Assign 5

Ralind. Consume in dian solution in the ...

Age	Percent of total Purchases	Percent of total Population	
10-19	12%	8%	1...
20-29	17%	8%	...
30-39	15%	14%	...
40-49	14%	15%	...
50-59	10%	16%	6.
60-69	14%	15%	2...
70-79	12%	13%	...
80-89	6%	11%	...

Formula:

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

$c_i = 12/8 \times 100$
$\quad = 1.5 \times 100$
$\quad = 150$

$c_i = 17/8 \times 100$
$\quad = 2.125 \times 100$
$\quad = 213$

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

$c_i = 10/16 \times 100$
$\quad = 63$

$c_i = 14/15 \times 100$
$\quad = 93$

$c_i = 12/13 \times 100$
$\quad = 92$

$c_i = 6/11 \times 100$
$\quad = 55\%$