Visitor Satisfaction Analysis - Statistical Report

Introduction:

This report aims to analyze visitor satisfaction data collected during an exhibition held in Saudi Arabia. The analysis focuses on identifying statistically significant differences in satisfaction levels across demographic variables such as gender, age group, education level, and nationality.

Methodology:

The data was analyzed using Microsoft Excel with the following approach:

- Pivot Tables to explore relationships between categorical variables.

- Chi-Square Test to assess independence between satisfaction and categorical variables.

- ANOVA to compare average satisfaction scores across more than two groups.

Results:

The Chi-Square test between "Gender" and "Satisfaction" yielded:

- Chi-Square Statistic: 1.49

- p-value: 0.684

Since the p-value > 0.05, there is no statistically significant difference in satisfaction levels based on gender.

Additional tests using ANOVA and Chi-square were conducted on age groups and education levels. No strong statistically significant differences were found, but further data is recommended for a more robust conclusion.

Recommendations:

- Explore additional variables like occupation or income level.

- Use advanced tools like Python or Power BI for deeper insights.

- Increase sample size to improve statistical power.

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