

Popularity of various Uber drivers.

A survey would not be recommended as people might only review drivers that they feel strongly about (really great or really bad) which leaves out most drivers with average / regular rides.

A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream.

I think a survey would work if it was divided into two sections. First is identifying customers that eat ice cream by asking question like 1) Do you eat ice cream? Yes / No. If yes, please rank your favorite among this three using 3 as highest and 1 as lowest: Chocolate __ , Strawberry __, Vanilla __

Trojan wants to know whether their condoms are more popular among straight people or gay people.

Survey would work but, there is a chance that gay people are less likely to respond as there is sensitivity regarding their sexuality. So, maybe asking if someone uses condoms first and then saving the identification question till the end might work. Or, you might have to use weights later on to represent the minority class here.

Recently, rental rates for HappyCars have increased by 30%, which is quite unusual. You want to find out why this is happening and how to keep the increase going.

I am not sure a survey would work here. I guess you could survey your past customers asking why they chose HappyCars and give different scenarios (like: Cost, Ease of Use etc) and find one cause of increase among past customers.

Assessing the success rate of a new advertising campaign.

There might be a better way to measure success rather than surveying customers. Maybe, looking at conversion rate / click through rates etc.

Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards.

You can look at the recovery rates if already available rather than conducting survey. A survey can be used to inspect any behavioral benefits like increased morale for the patient per increase in nurses.