

# 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) Idea that "people don't know what they want."
- 2) Horizontal segmentation - ↑ people's happiness by ↑ the "expensive" nature of the product
- 3) Platonic dish : "one way" changed from idea of "universals" to idea of variability

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?

He might have missed differing subsets of the population dependent on preference.

If a simple random sampling were used, maybe a large portion of the population that was different than the mass averages, would be forgotten i.e. 1/3 of population preferring chunky.

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.

break into clusters - giving individual differing renditions of the product to each

"Cluster Sampling" would allow multiple "prototypes" to be made to identify multiple versions of the product.