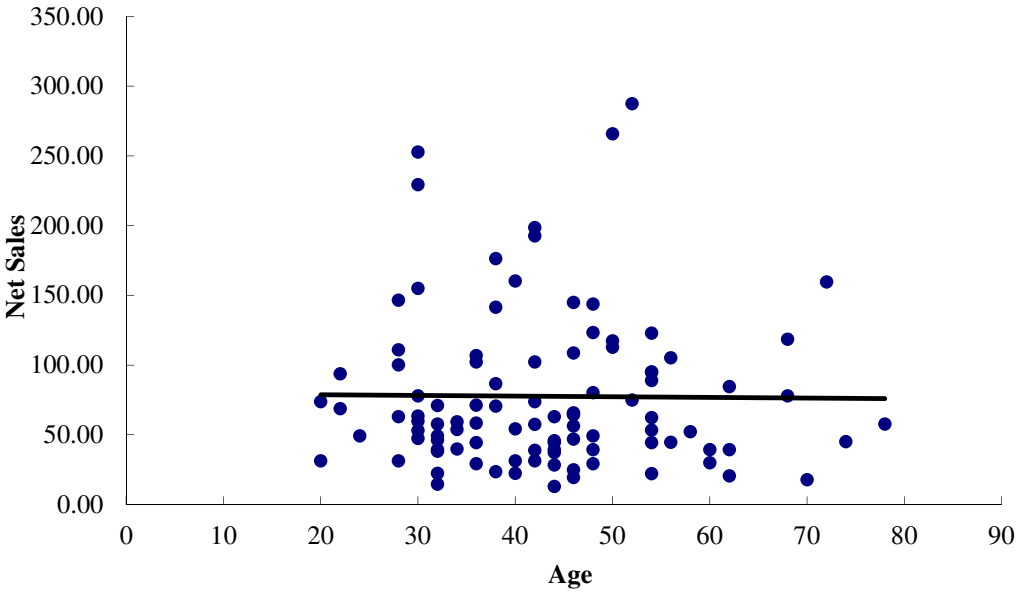
| | Net Sales | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Customer | 0-25 | 25-50 | 50-75 | 75-100 | 100-125 | 125-175 | 175-200 | 200-225 | 225-250 | 250-275 | 275-300 | Total |
| Promotional | 7 | 17 | 17 | 8 | 9 | 3 | 2 | 3 | 1 | 2 | 1 | 70 |
| Regular | 2 | 13 | 8 | 2 | 3 | 1 | 1 | | | | | 30 |
| Total | 9 | 30 | 25 | 10 | 12 | 4 | 3 | 3 | 1 | 2 | 1 | 100 |

From the crosstabulation it appears that net sales are larger for promotional customers.


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4. A scatter diagram of net Sales vs. age is shown below. A trendline has been fitted to the data. From this, it appears that there is no relationship between net sales and age.




Age is not a factor in determining net sales.


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## Case Problem 2: The Motion Picture Industry

This case provides the student with the opportunity to use tabular and graphical presentations to analyze data from the motion picture industry. Developing and interpreting frequency distributions, percent frequency distributions and scatter diagrams are emphasized. The interpretations and insights can be quite varied. We illustrate some below.

**Frequency Distribution and Percent Frequency Distribution**

The choice of the classes for frequency distributions or percent frequency distributions can be expected to vary. The frequency distributions we developed are as follows:

| Opening Gross Sales (Millions) | | | Frequency (or Percentage) |
|---|---|---|---|
| $0 | – | 9.99 | 70 |
| 10 | – | 19.99 | 15 |
| 20 | – | 29.99 | 8 |
| 30 | – | 39.99 | 2 |
| 40 | – | 49.99 | 1 |
| 50 | – | 59.99 | 1 |
| 60 | – | 69.99 | 0 |
| 70 | – | 79.99 | 1 |
| 80 | – | 89.99 | 0 |
| 90 | – | 99.99 | 0 |
| 100 | – | 109.99 | 2 |
| | | Total | 100 |

| Total Gross Sales (Millions) | | | Frequency (or Percentage) |
|---|---|---|---|
| $0 | – | 49.99 | 77 |
| 50 | – | 99.99 | 16 |
| 100 | – | 149.99 | 1 |
| 150 | – | 199.99 | 1 |
| 200 | – | 249.99 | 3 |
| 250 | – | 299.99 | 1 |
| 300 | – | 349.99 | 0 |
| 350 | – | 399.99 | 1 |
| | | Total | 100 |

| Number of Theaters | | | Frequency (or Percentage) |
|---|---|---|---|
| 0 | – | 499 | 51 |
| 500 | – | 999 | 3 |
| 1000 | – | 1499 | 6 |
| 1500 | – | 1999 | 7 |
| 2000 | – | 2499 | 5 |
| 2500 | – | 2999 | 6 |
| 3000 | – | 3499 | 17 |
| 3500 | – | 3999 | 5 |
| | | Total | 100 |

| Number of Weeks | Frequency (or Percentage) |
|---|---|

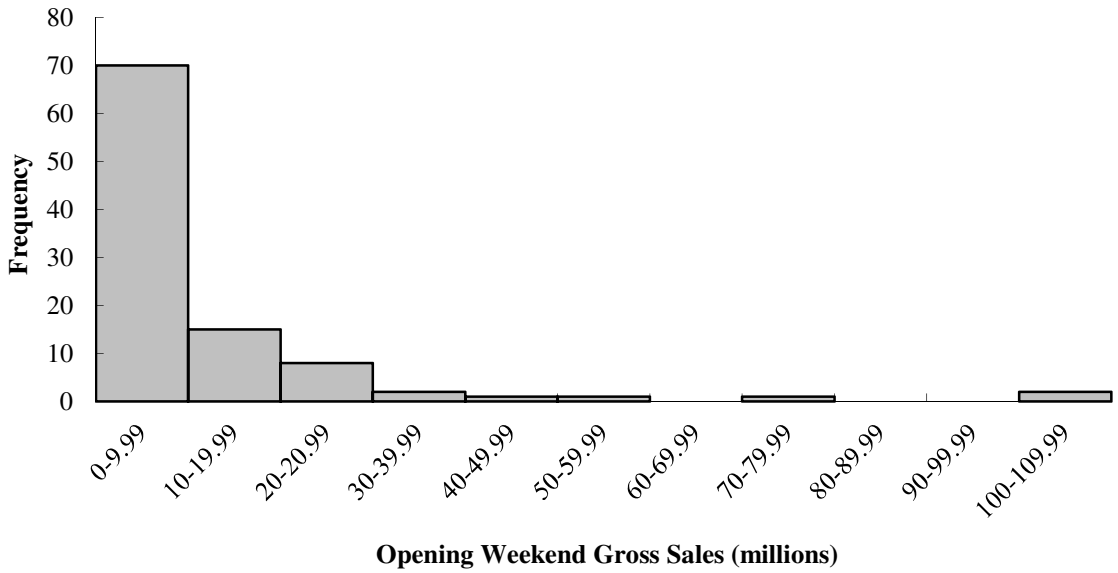

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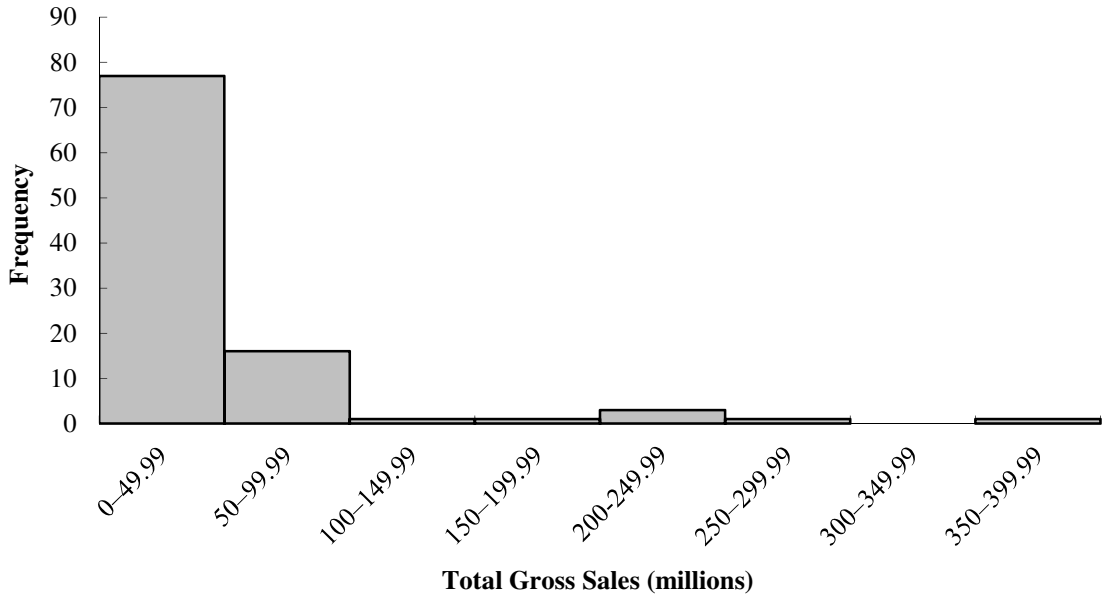
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| in Top 60 | |
|---|---|
| 0 – 4 | 33 |
| 5 – 9 | 28 |
| 10 – 14 | 18 |
| 15 – 19 | 15 |
| 20 – 24 | 5 |
| 25 – 29 | 1 |
| Total | 100 |

**Histograms**

The following histograms are based on the frequency distributions shown above.

