



# *560 Global Conglomerate, Inc.*

## **Widget Color Analysis Whitepaper**

### **Proposal:**

This whitepaper endeavors to analyze the results of the 560gc research study done on the color preferences of widget consumers to determine the optimal color of global conglomerate widgets as well as establish an industry standard for the color of widgets produced throughout the world.

### **Procedure:**

560gc Research, the research division of 560 Global Conglomerate conducted an intensive statistical analysis on the color preferences of widget consumers. A wide and statistically varied pool of consumers was asked to present their preferences about colors. The pool included myself, my dog Snookers, my mother, and two guys I found off the street. This pool of individuals was then asked to provide their personally identifiable information so that background checks could be done on all individuals involved thereby proving their reliance and the significance of their opinions.

### **Results:**

The result of the analysis showed without a doubt that pink is the preferred color of a statistically significant percentage of widget consumers. The chart to the right, available in our statistical analysis spreadsheet (WidgetStatisticalAnalysis.xls) shows a sixty percent preference towards pink, and an overall preference towards shades of red. 560 Global Conglomerate Incorporated hopes that this will become accepted as the industry standard for widget colors throughout the world, especially those produced by our competitors 560 International Corporation Conglomerated.

