



# WHAT IS YOUR FAVORITE PIZZA TOPPING?



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# INTRODUCTION

Is there a significant relationship between **a person's favorite pizza topping** and **their personal or lifestyle characteristic**?



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## Data Resources

- Roper iPoll Center
- Sample Size: 1018
- January 2015  
telephone Interview



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## Statistical Methods

- Chi-Squared Test
- Z-Test
- Regression

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## Variables

Region, Housing Status,  
Marriage Status,  
Employment Status, Age,  
Education, Income,  
Gender, Political Affiliation

04

## Significant Findings

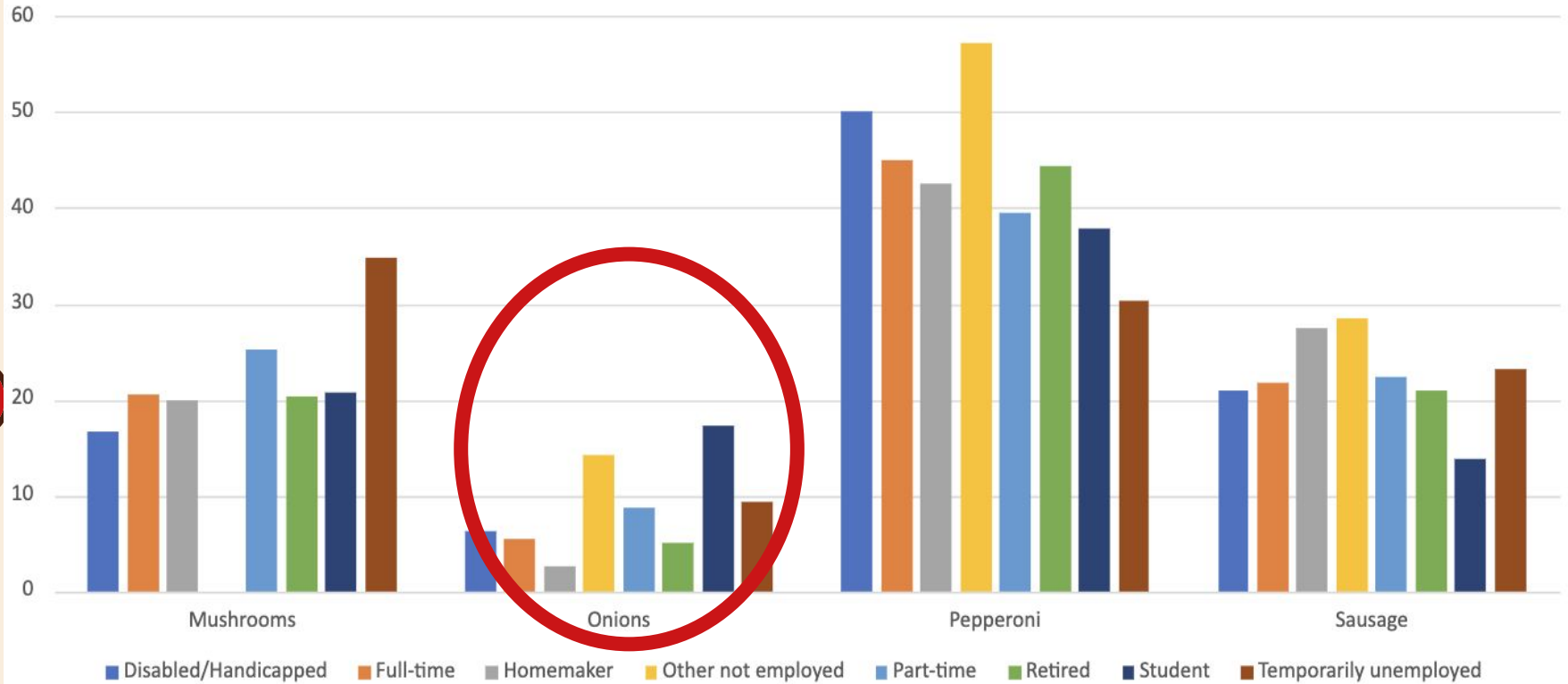
Marriage Status,  
Employment Status, Region,  
Gender, Education