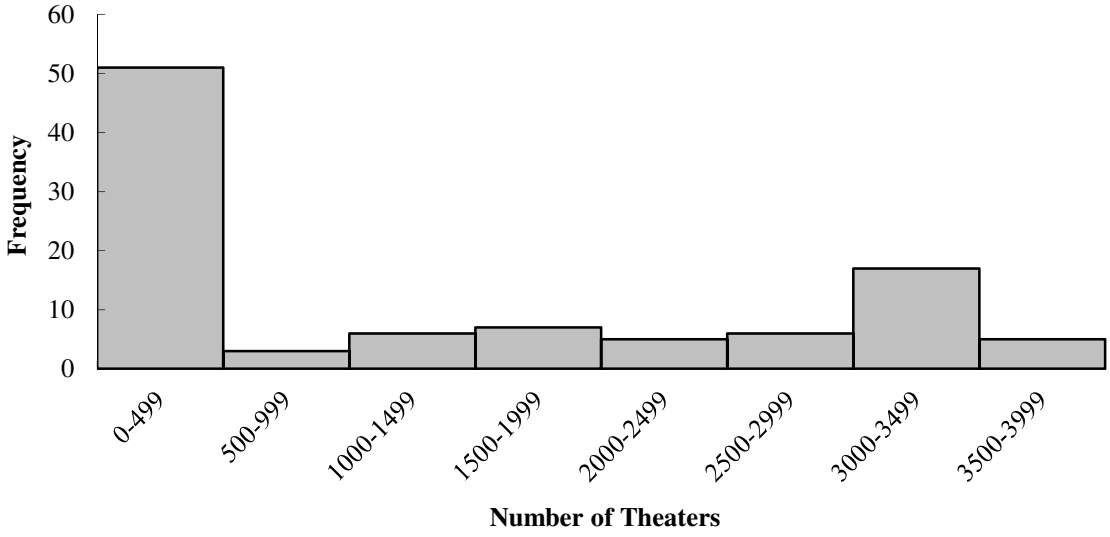


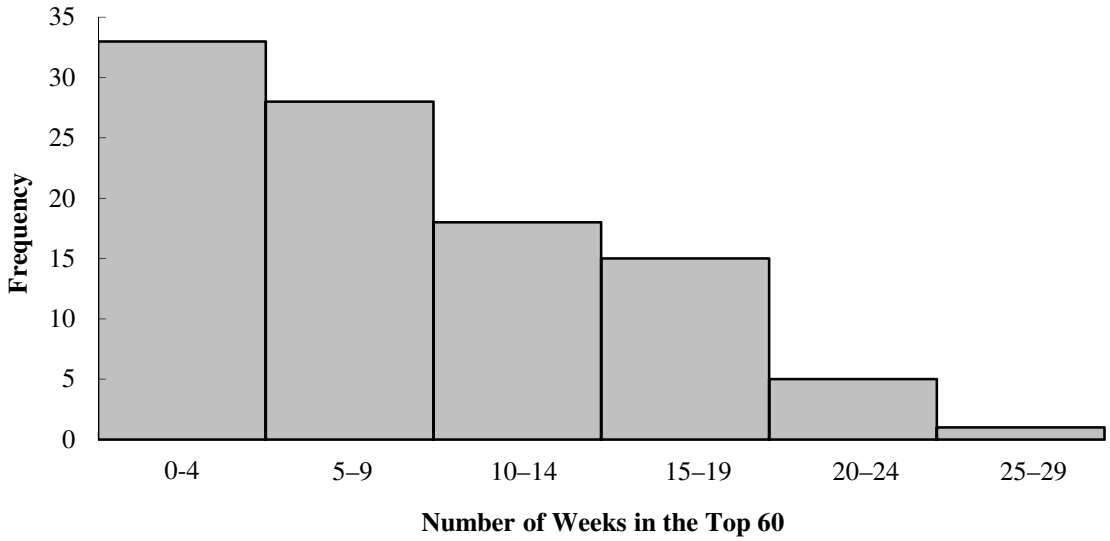





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**Interpretation**

**Opening Weekend Gross Sales.** The distribution is skewed to the right. Numerous motion pictures have somewhat low opening weekend gross sales, while a relatively few (7%) have an opening weekend gross sales of $30 million or more. Only 2% had opening weekend gross sales of $100 million or more. 70% of the motion pictures had opening weekend gross sales less than $10 million and 85% of the motion pictures had opening weekend gross sales less than $20 million. Unless there is something unusually attractive about the motion picture, an opening weekend gross sales less than $10 million appears typical.

**Total Gross Sales.** This distribution is also skewed to the right. Again, the majority of the motion pictures have relatively low total gross sales with 77% less than $50 million and 93% less than $100 million. Highly successful blockbuster motion pictures are rare. Total gross sales over $200 million occurred only 5% of the time and over $300 million occurred only 1% of the time. No motion picture reported $400 million in total gross sales. Unless there is something unusually attractive about the motion picture, a total gross sales less than $50 million appears typical.


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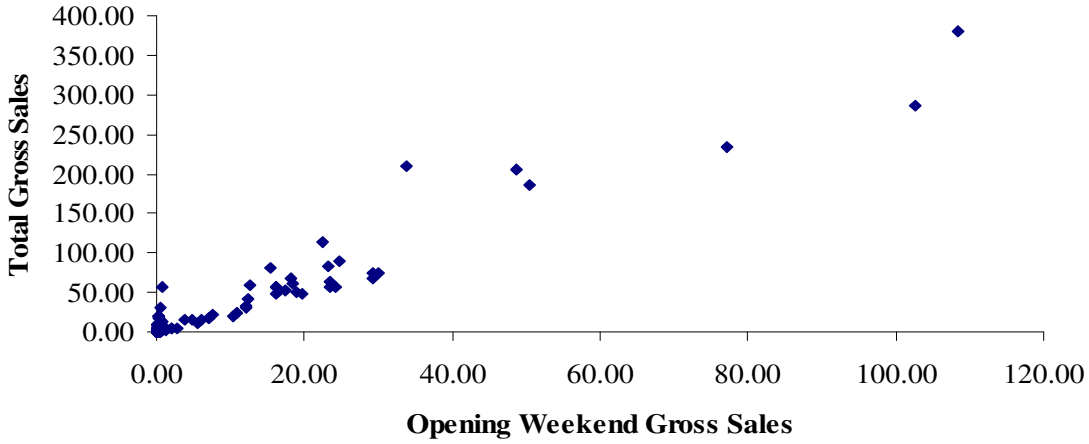
**Number of Theaters.** This distribution is skewed to the right, but not so much as sales data distributions. The number of theaters range from less than 500 to almost 4000. 51% of the motion pictures had the smaller market exposure with the number of theaters less than 500. Interestingly enough, 22% of the motion pictures had the widest market exposure, appearing in over 3000 theaters. 3000 to 4000 theaters is typical for a highly promoted motion picture.

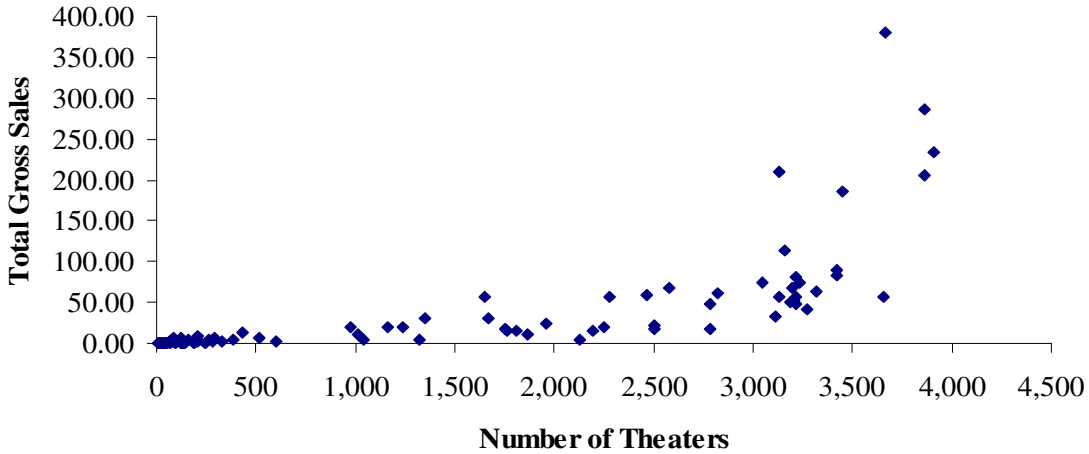
**Number of Weeks in Top 60.** This distribution is skewed to the right, but not as much as the other distributions. In appears that almost all newly released movies initially make it into the top 60, with 67% staying in the top 60 for 5 or more weeks. Even motion pictures with relative low gross sales can appear in the top 60 motion pictures for a month or more. Almost 40% of the motion pictures are in the top 60 for 10 or more weeks, with 6% of the motion pictures in the top 60 for 20 or more weeks.

**General Observations**. The data show that there are relative few high-end, highly successful motion pictures. The financial rewards are there for the pictures that make the blockbuster level. But the majority of motion pictures will have low opening weekend gross sales and low total gross sales. Motion pictures being shown in less than 1500 theaters and motion pictures less than 10 weeks in the top 60 are common.

**Scatter Diagrams**

Three scatter diagrams are suggested to show how Total Gross Sales is related to each of the other three variables.

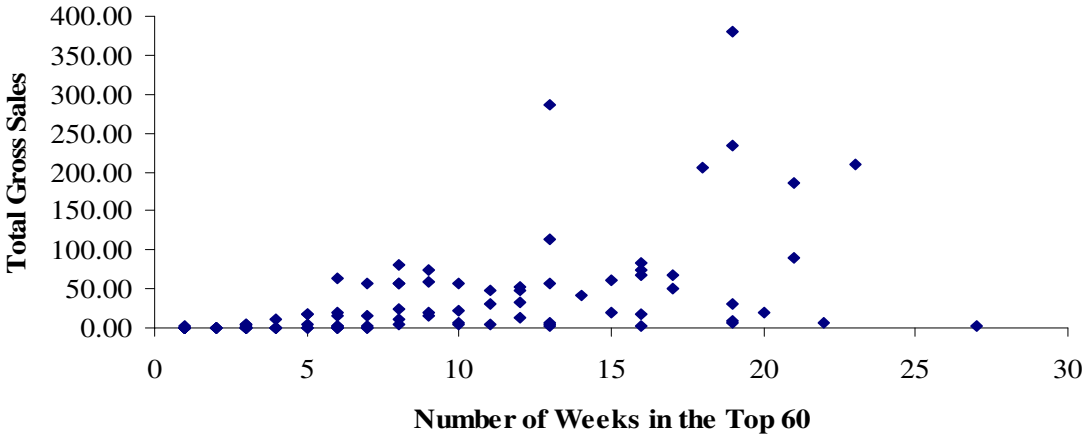




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**Interpretation**

**Opening Weekend Gross Sales.** The scatter plot of total gross sales and opening weekend gross sales shows a strong positive relationship. Motion pictures with the highest total gross sales were the motion pictures with the highest opening weekend gross sales. How the motion picture does during its opening weekend should be a very good predictor of how the motion picture will do in terms of total gross sales. Note in the scatter diagram that the majority of the motion pictures show a low opening weekend gross sales and a low total gross sales.

**Number of Theaters.** The scatter plot of the total gross sales and number of theaters also shows a positive relationship. For motion pictures playing in less than 3000 theaters, the total gross sales has a positive relationship with the number of theaters. If the motion picture is shown in more theaters, higher total gross sales are anticipated. For motion pictures playing in more than 3000 theaters, the relationship is not as strong. 3000 to 4000 represents the maximum number of theaters possible. If a motion picture is shown in this many theaters, 15 motion pictures did slightly better in terms of total gross sales. However, the blockbuster motion pictures in this category showed extremely high total gross sales for the number of theaters where the motion picture was shown.

**Number of Weeks in Top 60.** The scatter plot of the total gross sales and number of weeks in the top 60 shows a positive relationship, but this relationship appears to be the weakest of the three relationships studied. Generally, the more successful, higher gross sales motion pictures are in the top 60 for more weeks. However, this is not always the case. Four of the six motion pictures with the highest total gross sales appeared in the top 60 less than 20 weeks. At the same time, four motion pictures with 20 or more weeks in the top 60 did not have unusually high total gross sales. This suggests that in some cases blockbuster movies with high gross sales may run their course quickly and not have an excessively long run on the top 60 motion picture list. At the same time, perhaps quality motion pictures with a limited audience may not generate the high total gross sales but may still show a run of 20 or more weeks on the top 60 motion picture list. The number of weeks in the top 60 does not appear to the best predictor of total gross sales.


