Female scores:

10	20	20	20	30	30	30	40	40	40
50	50	55	65	65	65	65	65	70	70
70	70	76	76	76	76	76	76	76	76

Male scores:

15	20	20	25	25	25	25	30	30	30
30	30	30	35	35	35	35	35	40	40
40	45	45	45	50					

10   20   30   40   50   60   70   80
Leadership Score (Females)

10   20   30   40   50   60   70   80
Leadership Score (Males)

10   20   30   40   50   60   70   80
Leadership Score
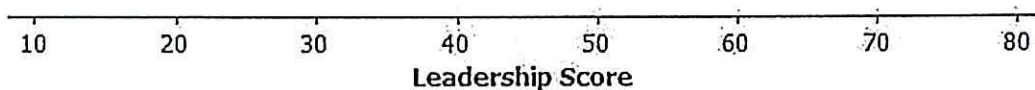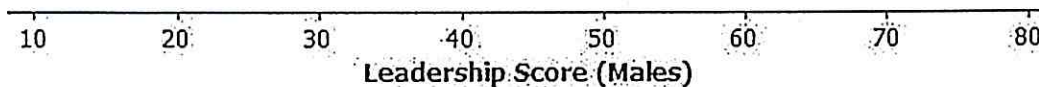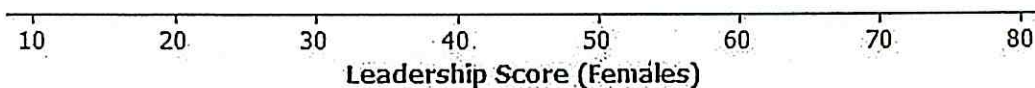
3. What do you think is a typical score for a female user, the mean or the median? Show work and explain. Is the data skewed or symmetrical?

4. What do you think is a typical score for a male user, the mean or the median? Show work and explain. Is the data skewed or symmetrical?

5. Why is it more difficult to report a typical score for the overall group that includes both the males and females?

6. Production costs will only allow for two video advertisements to be developed. Which two videos would you recommend for development? Explain your recommendations.