

# Laboratory Activity 2 for Math 080: Topics from Chapter 1

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## 1 Introduction

Malcom Gladwell is a celebrated non-fiction author who tells intriguing and intellectual stories about real situations, and thinkers. In this TED talk, he explains how his friend Howard Moskowitz used statistics to reveal clusters in the food preferences in American shoppers.

Answer the following questions and submit as a PDF file Moodle.

## 2 Questions

1. Identify the “three things” that Howard Moskowitz brought to the food industry.
1. You need to make the “perfect pepsi’s”
2. Varieties
3. Hefound out what makes people happy by asking them.

Suppose Howard Moskowitz, when helping Campbell’s to redesign Prego tomato sauce, had used simple random sampling in his analysis instead of clustering style. What might have been missed?

**If this were to occur there could've been random variables that could interfere with the experiment.**

2. Take the ideas of Gladwell and Moskowitz, and use them to describe the design of a market study that would reveal people’s preferences regarding your favorite product. For what reasons do they buy it? Argue for the use of one of the sampling techniques in Chapter 1, explaining why it would allow you to differentiate and enhance your product.

**The people buy it because they like it and they did not even know it. Therefore they buy it after Howard tested a bunch of different types of their products to see what most people like. It allows you to differentiate and enhance your product because it was what peopleactully like and not what they thought theft wanted.**