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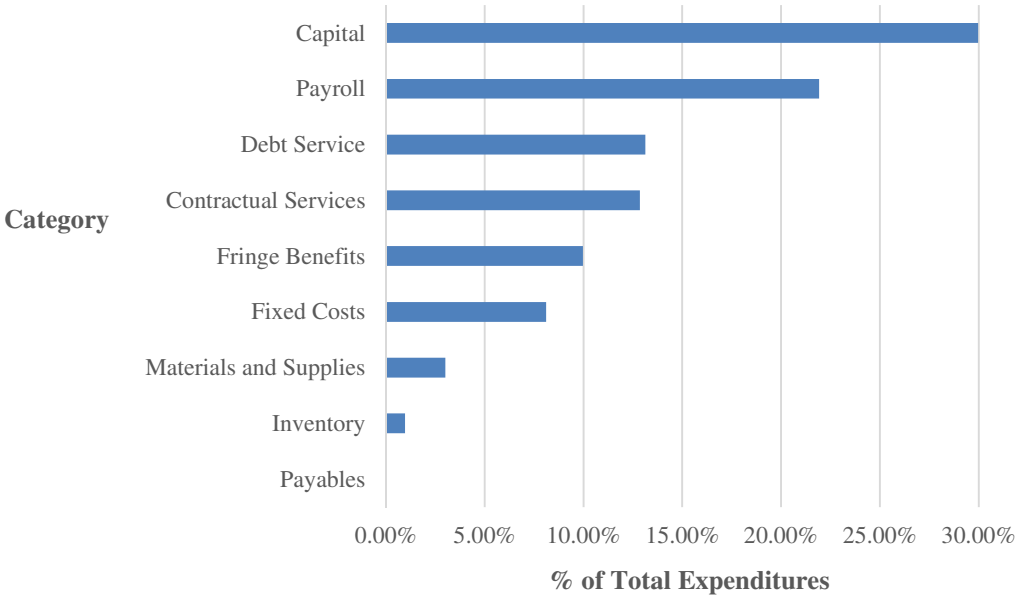
## Case Problem 3: Queen City

This case provides the student with the opportunity to use basic tabular and graphical presentations to describe data from the annual expenditures for the city of Cincinnati, Ohio. The data set is large relative to others in the text. It contains 5,427 records of expenditures. As such, one point of this case is to expose students to a larger data set and help them understand that the pivot tables and charts can be used on a larger data set. In some cases, the student will have to copy, paste, and aggregate data to create the desired tables and charts. Style of presentation may vary by student (for example, vertical versus horizontal bar charts may be used). We illustrate with results and comments below.

**Expenditures by Category**

The pivot table shows expenditures and percentage of total expenditures by category. The bar chart shows percentage of total expenditures by category (both the table and the bar chart are sorted in descending order). Capital expenditures and payroll account for over 50% of all expenditures. Total expenditures are over $660 million. Debt Service seems somewhat high, as it is over 10% of total expenditures.

| Category | Total Expenditures | % of Total Expenditures |
|---|---|---|
| Capital | $198,365,854 | 29.98% |
| Payroll | $145,017,555 | 21.92% |
| Debt Service | $86,913,978 | 13.14% |
| Contractual Services | $85,043,249 | 12.85% |
| Fringe Benefits | $66,053,340 | 9.98% |
| Fixed Costs | $53,732,177 | 8.12% |
| Materials and Supplies | $19,934,710 | 3.01% |
| Inventory | $6,393,394 | 0.97% |
| Payables | $180,435 | 0.03% |
| Grand Total | $661,634,693 | 100.0% |





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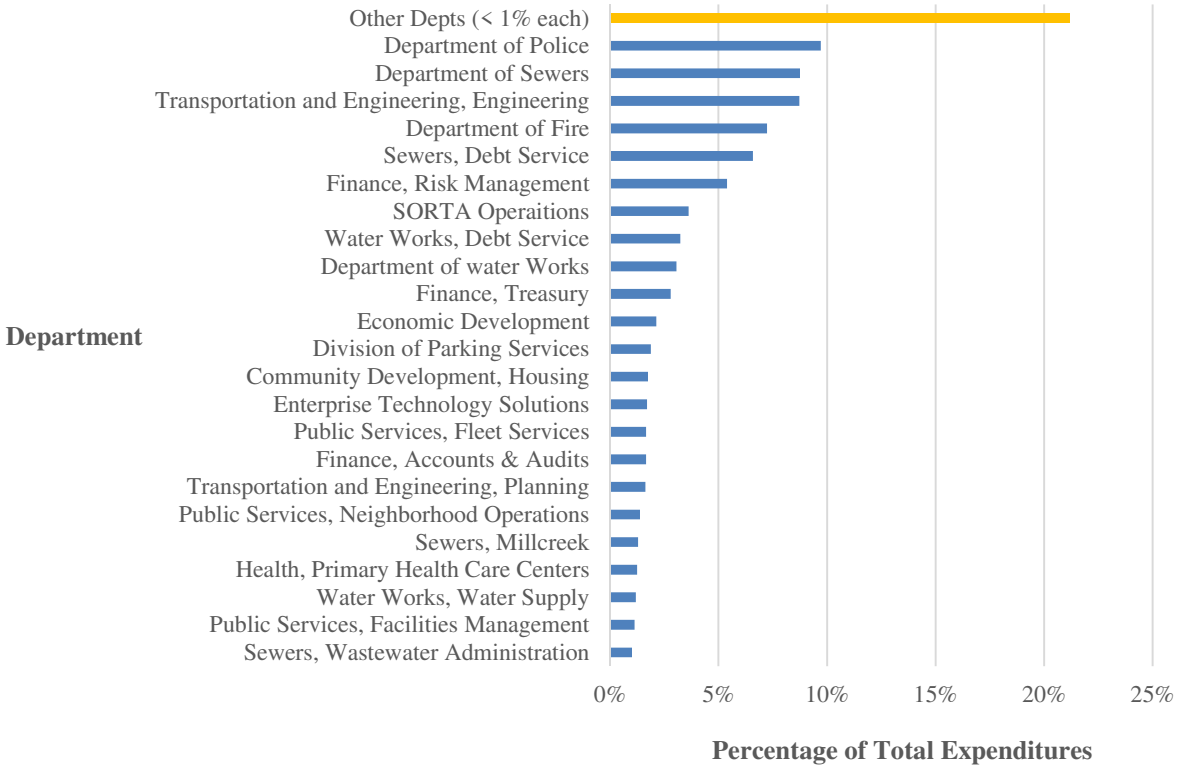
**Expenditures by Department**

The following table and bar chart show the percentages of total expenditures incurred by department. Note that we have combined all departments that individually incurred less than 1% of the total expenditures. There are 119 departments, and 96 each account for less than 1% of the total expenditures. As shown below, only six individual departments incur 5% or more of the total expenditures. These include, Police, Sewers, Transportation Engineering (Engineering). Fire, Sewer Debt Service and Finance/Risk Management. Debt service on sewers as a percentage of total expenditures appears to be very high.

| Department | % of Total Expenditures |
|---|---|
| Department of Police | 9.7% |
| Department of Sewers | 8.8% |
| Transportation and Engineering, (Engineering) | 8.7% |
| Department of Fire | 7.2% |
| Sewers, Debt Service | 6.6% |
| Finance, Risk Management | 5.4% |
| SORTA Operations | 3.6% |
| Water Works, Debt Service | 3.2% |
| Department of water Works | 3.1% |
| Finance, Treasury | 2.8% |
| Economic Development | 2.1% |
| Division of Parking Services | 1.9% |
| Community Development, Housing | 1.7% |
| Enterprise Technology Solutions | 1.7% |
| Public Services, Fleet Services | 1.7% |
| Finance, Accounts & Audits | 1.7% |
| Transportation and Engineering, Planning | 1.6% |
| Public Services, Neighborhood Operations | 1.4% |
| Sewers, Millcreek | 1.3% |
| Health, Primary Health Care Centers | 1.2% |
| Water Works, Water Supply | 1.2% |
| Public Services, Facilities Management | 1.1% |
| Sewers, Wastewater Administration | 1.0% |
| Other Depts. (< 1% each) | 21.2% |
| Total | 100.0% |


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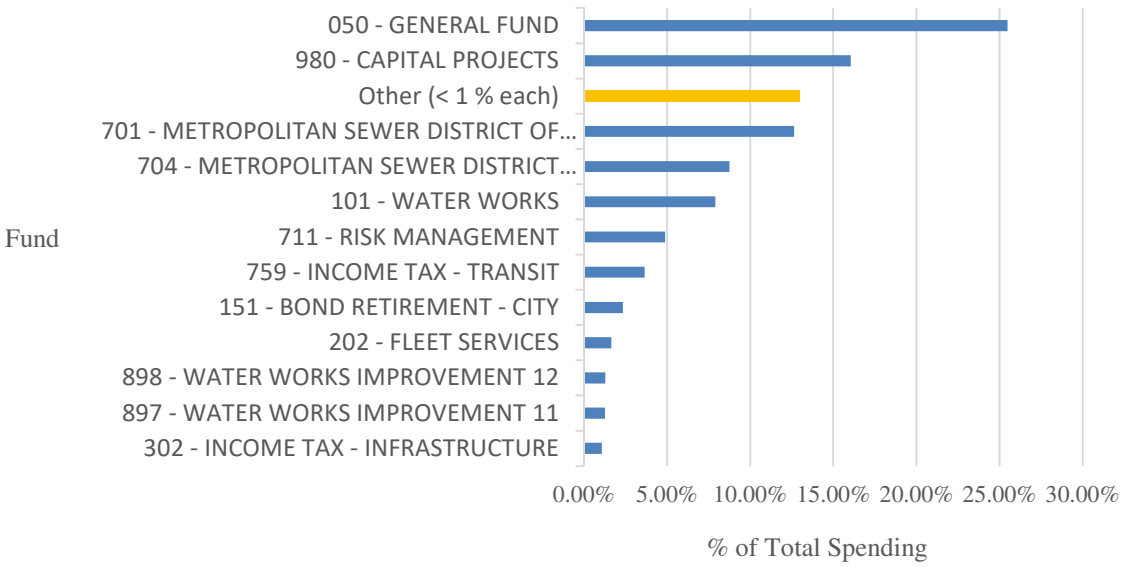

**Expenditures by Fund**

The following bar table and bar chart show the percentages of total expenditures charged by fund used to pay. Note that we have combined those funds that each cover less than 1% of the total expenditures. There are 129 funds in the data base, and 117 of these funds each account for less than 1% of total expenditures.

| Fund | % of Total Expenditures Covered |
|---|---|
| 050 - GENERAL FUND | 25.5% |
| 980 - CAPITAL PROJECTS | 16.0% |
| 701 - METROPOLITAN SEWER DISTRICT OF GREATER CINCINNATI | 12.7% |
| 704 - METROPOLITAN SEWER DISTRICT CAPITAL IMPROVEMENTS | 8.8% |
| 101 - WATER WORKS | 7.9% |
| 711 - RISK MANAGEMENT | 4.9% |
| 759 - INCOME TAX – TRANSIT | 3.7% |
| 151 - BOND RETIREMENT – CITY | 2.4% |
| 202 - FLEET SERVICES | 1.7% |
| 898 - WATER WORKS IMPROVEMENT 12 | 1.3% |
| 897 - WATER WORKS IMPROVEMENT 11 | 1.3% |
| 302 - INCOME TAX – INFRASTRUCTURE | 1.1% |
| Other (< 1 % each). | 12.9% |
| Total | 100.0% |


