

ASSIGNEMENT 1. Question 2 PART 2

To start off this mini case study we must setup and decide which rules to use and check the conditions they require, in other words : “ What is our **PLAN** ? “ .

For starters, the manager is more interested in the most frequent customers rather than he customers that hardly ever work there. Therefore, we have to take into account the probability of women customers as well as importantly underlying **QUALITY** over **QUANTITY** in accordance with the different age groups.

Now how do we **DO** these things (By showing off our work):

With the help of the survey we are able to target our key customer and categorize them

- 1) In age groups as well as establishing their preference in clothes that they are interested in purchasing.
- 2) Frequency in which they will shopping whether it’s from 1-2 times a day all the way to 5 times or more a day
- 3) And finally overall quality where it ranges from 1 (Definitely disagreeing) all the way up to 6 (Definitely Agreeing)

How do we calculate such a task?

- As learned in class we need to calculate the probability whereas $P(B|A) = P(A \cup B) / P(B)$

To conclude, I am going to interpret my results in the proper context with my **REPORT**

Conditional Probability Table below : Trying to predict who our key customers would be .

Frequency	Age Groups	Definitely Agree	Definitely Disagree	Moderately Agree
3-4	18-24	0.1	null	0.2
5+	----	0.2	null	0.2
3-4	25-34	0.22	null	0.06
5+	----	0.27	null	0.16
3-4	35-44	0.31	null	0.28
5+	----	0.28	null	0.4
3-4	45-54	0.28	null	0.3
5+		0.35	null	0.17
3-4	55-64	0.11	null	0.3
5+		0.5	null	0.3
3-4	65+	0.5	null	0.5

Given the table provided above, I only provided the 2 highest frequencies because that was what the manager was more interested in knowing amongst the rest. Here we notice that the probability of customers that shop 5 times or more will “definitely agree” to buy a good item in preference to several others of lower price and quantity.

Another interesting remark from this table is that the “definitely disagree” column is set at null which means that everyone that shops at this store is in some accord. Finally, we can conclude that the shoppers will usually go react to a drop in lower price and therefore quality as well.