

Report 4 on Snacks

Coefficient of correlation

| | Liking.scores | Saltiness | Sweetness | Acidity | Crunchiness |
|---------------|---------------|-----------|-----------|---------|-------------|
| Liking.scores | 1.000 | 0.272 | 0.030 | -0.035 | 0.466 |
| Saltiness | 0.272 | 1.000 | -0.122 | -0.077 | 0.113 |
| Sweetness | 0.030 | -0.122 | 1.000 | -0.223 | -0.081 |
| Acidity | -0.035 | -0.077 | -0.223 | 1.000 | 0.158 |
| Crunchiness | 0.466 | 0.113 | -0.081 | 0.158 | 1.000 |

Coefficient of Determination

| | Liking.scores | Saltiness | Sweetness | Acidity | Crunchiness |
|---------------|---------------|-----------|-----------|---------|-------------|
| Liking.scores | 1.000 | 0.074 | 0.001 | 0.001 | 0.217 |
| Saltiness | 0.074 | 1.000 | 0.015 | 0.006 | 0.013 |
| Sweetness | 0.001 | 0.015 | 1.000 | 0.050 | 0.007 |
| Acidity | 0.001 | 0.006 | 0.050 | 1.000 | 0.025 |
| Crunchiness | 0.217 | 0.013 | 0.007 | 0.025 | 1.000 |

INTERPRETATION:

We interpret from the matrix that crunchiness and liking have maximum correlation .