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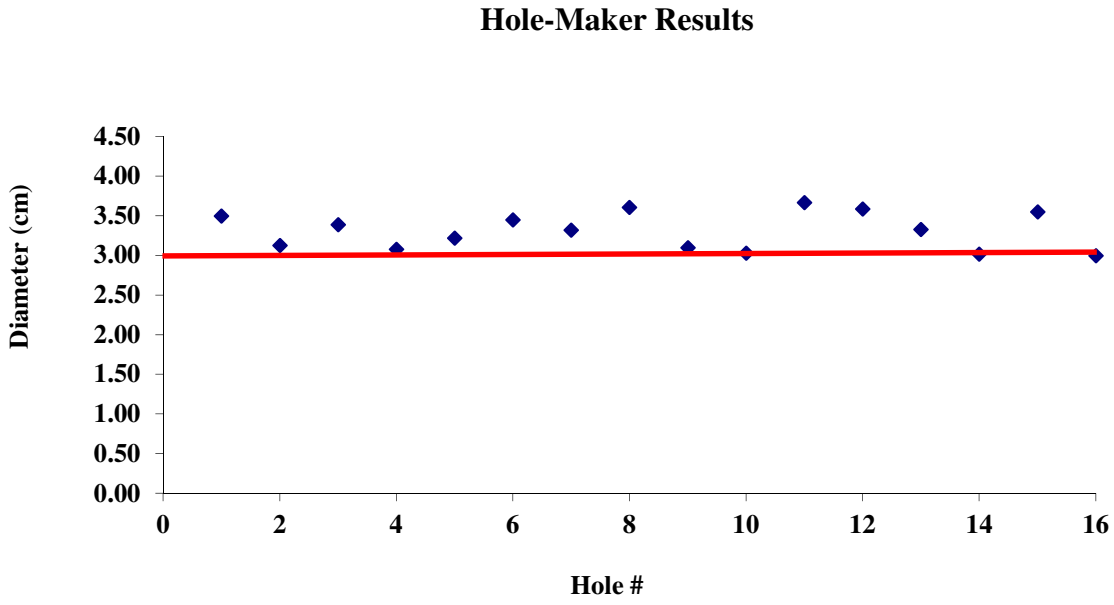

**Other Points:** There are 5,427 records of expenditures in the data base, of which 235 (4.3%) are negative.


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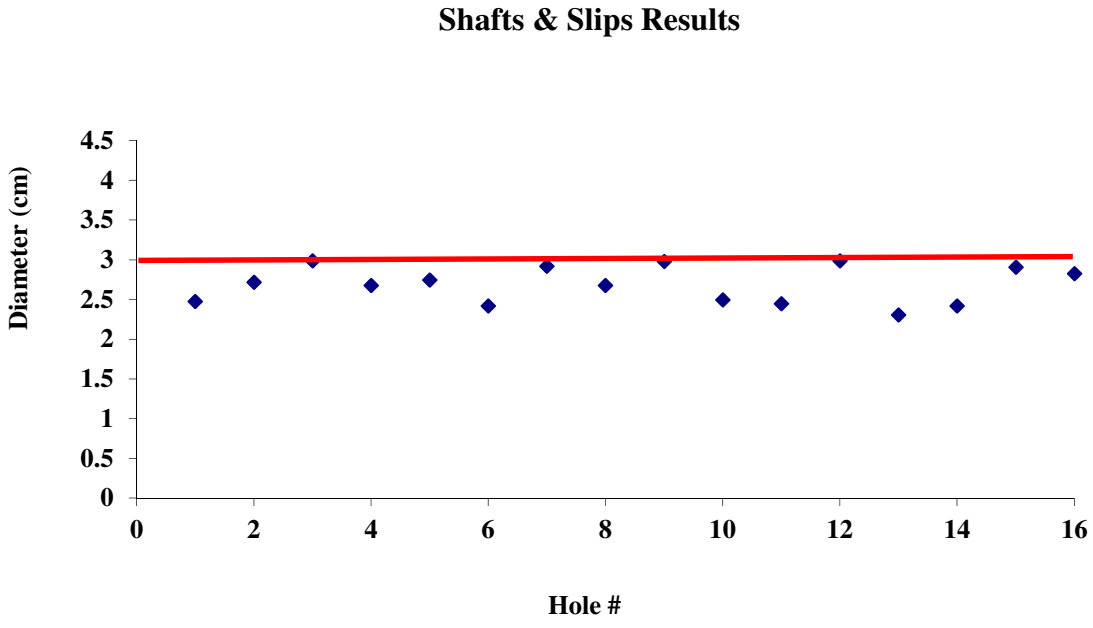
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## Case Problem 4: Cut-Rate Machining, Inc.

A scatter diagram of the results for Hole-Maker in the order the holes were drilled shows that this machine consistently overdrills and is moderately consistent.




A scatter diagram of the results for Shafts & Slips in the order the holes were drilled shows that this machine consistently underdrills and is moderately consistent.



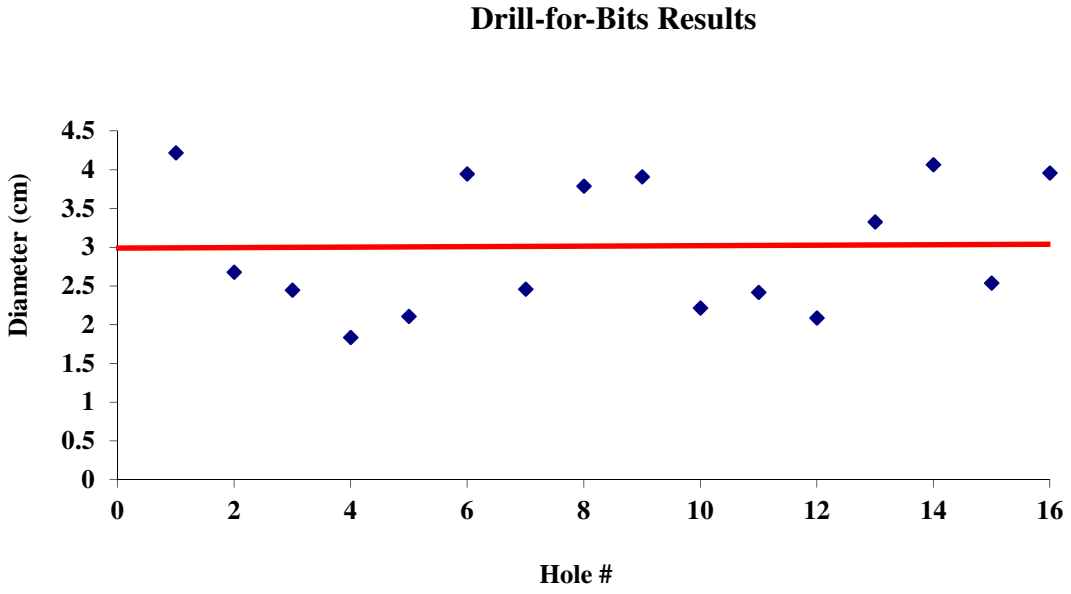

A scatter diagram of the results for Judge's Jigs in the order the holes were drilled shows that on average this machine this machine consistently underdrills and is extremely consistent.


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A scatter diagram of the results for Drill-for-Bits in the order the holes were drilled shows that an average diameter of approximately 3 centimeters. However, machine this machine is very inconsistent.




If we focus solely on the average performance of a drill, we would purchase Drill-for-Bits as the diameters of holes drilled by this vendor's drill appear to be centered at approximately 3 centimeters. However, the diameters of the holes drilled by Drill-for-Bits' machine are extremely inconsistent – several are over ½ centimeter too wide and several are over ½ centimeter to narrow.

The diameters of holes drilled by the machine provided by Hole Maker are more consistent than those drilled by the machine provided by Drill-for-Bits, and this machine did not drill a single hole that is too narrow. If holes that are slightly too wide are acceptable, we should consider purchasing our drill from Hole Maker.


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The diameters of holes drilled by the machine provided by Shafts & Slips are similar in consistency to the holes by the machine provided by Hole Maker, and this machine did not drill a single hole that is too wide. If holes that are slightly too small are acceptable, we should consider purchasing our drill from Shafts & Slips.

The diameters of holes drilled by the machine provided by Judge's Jigs are far more consistent than holes by the machine provided any of the other vendors, but these holes are far too narrow. We should determine if this drill can be recalibrated to that the mean size of holes drilled is approximately 3 centimeters. If this can be done, we should consider purchasing our drill from Judge's Jigs and recalibrating the drill; this would give us a machine that consistently drills holes of approximately 3 centimeters.

However, before we make a decision we should scrutinize the way that these data were collected. We were told that Weideman started all four machines at 8:00 a.m. and let them warm up for two hours. We also see from the data that the drill provided by Hole-Maker was tested from 10:00 a.m. to noon, the drill provided by Shafts & Slips, Inc. was tested from noon to 2:00 p.m., the drill provided by Judge's Jigs was tested from 2:00 p.m. to 4:00 p.m., and the drill provided by Drill-for-Bits was tested from 4:00 p.m. to 6:00 p.m. Were all drills allowed to keep running after the 8:00 a.m. – 10:00 a.m. warm-up period? Either way, this could bias the results.

We also see from the data that Ms. Ames ran the test drills from 10:00 a.m. to 4:00 p.m. when the drills provided by Hole-Maker, Shafts & Slips, and Judge's Jigs were tested. Mr. Silver ran the test drill from 4:00 p.m. to 6:00 p.m. when the drill provided by Drill-for- Bits was tested. If these two employees are not equally competent, this could bias the results. Furthermore, did Ms. Ames become fatigued as the day progressed? Did she take a break for lunch or take a break at any other time?

We also note that we only tested one drill for each vendor. If the drill provided by a vendor is not representative of the drills that vendor produced, this could bias the results.

The data for this test should have been collected through an experimental study in which the four machine were all warmed up for the same amount of time and then left running as eight holes were drilled by each employee using the drill provided by each vendor in a random order. A design such as this would have eliminated the potential sources of bias we have identified and resulted in the collection of more reliable data, which would lead to a superior decision.


