ASSIGNMENT - 5

Evaluate consumer indien Relative - to one another.

Age	Parant of total Limit Purchase	Percent of total Population	Index.
10 - 19	12 %.	8 %.	150
20 - 29	17 %.	8 %.	213
30 - 39	15 %.	14 %.	107
40 - 49	14 %.	15 %.	93
50 - 59	10 %.	16 %.	63
60 - 69	14 %.	15 %.	43
70 - 79	12 %.	13 %.	92
80 - 89	6 %.	11 %.	55.

Formula :-

$$\text{customer Index} = \frac{\% \text{ of Purchasers}}{\% \text{ of Population}} \times 100$$

Soln :-

$$c_1 = \frac{12}{8} \times 100$$

$$= 1.5 \times 100$$

$$= 150 \text{ %}$$

$$c_1 = \frac{17}{8} \times 100$$

$$= 2.125 \times 100$$

$$= 213 \text{ %}$$

$$C_1 = 15/14 \times 100$$

$$= 107$$

$$C_1 = 14/15 \times 100$$

$$= 93$$

$$C_1 = 10/10 \times 100$$

$$= 63$$

$$C_1 = 14/15 \times 100$$

$$= 93$$

$$C_1 = 12/13 \times 100$$

$$= 92$$

$$C_1 = 6/11 \times 100$$

$$= 55\%.$$

J.D