Pelican Stores Case Study Chapter 2 (80 points total) RUBRIC

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| Points | Requirement | Comments |
| 5  10  5 | Report Format (Word document)   1. Organization 2. Clarity 3. Use of Tables to present data |  |
| 5 | |  | | --- | | **Percent frequency distribution of Key Variables – Method of Payment** | |  |
| 10 | **Percent frequency distribution of Key Variables – Number of Items** |  |
| 5 | **Percent frequency distribution of Key Variables – Type of Customer** |  |
| 10 | **Bar chart of customer purchases by method of payment** |  |

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| 15  5 | **Crosstabulation of Type of Customer vs Net Sales**    There were 70 promotional customers and 30 regular customers. Promotional customers spent more per purchase than regular customers |  |
| 10 | **Scatter Diagram** |  |

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| 5  2  3 | Scatter Diagram – Page Viewed and Time Spent  More pages viewed is associated with more time spent viewing pages.  Correlation coefficient - .60 - moderate positive relationship |  |