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# Solutions to Case Problems

## Chapter 2
## Descriptive Statistics: Tabular and Graphical Displays

### Case Problem 1: Pelican Stores

1. There were 70 Promotional customers and 30 Regular customers. Because there are 100 observations in the sample, the frequency and percent frequency distribution are the same. Percent frequency distributions for many of the variables are given.

| No. of Items | Percent Frequency |
|---|---|
| 1 | 29 |
| 2 | 27 |
| 3 | 10 |
| 4 | 10 |
| 5 | 9 |
| 6 | 7 |
| 7 or more | 8 |
| Total: | 100 |

| Net Sales | Percent Frequency |
|---|---|
| 0.00 - 24.99 | 9 |
| 25.00 - 49.99 | 30 |
| 50.00 - 74.99 | 25 |
| 75.00 - 99.99 | 10 |
| 100.00 - 124.99 | 12 |
| 125.00 - 149.99 | 4 |
| 150.00 - 174.99 | 3 |
| 175.00 - 199.99 | 3 |
| 200 or more | 4 |
| Total: | 100 |

| Method of Payment | Percent Frequency |
|---|---|
| American Express | 2 |
| Discover | 4 |
| MasterCard | 14 |
| Proprietary Card | 70 |
| Visa | 10 |
| Total: | 100 |

| Gender | Percent Frequency |
|---|---|
| Female | 93 |
| Male | 7 |
| Total: | 100 |


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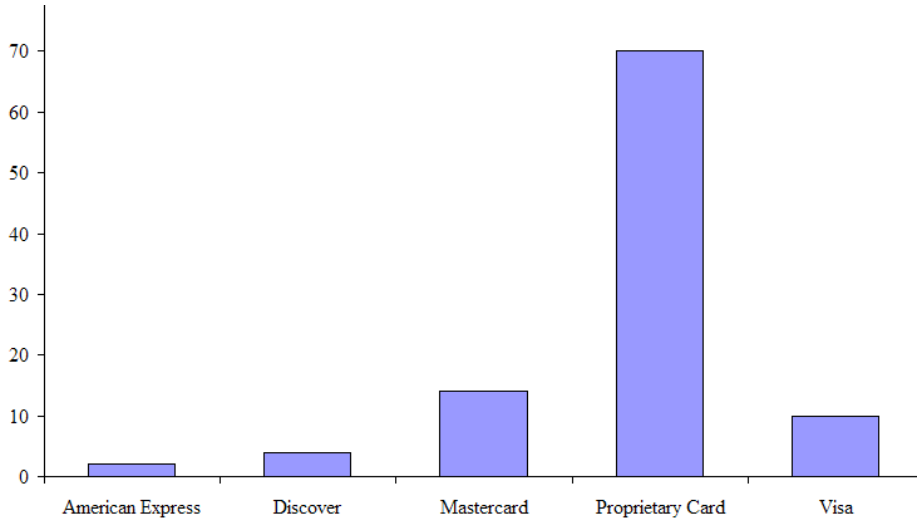
| Martial Status | Percent Frequency |
|---|---|
| Married | 84 |
| Single | 16 |
| Total: | 100 |

| Age | Percent Frequency |
|---|---|
| 20 - 29 | 10 |
| 30 - 39 | 30 |
| 40 - 49 | 33 |
| 50 - 59 | 16 |
| 60 - 69 | 7 |
| 70 - 79 | 4 |
| Total: | 100 |

These percent frequency distributions provide a profile of Pelican's customers. Many observations are possible, including:

- A large majority of the customers use National Clothing's proprietary credit card.
- Over half of the customers purchase 1 or 2 items, but a few make numerous purchases.
- The percent frequency distribution of net sales shows that 61% of the customers spent $50 or more.
- Customers are distributed across all adult age groups.
- The overwhelming majority of customers are female.
- Most of the customers are married.

2.




3. A crosstabulation of type of customer versus net sales is shown.

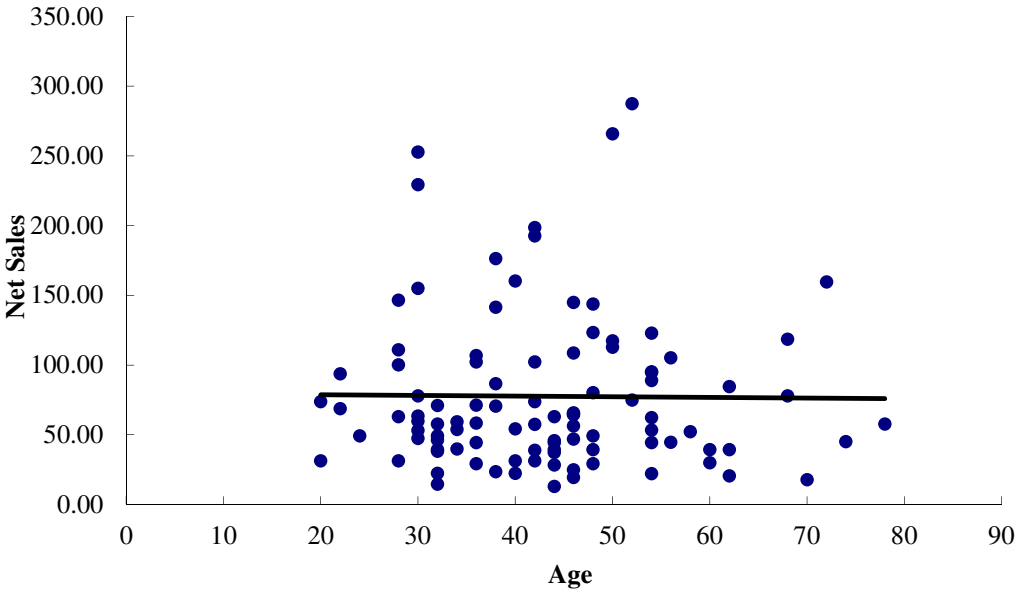
| | Net Sales | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Customer | 0-25 | 25-50 | 50-75 | 75-100 | 100-125 | 125-175 | 175-200 | 200-225 | 225-250 | 250-275 | 275-300 | Total |
| Promotional | 7 | 17 | 17 | 8 | 9 | 3 | 2 | 3 | 1 | 2 | 1 | 70 |
| Regular | 2 | 13 | 8 | 2 | 3 | 1 | 1 | | | | | 30 |
| Total | 9 | 30 | 25 | 10 | 12 | 4 | 3 | 3 | 1 | 2 | 1 | 100 |

From the crosstabulation it appears that net sales are larger for promotional customers.


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4. A scatter diagram of net Sales vs. age is shown below. A trendline has been fitted to the data. From this, it appears that there is no relationship between net sales and age.




Age is not a factor in determining net sales.


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## Case Problem 2: The Motion Picture Industry

This case provides the student with the opportunity to use tabular and graphical presentations to analyze data from the motion picture industry. Developing and interpreting frequency distributions, percent frequency distributions and scatter diagrams are emphasized. The interpretations and insights can be quite varied. We illustrate some below.

**Frequency Distribution and Percent Frequency Distribution**

The choice of the classes for frequency distributions or percent frequency distributions can be expected to vary. The frequency distributions we developed are as follows:

| Opening Gross Sales (millions) | Frequency (or percentage) |
|---|---|
| 0-9.99 | 11 |
| 10-19.99 | 44 |
| 20-29.99 | 17 |
| 30-39.99 | 14 |
| 40-49.99 | 1 |
| 50-59.99 | 4 |
| 60-69.99 | 3 |
| 70-79.99 | 0 |
| 80-89.99 | 2 |
| 90-99.99 | 2 |
| 100-109.99 | 0 |
| 110-119.99 | 0 |
| 120-129.99 | 0 |
| 130-139.99 | 1 |
| 140-149.99 | 0 |
| 150-159.99 | 0 |
| 160-169.99 | 1 |
| More | 0 |
| Toal | 100 |

| Total Gross Sales (Millions) | Frequency |
|---|---|
| \$0 – 49.99 | 33 |
| 50 – 99.99 | 37 |
| 100 – 149.99 | 15 |
| 150 – 199.99 | 8 |
| 200 – 249.99 | 3 |
| 250 – 299.99 | 2 |
| 300 – 349.99 | 0 |
| 350 – 399.99 | 2 |
| Total | 100 |


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| Number of Theaters | | | Frequency |
|---|---|---|---|
| 0 | – | 499 | 0 |
| 500 | – | 999 | 0 |
| 1000 | – | 1499 | 2 |
| 1500 | – | 1999 | 3 |
| 2000 | – | 2499 | 8 |
| 2500 | – | 2999 | 27 |
| 3000 | – | 3499 | 32 |
| 3500 | – | 3999 | 23 |
| 4000 | – | 4499 | 5 |
| | | Total | 100 |

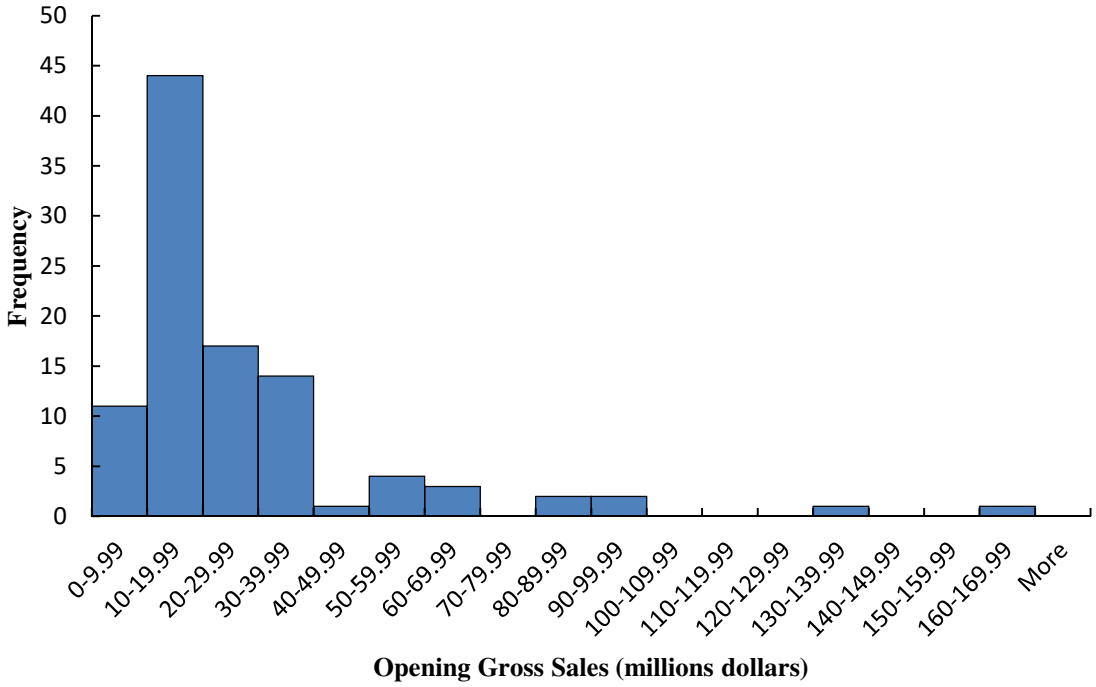
| Weeks in Release | | | Frequency |
|---|---|---|---|
| 0 | – | 4 | 0 |
| 5 | – | 9 | 14 |
| 10 | – | 14 | 36 |
| 15 | – | 19 | 42 |
| 20 | – | 24 | 5 |
| 25 | – | 29 | 1 |
| 30 | – | 34 | 1 |
| 35 | – | 39 | 0 |
| 40 | – | 44 | 1 |
| | | Total | 100 |

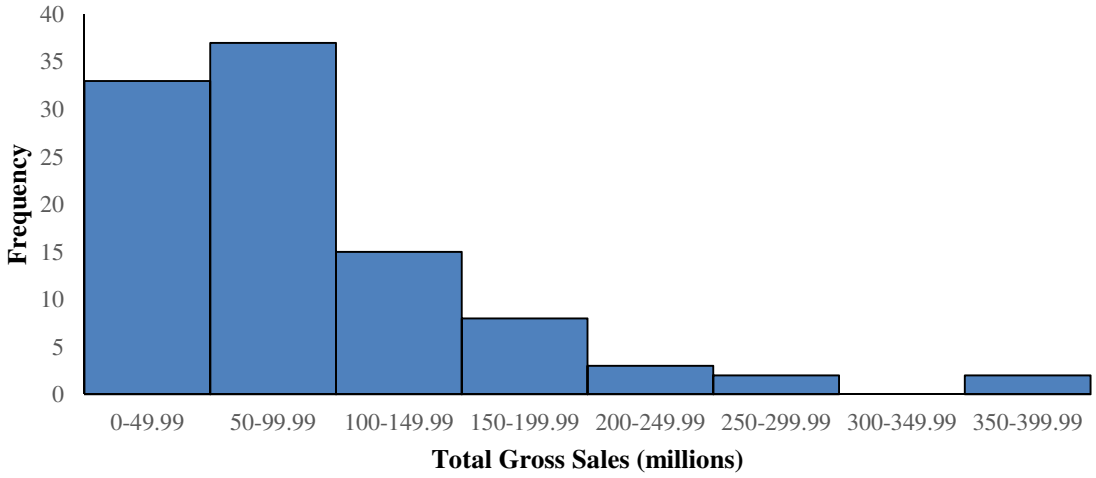
**Histograms**

The following histograms are based on the frequency distributions shown above.


