

# ASSIGNMENT-5

Evaluate consumer is direct relative to one another.

AGE	PERCENT OF TOTAL MINIST PURCHASES	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%	93
70 - 79	12%	13%	92
80 - 89	6%	11%	55

## FORMULA:

$$\text{Customer Index} = \frac{\% \text{ of purchases}}{\% \text{ of population}} \times 100$$

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

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

$$CI = \frac{15}{14} \times 100$$

$$= 1.07 \times 100$$

$$= 107$$

$$CI = \frac{14}{15} \times 100$$

$$= 0.93 \times 100$$

$$= 93$$

$$CI = \frac{10}{16} \times 100$$

$$= 0.625 \times 100$$

$$= 63$$

$$CI = \frac{14}{15} \times 100$$

$$= 0.93 \times 100$$

$$= 93$$

$$CI = \frac{12}{12} \times 100$$

$$= 0.92 \times 100$$

$$= 92$$

$$CI = \frac{6}{11} \times 100$$

$$= 0.545 \times 100$$

$$= 55$$

5.8.8