

Assignment - 5

Evaluate consumer in dices Relative
to one another

Age	percent of total minim purchase	Percent of Total population	Index
		8 %	180
10 - 19	12 %	8 %	213
20 - 29	17 %		
		14 %	107
30 - 39	15 %		
		15 %	93
40 - 49	14 %		
		16 %	63
50 - 59	10 %		
		15 %	93
60 - 69	14 %		
		13 %	92
70 - 79	12 %		
		11 %	85
80 - 84	6 %		

Formula :-

$$\frac{\text{customer}}{\text{Index}} \} = \frac{\% \text{ of purchase}}{\% \text{ of population}} \times 100$$

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

$$= 1.5 \times 100$$

$$= 150$$

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

$$= 2.125 \times 100$$

$$= 213$$

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

$$= 1.07 \times 100$$

$$= 107$$

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

$$= 0.93 \times 100$$

$$= 93$$

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

$$= 0.625 \times 100$$

$$= 63$$

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

$$= 0.93 \times 100$$

$$= 93$$

$$CI = \frac{12}{13} \times 100$$

$$= 0.92 \times 100$$

$$= 92$$

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

$$= 0.545 \times 100$$

$$= 55$$