

Report Structure

Executive Summary

This section should provide a brief overview of the data analysis report. You should summarise the subject matter, the method of analysis, the findings and recommendations and any limitations of the report. It is suggested that the Executive Summary is the last section that you write.

Introduction

Provide a brief background to the case to put your analysis in context. Provide a discussion of the objectives of your analysis.

Research Design

Discuss the data collection process and the sampling procedures that were applied. In this section you should also outline the ethical considerations that would have been taken into account when collecting data from this survey and reporting your results. This section should include references from at least three credible sources, such as textbooks or journal articles.

Hypothesis Development

You need to develop hypothesis linked to each question on Pages 2 and 3. You should mention the question first and then write corresponding null and alternate hypotheses.

For example:

Question: Are female and male supermarket shoppers different in their support for plastic-free shopping?

Null hypothesis (H_0): There is no significant difference between female and male supermarket shoppers in their support for plastic-free shopping.

Alternate hypothesis (H_A): There is a significant difference between female and male supermarket shoppers in their support for plastic-free shopping.

Statistical Technique and Justification

You should categorically mention which statistical technique is used to test a hypothesis. Sufficient justification should be provided for choosing a statistical technique. You should mention whether you are comparing the means or measuring the degree of relationship between/among the relevant variables. Use and cite the textbook and/or other credible academic references to guide the development of this section.

Results, and Statistical and non-statistical Interpretation

In this section, you should present your empirical results and then provide statistical and non-statistical interpretation of the results.

For example:

Table 1: Independent-samples t-test for gender difference in support for plastic-free shopping

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Support for plastic-free shopping	Female	13	2.85	1.573	.436
	Male	9	2.89	.928	.309

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Support for plastic-free shopping	Equal variances assumed	7.016	.015	.073	20	.943	.043	.586	-1.181	1.266
	Equal variances not assumed			.080	19.649	.937	.043	.535	-1.074	1.160

Statistical interpretation:

From Table 1, it is evident that t-calculated (.800) is less than t-critical (1.967) and p-value (0.937) is greater than the significance level (5% level of significance). Thus, we cannot reject that null hypothesis that there is no difference between male and female respondents in terms of their support for plastic-free shopping at 5% level of significance.

Non-statistical interpretation:

Female (Mean = 2.85) and male (Mean = 2.89) supermarket shoppers do not differ in their support for plastic-free shopping. Therefore, there is no need to design different marketing campaigns to target female and male shoppers and encourage their support for supermarkets' plastic-free shopping decision.

Analysis and Summary of the Statistical Results

Synthesise the hypothesis test results as they relate to the four key research questions stated in Page 2 and Page 3.

Report a summary of your key findings and the conclusions that can be derived from this analysis.

Recommendations

Provide recommendations to AccorHotels, Australia. Each recommendation should be linked to one of your key findings presented in the previous section. Bullet points can be used for the recommendations.

References

American Psychological Association (APA) 6th Edition of referencing style should be followed. You can find helpful examples of APA 6th ed. citation in pp 27–41 of the 2015 NBS Postgraduate Student Manual as well as at <http://www.apastyle.org/index.aspx>. Example

Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2013). *Business research methods* (9th ed.): Cengage Learning.