

INTRODUCTORY STATISTICS

INVESTIGATION

RUNNING SHOES



In a hypothetical scenario, Toorunville will soon be opening a Sports Shop. Two of the major items that the Sports Shop will be stocking are running shoes and leather school shoes.

Your job as a Product Manager for the shop will be to buy from wholesalers to stock your Sports Shop with suitable goods. Your first major task is to find out the sizes and preferences of shoes that you need to stock your shop.

TASK 1 - SURVEY

Conduct a survey of 50 students (either male or female) to find out:

- their shoe sizes
- the brand of shoes they like
- the reasons for their choices.

For your raw data, you will need to create a table to gather your data using a tally column.

The types of shoes in which you are interested are school shoes only.

TASK 2 – PRESENTATION OF RESULTS

Using the data collected, tabulate your results using Excel and create graphs to indicate a summary of the results you have obtained for your category of shoes your male or female student clients prefer.

Write a brief discussion of 100 words about the pattern of your results with respect to:

- the most common sizes
- the most favourite brands (ranked from the most popular to the least popular)
- the reasons given by the students surveyed about why they prefer the shoes of their choice.