

Humboldt University Berlin
Institute of Marketing
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Customer Analytics and Customer Insights
WS 2020/21

Special Work Performance 1: Describing Data

This is group work. Each group consists of up to 4 students.

Your answers including all tables and graphs must not exceed 5 pages (no appendix is allowed). Please use typeface Times Roman in 12pt with 1.15 line spacing (in tables and graphs you may use 10pt and 1.0 line spacing) and 1 inch space on all sides. Do not forget to report your names, group number, and student numbers and a page number on each page starting with number one on the first answering page.

Do not include a title page or content page.

Send your team report as pdf to my email address daniel.klapper@hu-berlin.de not later than Nov 19, 2020, 10:00am.

Download the questionnaire data about preferences for city trips and the respective questionnaire (QuestionnaireData_CityTrips.csv; SAMPLE Questionnaire.pdf; List of Cities.xlsx). Get familiar with these data and use the relevant R-functions to describe and document the basic structure of the data set in a thoughtful and meaningful way. Think what are interesting facts and aspects that the reader should know. Highlight these interesting observations and findings that might be relevant for deeper analysis. Also think how to best present the key findings in your documentation (5 pages maximum).