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7 July 2020
Stats Math 080

Lab Activity #2

1. Identify the “three things” that Howard Moskowitz brought to the food industry.

- Zesty Pickles
- Chunky Spaghetti Sauce
- Perfect Pepsis

2. 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 Moskowitz didn't use the grouping technique he would have never discovered the common interest. In this case it was the chunkiness

3. 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.

Gladwell and Markowitz's idea of rearranging and grouping helps identify the exact preference of a person's favorite product. This technique can help dig deeper into what exactly they want. Some people may not even realize that that was their preference, but when grouping it is easier to visualize exactly what consumers look for in the product.