Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, table

Description automatically generated

According to SPSS output, I coded the countries from 1 to 5 i.e., Canada – 1, USA – 2, Mexico – 3, France – 4, Germany – 5. The results from Power BI are similar to those from SPSS.

Let α = .05

The ANOVA test results show that there’s no statistical difference between the means because the p-value (.902) is greater than the significance level, α of .05. Therefore, there isn’t enough evidence to reject the null hypothesis, and we can conclude that the population means are all equal.

I do not agree with the sales department's recommendation to expand operations in the European market because the average profit per unit in the European countries is not too different from that of North America.

The best course of action would be to improve the operations in both markets. Some North American markets like Canada have a relatively lower average Profit per unit than others. Also, France could do better to maximize profit as much as Germany.