Case Study: Amazon's Customer Satisfaction Survey (Dataset Attached)

Scenario:
Amazon wants to estimate the average customer satisfaction score for a new delivery model using a random sample.

Tasks:

1. Generate a random sample of 50 responses from a 1,000-customer dataset.

2. Calculate:

   o Sample mean and standard deviation

   o 95% confidence interval for the mean satisfaction score

3. Design 5 effective survey questions

4. Compare results across different regions using stratified sampling

Learning Outcome:

- Apply sampling methods and confidence intervals in Excel

- Develop managerial insight from limited data