**4UIQM: Element 3: Business Statistics**

**Solutions to activities**

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| --- | --- |
| **Activity 1** | Examples of data include: call duration, number of local/outstation calls, amount per call, numbers called  Examples of information gained could include: average amount spent per day, average calls per day, ratio of outstation to local calls, average duration |
| **Activity 2** | Primary  Secondary  Primary  Secondary |
| **Activity 3** | Qualitative  Quantitative |
| **Activity 4** | Discrete |
| **Activity 5** | Continuous  Discrete  Continuous  Continuous  Discrete |
| **Activity 6** | Questions could gather data on gender, age, frequency of purchase, number of units purchased. However, this is not an exhaustive list. |
| **Activity 7** | Total population  Male/female  Education level  Age groups  Ethnic groups |
| **Activity 8** | Stratified  Cluster |
| **Activity 9** | Nominal |
| **Activity 10** | |  |  |  |  | | --- | --- | --- | --- | | Gender | Play games | | Total | | Only on mobile phone | Only on gaming console | | Male | 13 | 7 | 20 | | Female | 15 | 5 | 20 | | Total | 28 | 12 | 40 | |
| **Activity 11** |  |
| **Activity 12** | |  |  |  |  | | --- | --- | --- | --- | | **Number of games bought** | **Class frequency** | **Relative frequency (%)** | **Cumulative frequency** | | 1-4 | 13 | 33 | 13 | | 5-8 | 14 | 35 | 27 | | 9-12 | 6 | 15 | 33 | | 13-16 | 2 | 5 | 35 | | 17-20 | 5 | 12 | 40 | | **Total** | **40** | **100** |  | |