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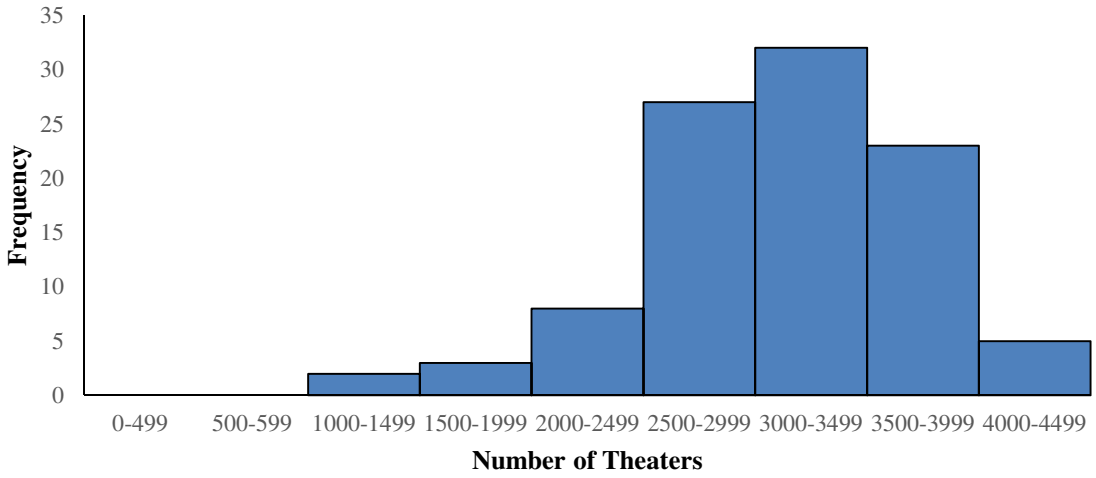


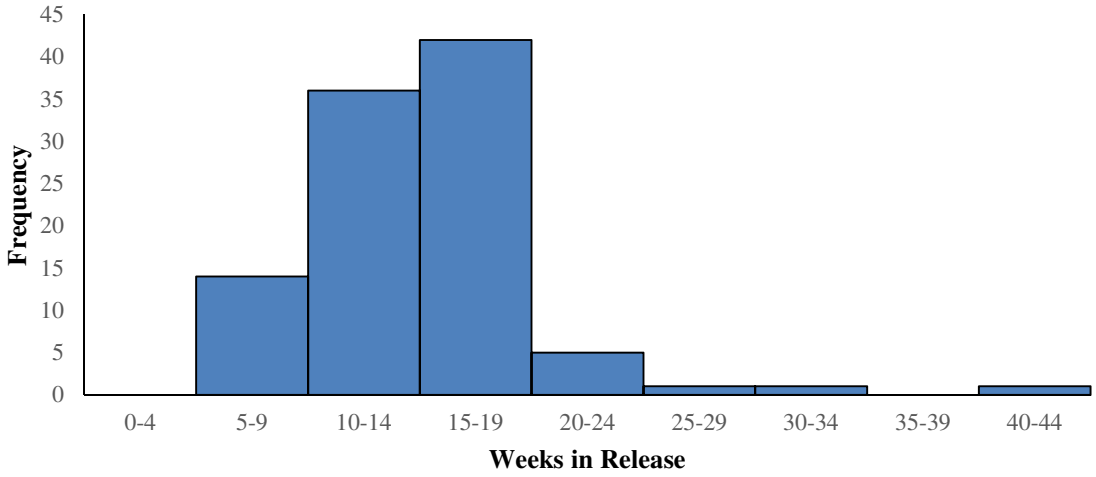





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**Interpretation**

**Opening Weekend Gross Sales.** The distribution is skewed to the right with relatively few motion pictures having opening weekend gross sales of at least $40 million (14%), and only 2% had opening weekend gross sales of $100 million or more. Relatively few motion pictures had opening weekend gross sales less than $10 million. 75% of the motion pictures had opening weekend gross sales between $10 million and $40 million, and the vast majority of those motion pictures (44 out of 75) had opening weekend gross sales between $10 million and $20 million. Unless there is something unusually attractive about the motion picture, an opening weekend gross sales between $10 million and $40 million appears typical.

**Total Gross Sales.** This distribution is also skewed to the right, with 70% of the motion pictures having total gross sales less than $100 million and 85% less than $150 million. Highly successful blockbuster motion pictures are rare. Total gross sales over $200 million occurred only 7% of the time and over $350 million occurred only 2% of the time. No motion picture reported $400 million in total gross sales. Unless there is something unusually attractive about the motion picture, a total gross sales less than $100 million appears typical.

**Number of Theaters.** This distribution is skewed to the left. The number of theaters range from less than 500 to almost 4500. 82% of these motion pictures had extensive market exposure with the number of


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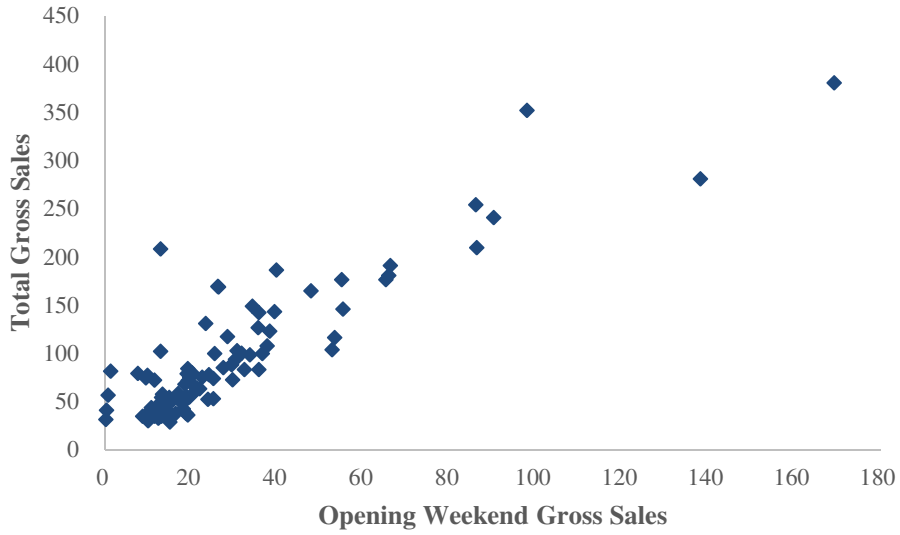
theaters between 2500 and 4000. As would be expected for these motion pictures, and small percentage (5%) appeared in fewer than 2000 theaters. 2500 to 4000 theaters is typical for these motion pictures.

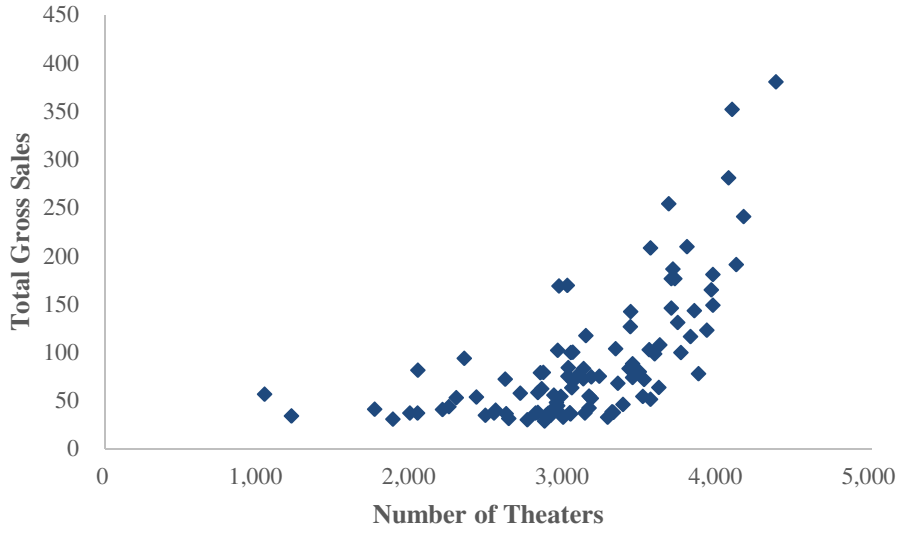
**Weeks in Release.** This distribution is skewed to the right. Each of these motion pictures spent at least 5 weeks in release, with most (86%) in release for 10 or more weeks. Very few of these motion pictures (8%) lasted at least twenty weeks in release, and only one was in release for more than forty weeks.

**General Observations**. The data show that although many of these motion pictures had moderate opening weekend gross sales, most were in distribution in many theaters over several weeks and earned a relatively high total gross sales. It appears that many of the most successful films for this year were able to succeed without a big opening weekend at the box office.

**Scatter Diagrams**

Three scatter diagrams are suggested to show how Total Gross Sales is related to each of the other three variables.

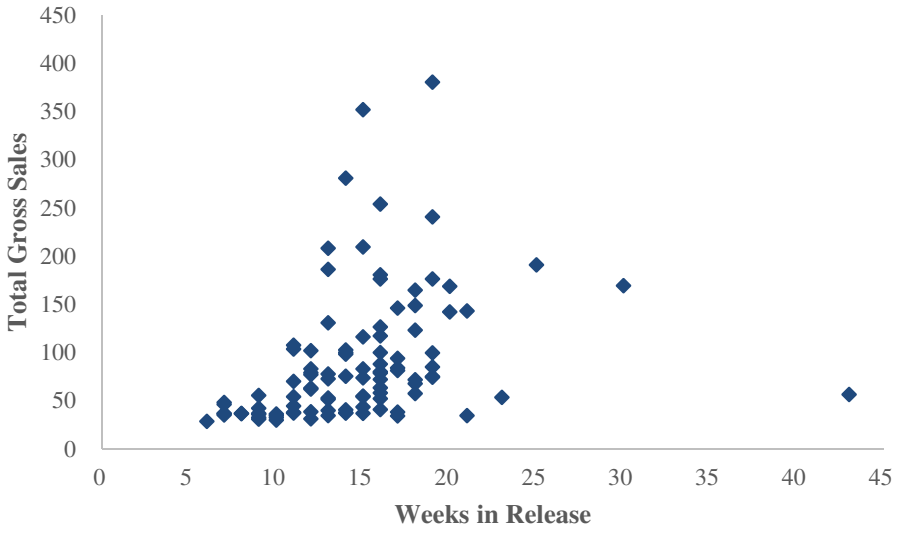




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**Interpretation**

**Opening Weekend Gross Sales.** The scatter plot of total gross sales and opening weekend gross sales shows a strong positive relationship. Motion pictures with the highest total gross sales were generally the motion pictures with the highest opening weekend gross sales. How the motion picture does during its opening weekend should be a very good predictor of how the motion picture will do in terms of total gross sales. Note in the scatter diagram that the majority of the motion pictures show a low opening weekend gross sales and a low total gross sales.

