# **07-Sep-2019**

Case Study:

1. Britannia Bourbon V/s Priya Gold Bourbon – the Price War – Rs12 V/s Rs10 Package
2. Toothpaste nozzle size
3. Shampoo Pouch – Rs.2/ Rs. 1 V/s 0.50ps packing.

Consumer feedbacks

# **14-Sep-2019**

* Central tendencies: Mean, mode and median definition and formula.
* Data types:
  + Individuals series data
  + Discrete series data
  + Continuous series data
* And examples calculating Mean, mode and median by different methods including deviation method.