Humboldt University Berlin

Institute of Marketing

Prof. Dr. Daniel Klapper

Customer Analytics and Customer Insights

WS 2018/18

Special Work Performance 1: Describing Data

This is group work. Each group consists of up to 4 students.

Your answers including all tables and graphs must not exceed 5 pages. Please start a new page when providing your report to a new subtask. Please use typeface Times Roman in 12pt with 1.15 line spacing (in tables and graphs you may use 10pt and 1.0 line spacing) and 1 inch space on all sides. Do not forget to report your names, group number, and student numbers and a page number on each page starting with number one on the first answering page.
Do not include a title page or content page.
Send your team report as pdf to my email address daniel.klapper@hu-berlin.de not later than <u>Nov 14, 2018, 9am</u>.

Download the chocolate bar data set (Data_Chocolate_allinterviews.csv). Get familiar with these data and use the relevant R-functions to describe and document the basic structure of the data set (5 pages maximum).