

You have been hired as a consultant by a small pizza company (you may create a name for this small pizza company). They want your help to collect and summarize appropriate data to be used in a marketing advertisement that makes a comparison between their small pizza company and their main competitor (you may create a name for this competitor too).

You are asked to prepare a memorandum to the small pizza company's CEO describing how they could conduct such a study to support claims focusing on one or two of the company's strengths (such as amount of toppings, speed of service, customer satisfaction, etc. ~ be creative). Be sure to include the research question(s) or claims you would propose to address and the different variables that should be recorded as part of the study (both what you would measure and how you would measure it). Additionally, describe how you would summarize the data (which graphical and numerical summaries you would report or possibly use in the ad) to help address the claim(s).

## A Few Notes for Completing the Assignment

The purpose of the prompt is to describe through words your proposed study. You should not make up data, you should not generate your own graphs and numerical summaries, you should not provide detailed formulas nor conduct any actual statistical tests. But rather, you should include a description of the type of data you propose to collect (what variables you would measure and how you might measure or collect them), and the various of graphs and numerical summaries that could be used to further demonstrate the company's strengths.

Some Items to keep in mind:

- When your memorandum is read by your peers, they will play the role of your client, the company's CEO, with basic statistical literacy who is trying to understand your study design proposal.
- Since you are explaining this to your client, you should take care to carefully edit and proofread your memorandum.

- Your memorandum should be between 350-500 words (excluding header, footer, citations). In case you aren't sure what memorandum (or, "memo") format should look like:

[https://owl.purdue.edu/owl/subject\\_specific\\_writing/professional\\_technical\\_writing/memos/index.html](https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/memos/index.html)

- You should not include your name on the assignment (to keep the peer review anonymous).
- Please do NOT post a request for a peer review on the Forums. Coursera automatically assigns reviewers for you and posting a request doesn't make the process faster. Typically, 7 to 10 days are needed to accumulate the necessary 3 reviews.

## A Few Notes for Providing High Quality Peer Review

1. Use respectful language whether you are suggesting improvements to or praising your peer.
2. Look over your peer's memo to quickly get an overview of the piece.
3. Next, read the memo *more slowly* keeping the rubric in mind.
4. As you re-read, note the pieces of texts that let you directly address the rubric prompts in your online responses.
5. In your online responses, focus on larger issues (higher order concerns) of content and argument rather than lower order concerns like grammar and spelling.
6. Be very specific in your responses, referring to your peer's actual language, mentioning terms and concepts that are either present or missing, and following the directions in the rubric.
7. Peer Review is important and helpful (to both the reviewer and receiver of the review), so be sure your online responses are detailed enough (minimum word count for each of the 4 criteria is 30 words).

8. Peer Review is most helpful if received in a timely basis. Complete your thoughtful online feedback for all your assigned submissions ASAP so you can provide that feedback and thus earn your points for this helpful exercise.

## Grading Criteria

The Coursera peer review system will assign peer graders to your assignment until you have received three grades/reviews from fellow students. This process usually takes about 10 days but sometimes takes as long as 15 days. Please be patient!

These are the criteria that will be used to grade your assignment. You will need to pay attention to these, both as a learner and as a peer reviewer.

1. This memorandum should be written to be understandable to the company's CEO who has basic statistical literacy. Comment on whether this was achieved. What parts were written well? What parts would be more difficult to understand?
2. The study design should be described in this memo. Comment on proposed research questions or claims that would be addressed. What is described well? What is missing? How might the description be improved?
3. Comment on the proposed variables that would be recorded. What is described well? What is missing? How might the description be improved? Do they generally align well with the proposed research questions or claims? Is there enough detail so the company's CEO will generally understand what is proposed to be measured and how it would be measured?
4. Comment on the proposed graphical and numerical summaries. What is described well? What is missing? How might the descriptions be improved? Do they generally align well with the proposed research questions or claims? Do they align with the type of data that is being recorded?