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MKT 568

Assignment 4, Spring 2020

Due: April 19th, 11:59 pm

Scoring: Indicated below in () (15 points total)

We have picked the variable “What do you like most about this portable music player?” to use when analyzing the data in Rapidminer.

A. What are the most important ideas in liking the music player?

The most important ideas in liking the music player in descending order of frequency include ease of use, size, sound, quality, portability, song capacity, lightweight, design, battery life, and color.

B. In how many documents does the most frequent such concept appear?

The most frequent idea that occurs is the portable music player being easy to use. The concept occurs in a total of 70 documents.

C. For this concept, quote the document from which it comes.

There are many documents from which the easy to use idea comes from, as mentioned above. One of these documents is from Respondent 21 who said “easy to use”. In addition, Respondent 41 also said “It’s easy to use”.