

LESSON 10.4 Assignment

Name _____ Date _____

Oh! Switch the Station!
Drawing Conclusions from Data

- The sales manager for a car dealership is working on the new car order for the next quarter. He knows it is important to order cars that will sell quickly, so the manager decides to look at the most recent batch of new cars that sold according to make and color. The data that he gathered is shown.

Car Type	Color				
	Red	Black	White	Green	Navy
SUV		x			
SUV		x			
Sports Car	x				
Sedan					x
SUV			x		
SUV				x	
Minivan	x				
Sports Car	x				
Sports Car		x			
SUV			x		
SUV				x	
Sports Car				x	
Sedan			x		
Minivan	x				
Minivan					x
SUV					x
SUV		x			
Sedan	x				
Sports Car	x				
Sports Car		x			
Sports Car				x	
SUV		x			
SUV					x

(continued)

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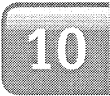
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Car Type	Color				
	Red	Black	White	Green	Navy
Minivan				x	
Sedan				x	
SUV			x		
Sports Car			x		
Sports Car	x				
Minivan	x				
Sedan		x			
Sedan			x		
Minivan	x				
Sports Car		x			
Minivan	x				
Minivan				x	
Minivan			x		
SUV					x
SUV		x			
Sedan	x				
SUV			x		
Sports Car		x			
Sedan				x	
Sports Car	x				
SUV					x
SUV		x			
SUV		x			
SUV					x
SUV					x
Sedan			x		
SUV			x		
Sports Car			x		
SUV				x	

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- a. By looking at the table, can you determine which color car is most popular?

- b. Organize the information to help the sales manager determine which color of car is most popular.



- c. The manager decides that for his next order of new cars he will order a majority of them in black. Do you agree with his decision? Explain your reasoning.

- d. The manufacturer wants the manager to justify his sales order. The sales manager knows that giving the manufacturer the marginal frequency table may be confusing. Recommend and then create a clear method the manager can use to present the information to the manufacturer that will help justify his order.

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2. The sales manager of a car dealership is interested in determining if there is a difference in the type of new car bought versus the gender of the buyer. After looking at the new car sales from the last month, the manager constructs the following frequency marginal distribution.

		Car Type					Total
		Hybrid	Sports Car	SUV	Sedan	Minivan	
Gender	Male	5	15	12	10	4	46
	Female	4	3	1	3	7	18
	Total	9	18	13	13	11	64

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- a. The manager decides that males buy hybrid cars more than females do. Is this true? Explain why or why not.
- b. The sales manager wants to only stock and sell cars that will move quickly. He knows that an equal number of men and women shop at his dealership. Recommend which type(s) of cars he should stock so both men and women buy them. Explain your reasoning.