

Customer Color Preference AnalysisDATA ANALYTICS REPORTAnalysis of Independence between Age G

Gender identityFavorite color (hex code format)1.4 Scope and LimitationsScope:Analysis focuses exclusively

If  $p\text{-value} < 0.05 \rightarrow$  Reject  $H_0$  (significant relationship) If  $p\text{-value} \geq 0.05 \rightarrow$  Fail to reject  $H_0$  (no significant relationship)

The 45+ age group dominates all colors (50-64% of each color's fans) This simply reflects the overall sample

$|r| \geq 2$ : Potentially significant deviation  $|r| \geq 3$ : Strong significant deviation Findings: ✓ ALL residuals fall within

7.3 What This Means in Practice7.3.1 Age-Independent Color Preferences ✓ Universal Appeal: A 25-year-old