Hypothesis Testing: Through the eyes of our Working Example

Our Story

The management team at AAVAIL has decided to deploy teams each tasked with product traction in six new markets. The details of the teams will be available soon, but management would like a report immediately following the release of the data. They want to know if the teams are well-optimized given the historical sales data of individual members. Once the sales data are released there will be an additional need for statistical investigations.

After this module you will be tasked with readying your code for an investigation of the data. One common approach is to use a similar dataset that requires the same line of investigation. Before we dive into the data we will review some of the basics of statistical inference and hypothesis testing that are most relevant to EDA investigations.

THE DESIGN THINKING PROCESS

You will want to learn as much as possible about the data you will be given. What features will there be for each individual from the teams? Will there be missing data? You will have to work and communicate with other team members using the *Empathize* phase of their design thinking process. You practice data set will be very realistic, down to the details of the figures and hypothesis tests if you are able to gathering enough context from you team members.