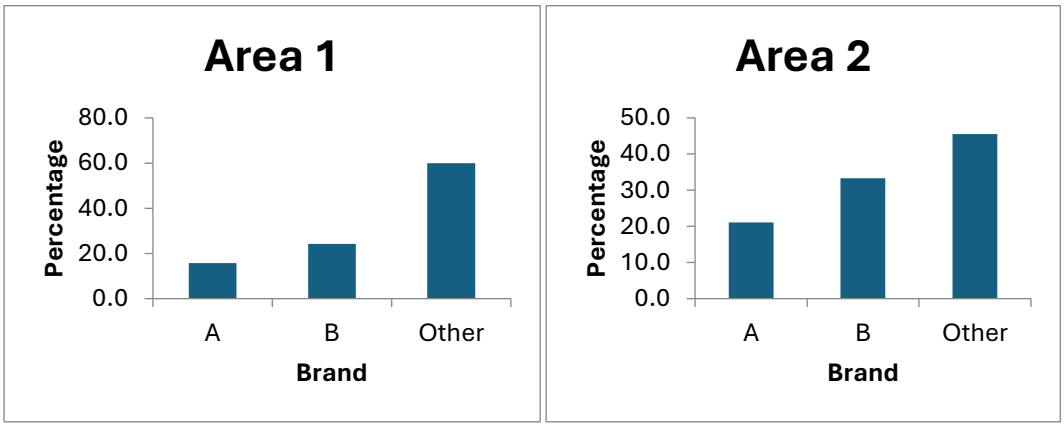
Unit 9

Exercise 9.1

Open the Excel workbook in Exa 9.1D.xlsx from the Exercises folder. This contains the percentage frequencies together with the bar chart just created in the above example. Add a percentage frequency bar chart showing the brand preferences in Area 2, using the same format as that employed for the Area1 results in the above example. Drag your new chart so that it lies alongside that for Area 1.

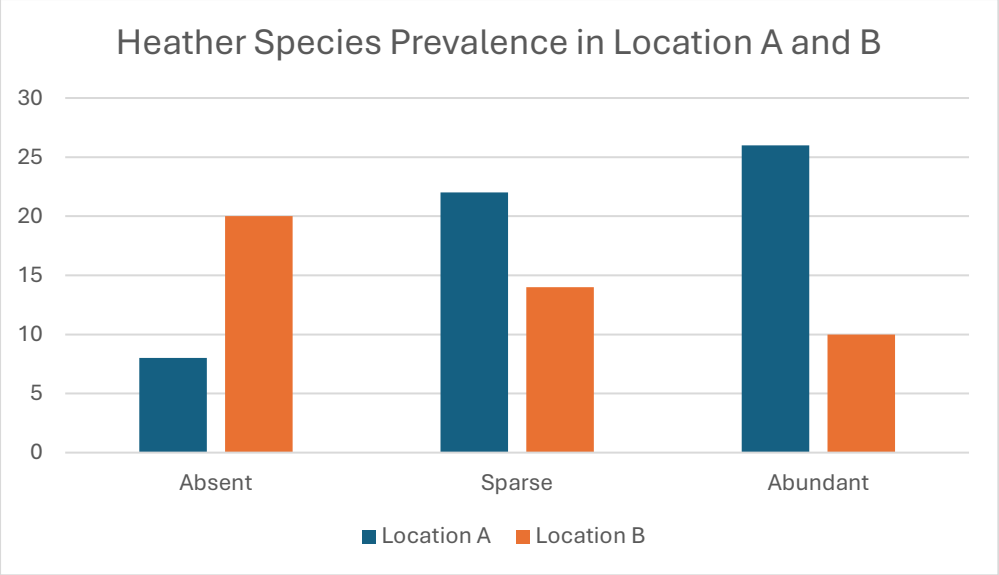
Briefly interpret your findings. What do these results tell you about the patterns of brand preferences for each of the two demographic areas?

The below charts show that both areas rank each brand the same way with Other being the most popular, B second most and the A being last. However, Area 1 significantly likes the Other brand more as it is the only brant to get more than 50% of the frequency.



Exercise 9.2

Open the Excel workbook in Exa 9.2E.xlsx from the Exercises folder. This contains the frequency distributions for Data Set E (see the Data Annexe) to which has been added the corresponding percentage frequency distributions. Complete a percentage frequency clustered column bar chart showing the heather species prevalence in the two different locations. Briefly interpret your findings.



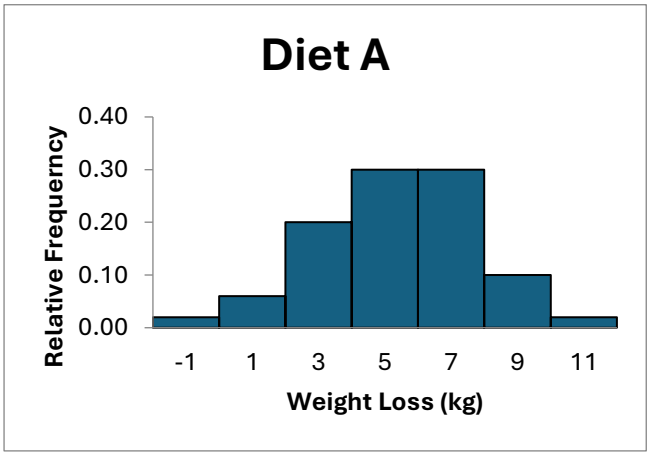
Location B has more absent heather species compared to A which has an abundance of heather species. Whilst both have a middle of the range sparsity.

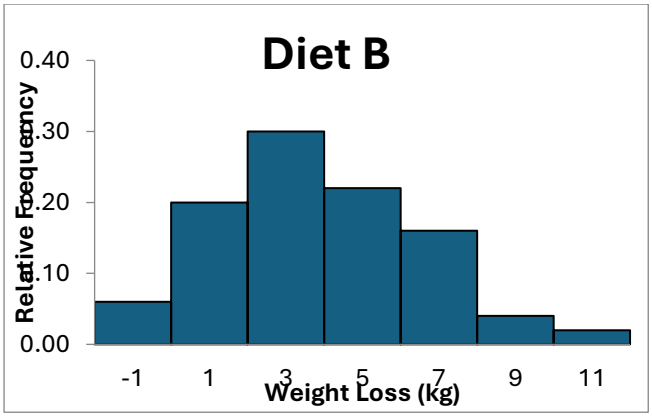
Exercise 9.3

Open the Excel workbook in Exa 9.3B.xlsx from the Exercises folder. This contains the relative frequency histogram for the Diet A weight loss produced in Example 9.3 together with some of the Diet B weight loss summary statistics. Add a relative frequency histogram of the weight loss for Diet B, where possible using the same classes as those employed for the Diet A results in the above example.

Briefly interpret your histogram. What do these results tell you about the patterns of weight loss for each of the two diets?

The below diagram shows that those on Diet A lose more weight than those who are on Diet B as there is a higher frequency for those on the higher end of the Diet A histogram.




Diet B
0.40
0.30
0.20
0.10
0.00
Relative Frequency
-1
1
3
5
7
9
11
Weight Loss (kg)