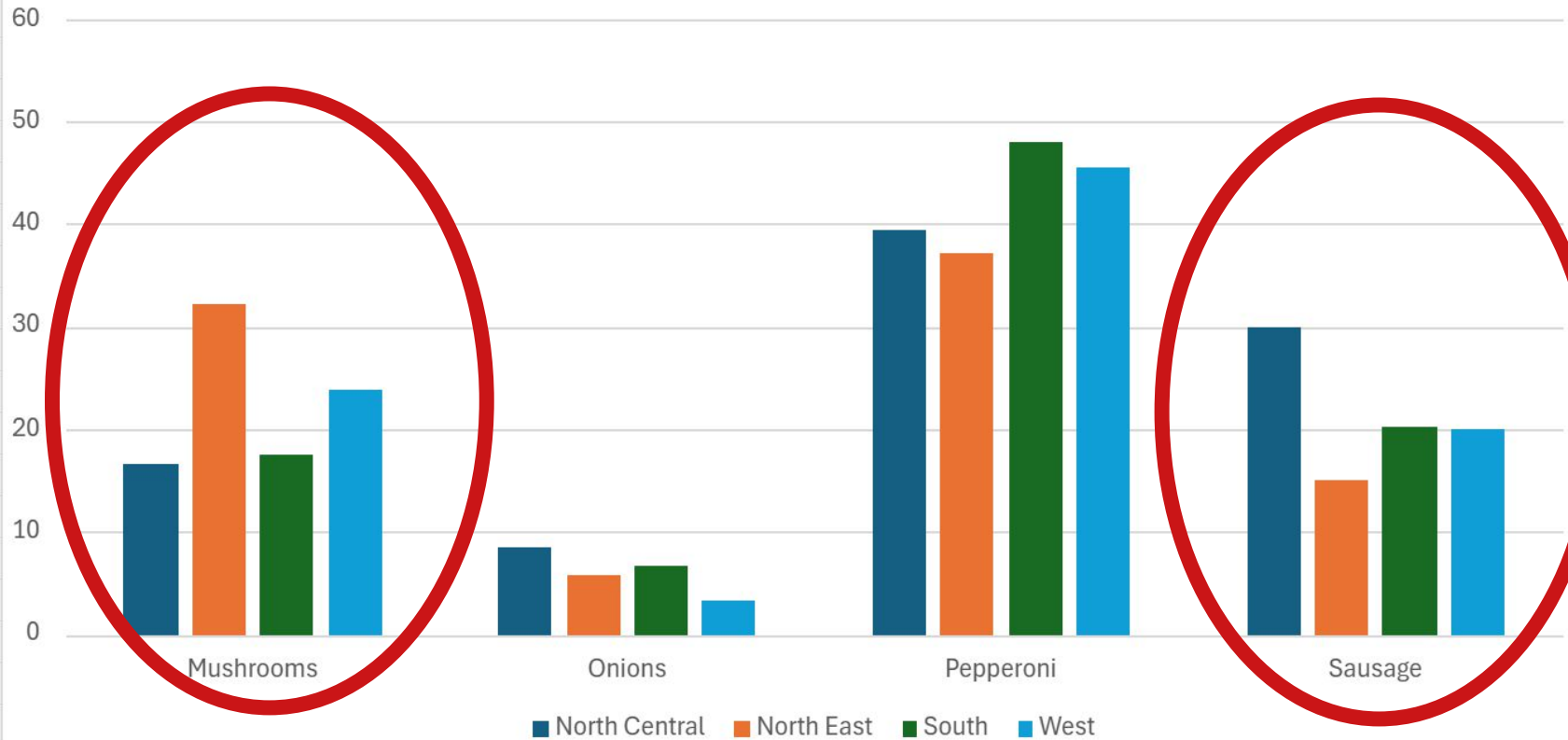
Topping Selection proportion by marriage status