**Number of Theaters.** The scatter plot of the total gross sales and number of theaters also shows a positive nonlinear relationship. The relationship between total gross sales and the number of theaters for motion pictures playing in less than 3000 theaters is flat, but for motion pictures playing in more than 3000 theaters the relationship between total gross sales and the number of theaters is positive and relatively steep. Perhaps blockbuster motion pictures playing in over 4000 theaters have neared the maximum number of theaters in which they can play, and at that point the number of people who attend per showing increases to accommodate the large number of people who want to see a blockbuster film.

**Weeks in Release.** The scatter plot of the total gross sales and weeks in release shows a positive relationship, but this relationship appears to be the weakest of the three relationships studied. Generally, the higher gross sales motion pictures are in release for the highest number of weeks. However, this is not always the case. The five motion pictures with the highest total gross sales were in release less than 20 weeks. At the same time, three of the six motion pictures with over 20 weeks in release had total gross sales of less than $100 million. This suggests that in some cases blockbuster movies with high gross sales may run their course quickly and not have an excessively long release. At the same time, perhaps quality motion pictures with a limited audience may not generate the high total gross sales but may still be in release for more than 20 weeks. The number of weeks in release does not appear to the best predictor of total gross sales.


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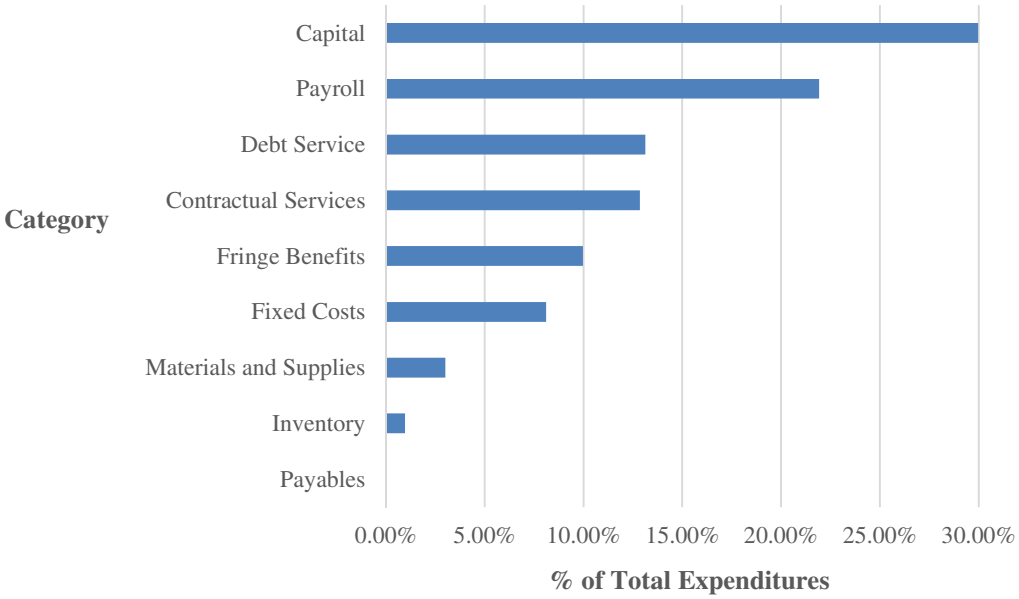
## Case Problem 3: Queen City

This case provides the student with the opportunity to use basic tabular and graphical presentations to describe data from the annual expenditures for the city of Cincinnati, Ohio. The data set is large relative to others in the text. It contains 5,427 records of expenditures. As such, one point of this case is to expose students to a larger data set and help them understand that the pivot tables and charts can be used on a larger data set. In some cases, the student will have to copy, paste, and aggregate data to create the desired tables and charts. Style of presentation may vary by student (for example, vertical versus horizontal bar charts may be used). We illustrate with results and comments below.

**Expenditures by Category**

The pivot table shows expenditures and percentage of total expenditures by category. The bar chart shows percentage of total expenditures by category (both the table and the bar chart are sorted in descending order). Capital expenditures and payroll account for over 50% of all expenditures. Total expenditures are over $660 million. Debt Service seems somewhat high, as it is over 10% of total expenditures.

| Category | Total Expenditures | % of Total Expenditures |
|---|---|---|
| Capital | $198,365,854 | 29.98% |
| Payroll | $145,017,555 | 21.92% |
| Debt Service | $86,913,978 | 13.14% |
| Contractual Services | $85,043,249 | 12.85% |
| Fringe Benefits | $66,053,340 | 9.98% |
| Fixed Costs | $53,732,177 | 8.12% |
| Materials and Supplies | $19,934,710 | 3.01% |
| Inventory | $6,393,394 | 0.97% |
| Payables | $180,435 | 0.03% |
| Grand Total | $661,634,693 | 100.0% |





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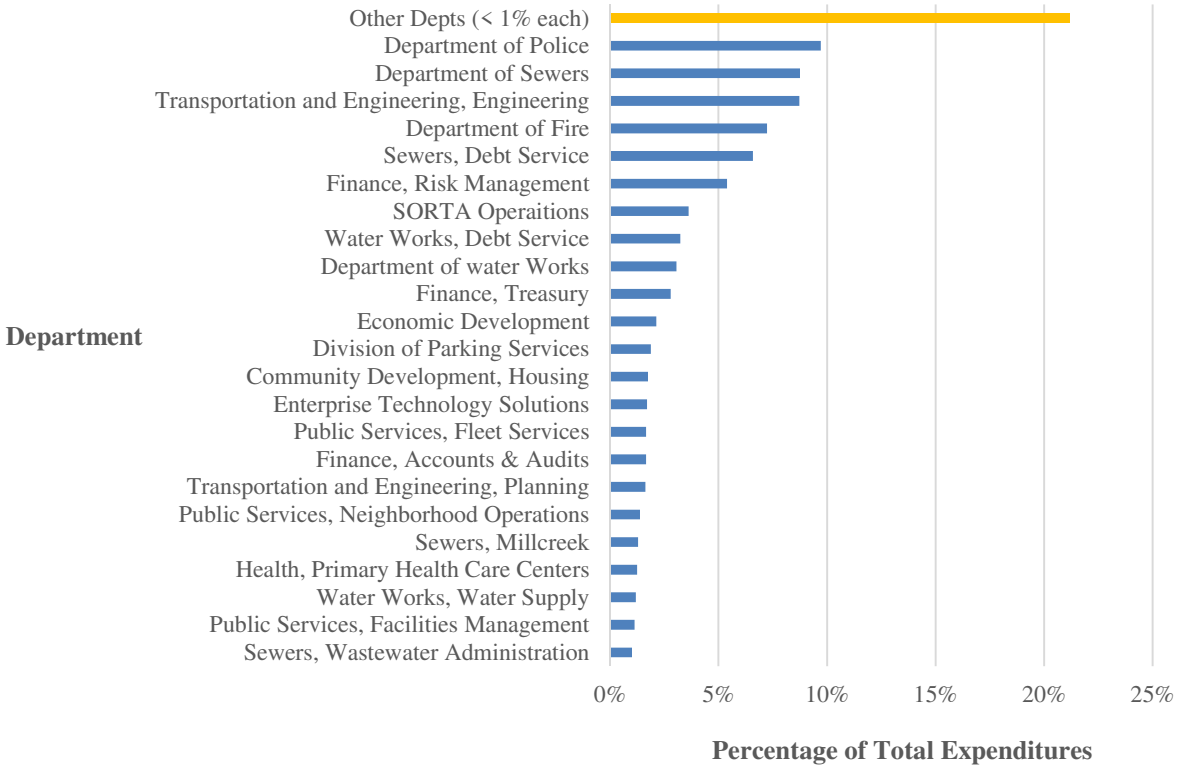
**Expenditures by Department**

The following table and bar chart show the percentages of total expenditures incurred by department. Note that we have combined all departments that individually incurred less than 1% of the total expenditures. There are 119 departments, and 96 each account for less than 1% of the total expenditures. As shown below, only six individual departments incur 5% or more of the total expenditures. These include, Police, Sewers, Transportation Engineering (Engineering). Fire, Sewer Debt Service and Finance/Risk Management. Debt service on sewers as a percentage of total expenditures appears to be very high.

| Department | % of Total Expenditures |
|---|---|
| Department of Police | 9.7% |
| Department of Sewers | 8.8% |
| Transportation and Engineering, (Engineering) | 8.7% |
| Department of Fire | 7.2% |
| Sewers, Debt Service | 6.6% |
| Finance, Risk Management | 5.4% |
| SORTA Operations | 3.6% |
| Water Works, Debt Service | 3.2% |
| Department of water Works | 3.1% |
| Finance, Treasury | 2.8% |
| Economic Development | 2.1% |
| Division of Parking Services | 1.9% |
| Community Development, Housing | 1.7% |
| Enterprise Technology Solutions | 1.7% |
| Public Services, Fleet Services | 1.7% |
| Finance, Accounts & Audits | 1.7% |
| Transportation and Engineering, Planning | 1.6% |
| Public Services, Neighborhood Operations | 1.4% |
| Sewers, Millcreek | 1.3% |
| Health, Primary Health Care Centers | 1.2% |
| Water Works, Water Supply | 1.2% |
| Public Services, Facilities Management | 1.1% |
| Sewers, Wastewater Administration | 1.0% |
| Other Depts. (< 1% each) | 21.2% |
| Total | 100.0% |


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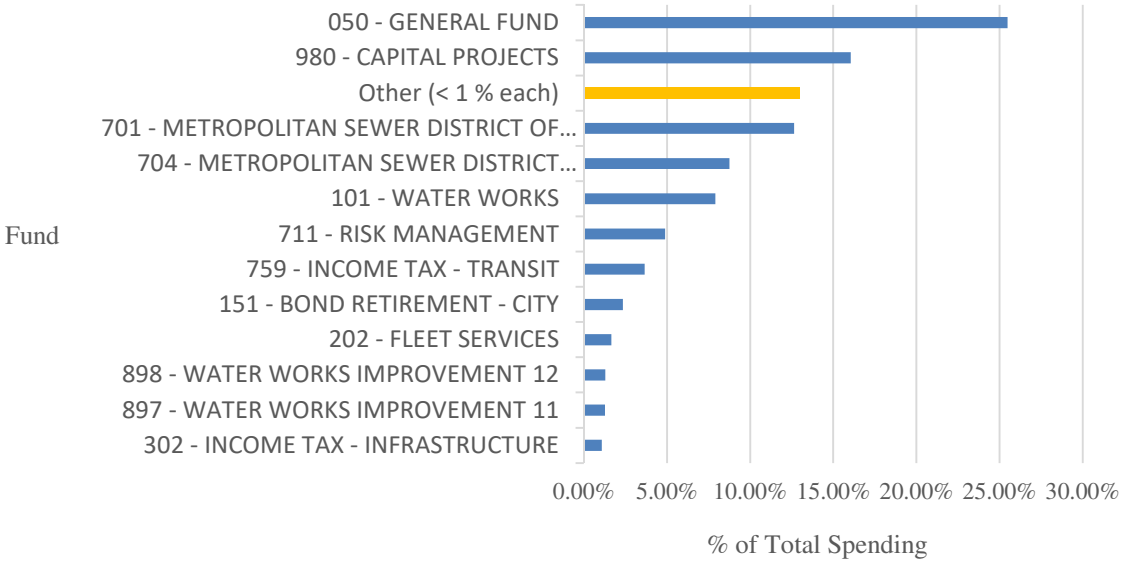

