**Rashida/DAVE**

**Intro**

Hello my name is Rashida Cooper, and David Mebane. We conducted descriptive research on three different problems, Coke, M&M’s, and Odell’s Restaurant. Descriptive analysis describes the basic characteristics such as, the central tendency, distribution, and variability. We took responses from ten individuals in each survey and focus group and also, you will find a Scatter graph attached from our last respondents of the research.

Coca Cola is showing a decline in sales due to strong competition from Pepsi. Coke asked us to conduct a research that will see how consumers purchase preference is with two alternatives Coke and Pepsi. The next research is consumer’s candy purchases and ten individuals were also selected. Last, we conducted a research on Odell’s Restaurant because the owner wanted to know how much excess inventory they should keep on hand. Then we included a scatter graph to show how relationships are developed.

**Scope of the Study**

The study was conducted on April 8, 2009 at Barsema Hall Northern Illinois University. The time was 12:00 and the analysis was finished by 4:30.Different methods of surveys were conducted that included mail and focus groups of ten individuals. Raw data was gathered from respondents and gathered with our tactic expertise to convert to a more explicit form of information using simple summary formats to more complex statistical routines, SPSS originally, (statistical package for social science.) We imputed the respondent’s answers using computer automation so we are better able to articulate the data in a relatively straightforward manner. We think with the information we provided, it will give each business a solution to their problem and make it easier for them to make business decisions’.

**Sources and Methods of The study**

The respondents were asked to answer questions to the surveys or either focus group. Then only the relative data, once it was edited, coded for useful business decisions; was inputted into SPSS for statistical analysis and other relative information. We as researchers promised the decision makers he or she would obtain the information to make proper business decisions’.

**Discussion**

Our first assignment was to conduct a research of consumer’s coke and Pepsi preference. Ten individuals were selected; there were five males and five females. There were an equal gender total. The ages ranged from sixteen being the youngest and twenty two being the oldest, and there were two product alternatives Coke and Pepsi. A total of twelve purchases were made from coke, by four of our respondents and a total of six respondents purchase Pepsi, thirty five times on a weekly basis. We took the gender of the respondents and cross tabulated them with their cola preference. Cross tabulation is a technique used for addressing research questions involving relationships among multiple variables.

It displays one variable in rows and another on columns. We concluded that more respondents choose Pepsi over coke products.

The mean age was 18 and the median 19. The standard deviation was 1.81 and had a variance of 3.2.

The fisher exact test was .738.We also, concluded that there was no difference in peanut purchase of M&Ms and plain ones. Each of our respondents purchases an equal amount. The Chi square is .350 and the like hood ratio of .127.

The Odell restaurant wanted to find out what were our respondents food preferences and we used five samples of meat, fish, fowl, vegetables, and desserts.

Meat- -.001 There is a weak correlation between meat, fish, fowl, desserts, however, there is a moderate possible strong correlation in vegetables.

Fish- -.138

Fowl -.952

Vegetables .-674

Desserts -.211

We have concluded that respondents don’t care about dessert it shows a weak correlation. Meat started to show no correlation then it began to be strong. Fish, desserts is weak, fowl, and vegetables are strong.

**Recommendations’**

* Coke can add more product lines or flavors to existing product category or target a different market segment.
* M&M’s can take a bigger sample using quantitive data analysis, or keep product location the same.
* We would recommend the restaurant to order vegetables, and fowl respondents weren’t interested in desserts and fish showed a weak correlation meat, however, showed none.

**Conclusion**

Now that all the data have been collected and analyzed into more meaningful information we hope that we have found solutions to your business problem and you are now ready to make good business decisions!