

Assignment - 5

Evaluate consumer in dices relative to one another.

Age	Percent of total market Purchases	Percent of total population	Index
10-19	12.1.	8.1.	150
20-29	17.1.	8.1.	213
30-39	15.1.	14.1.	107
40-49	14.1.	15.1.	93
50-59	10.1.	16.1.	63
60-69	14.1.	15.1.	93
70-79	12.1.	13.1.	92
80-89	6.1.	11.1.	55

Formula:

$$\text{Customer Index} = \frac{\% \text{ of Purchases}}{\% \text{ of Population}} \times 100$$

Q.1

$$\begin{aligned} CI &= 12/8 \times 100 \\ &= 1.5 \times 100 \\ &= 150 \end{aligned}$$

$$\begin{aligned} CI &= 17/8 \times 100 \\ &= 2.125 \times 100 \\ &= 213 \end{aligned}$$

$$\begin{aligned} CI &= 15/14 \times 100 \\ &= 107 \end{aligned}$$

$$CI = 14/15 \times 100 = 93$$

$$\begin{aligned} CI &= 10/16 \times 100 \\ &= 63 \end{aligned}$$

$$\begin{aligned} CI &= 14/15 \times 100 \\ &= 93 \end{aligned}$$

$$\begin{aligned} CI &= 12/13 \times 100 \\ &= 92 \end{aligned}$$

$$\begin{aligned} CI &= 6/11 \times 100 \\ &= 55.1 \end{aligned}$$

5.8.1