

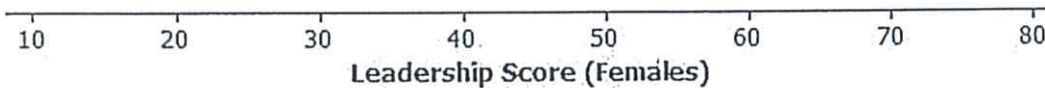
HW

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					



- 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?
- 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?
- Why is it more difficult to report a typical score for the overall group that includes both the males and females?
- Production costs will only allow for two video advertisements to be developed. Which two videos would you recommend for development? Explain your recommendations.