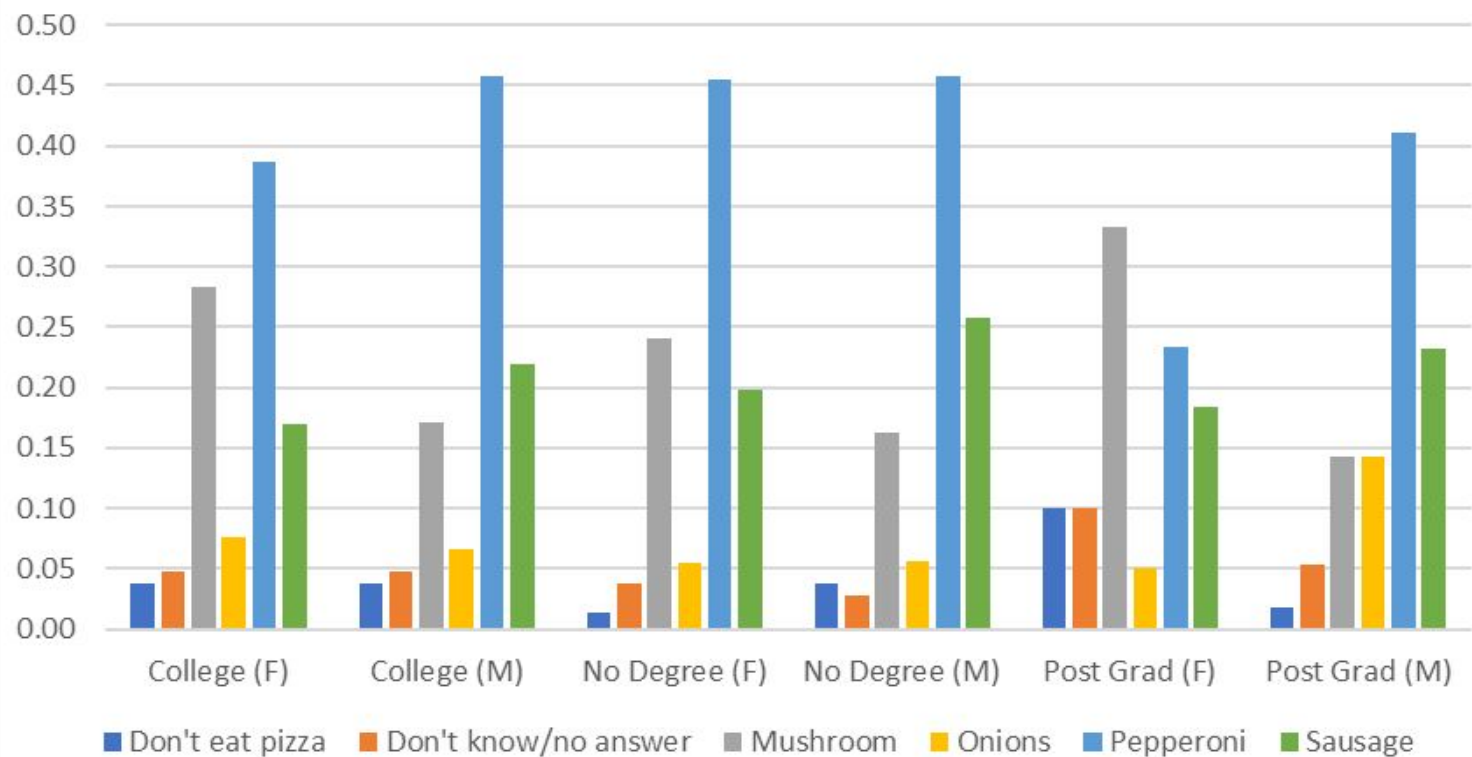
Topping Selection proportion by employment status



Topping Selection proportion by region



Proportion of Favorite Topping by Education & Gender





## Conclusions



- Divorced people prefers pepperoni than Widowed people
- Widowed people prefers sausage than Separated people
- Students prefers onions than Homemaker
- North east prefers mushroom than any other region
- North central prefers sausage compared to other region
- Female prefers mushroom than male



## Limitations



- Old data samples (from the year of 2015)
- More variation to the topping selections these days
- Data relies on individuals who *answered* their phones



## Insights



- Marketing & advertising purposes





**THANKS!**