**Expenditures by Fund**

The following bar table and bar chart show the percentages of total expenditures charged by fund used to pay. Note that we have combined those funds that each cover less than 1% of the total expenditures. There are 129 funds in the data base, and 117 of these funds each account for less than 1% of total expenditures.

| Fund | % of Total Expenditures Covered |
|---|---|
| 050 - GENERAL FUND | 25.5% |
| 980 - CAPITAL PROJECTS | 16.0% |
| 701 - METROPOLITAN SEWER DISTRICT OF GREATER CINCINNATI | 12.7% |
| 704 - METROPOLITAN SEWER DISTRICT CAPITAL IMPROVEMENTS | 8.8% |
| 101 - WATER WORKS | 7.9% |
| 711 - RISK MANAGEMENT | 4.9% |
| 759 - INCOME TAX – TRANSIT | 3.7% |
| 151 - BOND RETIREMENT – CITY | 2.4% |
| 202 - FLEET SERVICES | 1.7% |
| 898 - WATER WORKS IMPROVEMENT 12 | 1.3% |
| 897 - WATER WORKS IMPROVEMENT 11 | 1.3% |
| 302 - INCOME TAX – INFRASTRUCTURE | 1.1% |
| Other (< 1 % each). | 12.9% |
| Total | 100.0% |


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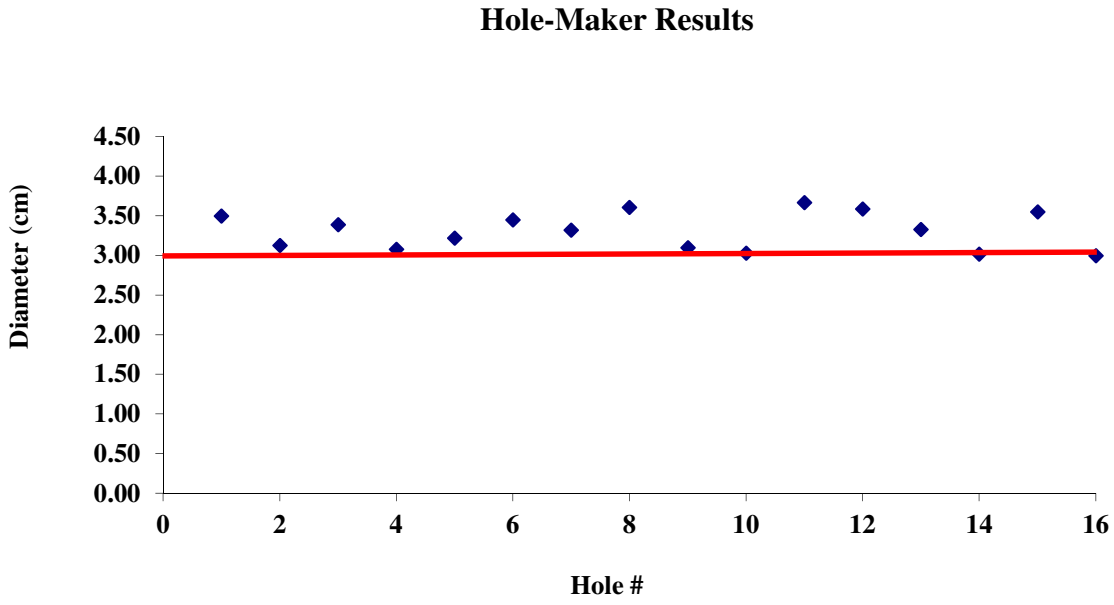

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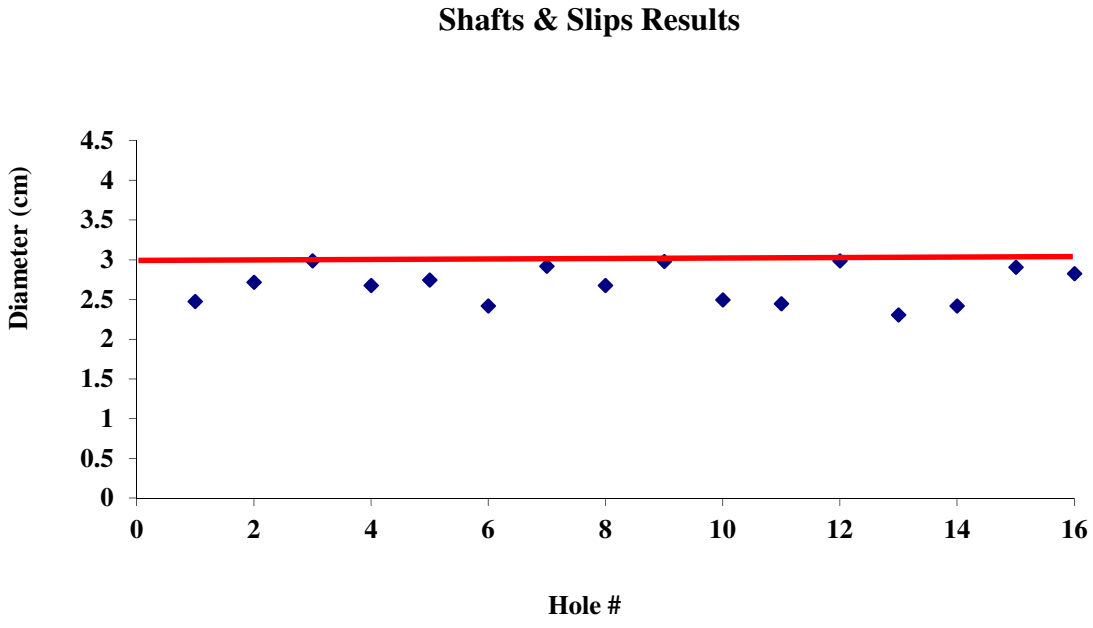
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A scatter diagram of the results for Hole-Maker in the order the holes were drilled shows that this machine consistently overdrills and is moderately consistent.




A scatter diagram of the results for Shafts & Slips in the order the holes were drilled shows that this machine consistently underdrills and is moderately consistent.



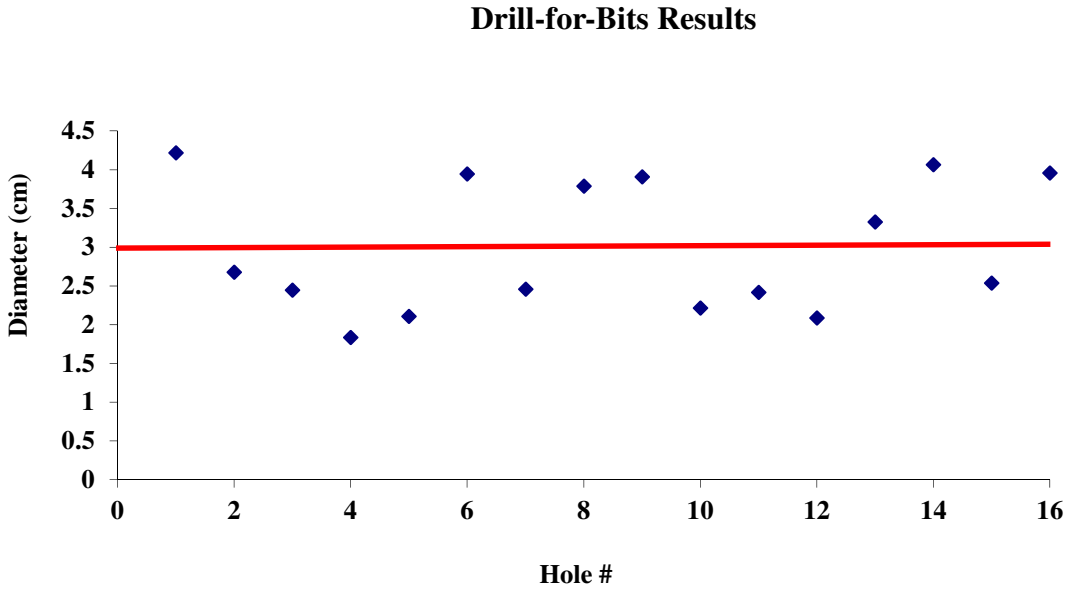

A scatter diagram of the results for Judge's Jigs in the order the holes were drilled shows that on average this machine this machine consistently underdrills and is extremely consistent.


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A scatter diagram of the results for Drill-for-Bits in the order the holes were drilled shows that an average diameter of approximately 3 centimeters. However, machine this machine is very inconsistent.




If we focus solely on the average performance of a drill, we would purchase Drill-for-Bits as the diameters of holes drilled by this vendor's drill appear to be centered at approximately 3 centimeters. However, the diameters of the holes drilled by Drill-for-Bits' machine are extremely inconsistent – several are over ½ centimeter too wide and several are over ½ centimeter to narrow.

The diameters of holes drilled by the machine provided by Hole Maker are more consistent than those drilled by the machine provided by Drill-for-Bits, and this machine did not drill a single hole that is too narrow. If holes that are slightly too wide are acceptable, we should consider purchasing our drill from Hole Maker.


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The diameters of holes drilled by the machine provided by Shafts & Slips are similar in consistency to the holes by the machine provided by Hole Maker, and this machine did not drill a single hole that is too wide. If holes that are slightly too small are acceptable, we should consider purchasing our drill from Shafts & Slips.

The diameters of holes drilled by the machine provided by Judge's Jigs are far more consistent than holes by the machine provided any of the other vendors, but these holes are far too narrow. We should determine if this drill can be recalibrated to that the mean size of holes drilled is approximately 3 centimeters. If this can be done, we should consider purchasing our drill from Judge's Jigs and recalibrating the drill; this would give us a machine that consistently drills holes of approximately 3 centimeters.

However, before we make a decision we should scrutinize the way that these data were collected. We were told that Weideman started all four machines at 8:00 a.m. and let them warm up for two hours. We also see from the data that the drill provided by Hole-Maker was tested from 10:00 a.m. to noon, the drill provided by Shafts & Slips, Inc. was tested from noon to 2:00 p.m., the drill provided by Judge's Jigs was tested from 2:00 p.m. to 4:00 p.m., and the drill provided by Drill-for-Bits was tested from 4:00 p.m. to 6:00 p.m. Were all drills allowed to keep running after the 8:00 a.m. – 10:00 a.m. warm-up period? Either way, this could bias the results.

We also see from the data that Ms. Ames ran the test drills from 10:00 a.m. to 4:00 p.m. when the drills provided by Hole-Maker, Shafts & Slips, and Judge's Jigs were tested. Mr. Silver ran the test drill from 4:00 p.m. to 6:00 p.m. when the drill provided by Drill-for- Bits was tested. If these two employees are not equally competent, this could bias the results. Furthermore, did Ms. Ames become fatigued as the day progressed? Did she take a break for lunch or take a break at any other time?

We also note that we only tested one drill for each vendor. If the drill provided by a vendor is not representative of the drills that vendor produced, this could bias the results.

The data for this test should have been collected through an experimental study in which the four machine were all warmed up for the same amount of time and then left running as eight holes were drilled by each employee using the drill provided by each vendor in a random order. A design such as this would have eliminated the potential sources of bias we have identified and resulted in the collection of more reliable data, which would lead to a superior decision.


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