

# SWP3

Group 15

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Load Libraries and

```
library(tidyverse)
library(psych)
library(skimr)
data = read.csv("../indivData.csv")
```

How many people own speakers and how many of them intend to buy

```
kable(count(data, Own, GenderLabel, IntentToBuy))
```

Own	GenderLabel	IntentToBuy	n
0	female	0	95
0	female	1	62
0	male	0	88
0	male	1	68
0	Prefer not to answer	0	6
0	Prefer not to answer	1	4
1	female	0	81
1	female	1	21
1	male	0	117
1	male	1	43
1	Prefer not to answer	0	8

Check on average how people who own and do not own speaker see the importance of attributes

```
kable(select(data, Own, GenderLabel, starts_with("RelImp_")) %>%
  group_by(Own, GenderLabel) %>%
  summarise(Total = n(),
    Battery = round(mean(RelImp_battery), 2),
    Price = round(mean(RelImp_price), 2),
    Sound = round(mean(RelImp_sound), 2),
    Weight = round(mean(RelImp_weight), 2)))
```

Own	GenderLabel	Total	Battery	Price	Sound	Weight
0	female	157	24.46	30.79	31.50	13.25
0	male	156	23.13	30.72	34.27	11.87
0	Prefer not to answer	10	17.00	27.20	47.30	8.50
1	female	102	23.68	28.06	35.14	13.13
1	male	160	23.06	25.53	42.49	8.93
1	Prefer not to answer	8	33.75	15.00	39.38	11.88