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**This is a graded discussion: 10 points possible**

**due Aug 14 at 11pm**

[Click to change profile picture for Preethi Bellamkonda](https://olympus.greatlearning.in/courses/2554/users/7998)

# SMDM Discussion Question

[Program Office](https://olympus.greatlearning.in/courses/2554/users/7998)

No unread replies.No replies.

Dear Participants,

Data Set: [Coffee.xlsxView in a new window](https://olympus.greatlearning.in/courses/2554/files/164259/download?wrap=1)

Data description (understand the dataset):[desc.docxView in a new window](https://olympus.greatlearning.in/courses/2554/files/164258/download?wrap=1)

The file (Coffee.xlsx) contains survey data with detailed description given in the attached doc (Desc.docx). The survey aims to understand coffee consumption pattern of households. Specifically, a few of the questions the survey may attempt to answer are

* Which brands of coffee are more popular? Given a brand, are all variants equally preferred?
* What are the prices of different brands of coffee?
* How frequently does a household buy coffee? How many packets of coffee are bought at a time?
* What are the factors that have an impact on a household’s coffee purchase pattern? Does brand preference depend on household size? Does purchase depend on a person’s income or education level?

There may be many other related and relevant questions that a company may be interested in. But before we get to do that, we need to ‘prepare’ the data and do some simple checks. The list is endless. However, a starting point could be the following:

* Are there any variables/columns you think will be eventually irrelevant for the study? Why?
* Can you possibly identify some outliers?
* For better analysis do you think a few brand variants needs to be clubbed together?
* Can you do some probability estimates- Say what is the probability that a randomly chosen household belongs to the top two social levels? What is the probability that households belonging to the top two social levels buy more expensive coffee?

You are expected to discuss on the above-mentioned points. You are also expected to identify a few (between 2 and 4) relevant business questions, aligning data against each question or pointing out if any relevant data is not available. Request you to participate and share your insights.

**Guidelines to follow for all DQs:**

* The word limit is 200 words.
* You are asked to reflect on and respond to the above question and post your views on the discussion forum. Don't limit yourself to 1 post and treat this like a classroom discussion.
* Your replies/answers should be thoughtful & add value to the discussion.
* You are to write your opinion about the topic in discussion and your response should have some originality.
* You should refrain from posting any definitions of theories & concepts.
* We also encourage you to read the postings of your peers and respond to at least one of the postings.

**Date of Submission:** 14th Aug'18.

Regards,

Program Office