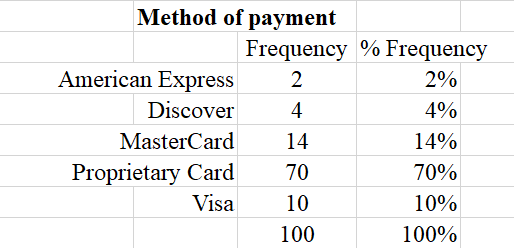
Pelican Stores – Teaching Tips

# Percent Frequency Distribution for Key Variables

The Pelican Stores application is interested in the effect of promotional coupons on sales. Th fe key variables chosen for frequency distributions were method of payment, number of items, and type of customer.

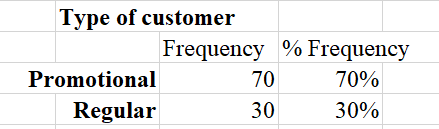
Use the COUNTIF() function to compute frequencies for the method of payment. Using the Data Analysis Histogram tool is inappropriate here as it computes only cumulative percentages.



The number of items frequency distribution was created using 7 as the number of bins. This choice is fairly arbitrary. To determine the bin width, compute maximum value minus minimum value divided by the number of bins and the ROUNDUP() function:

=ROUNDUP((MAX(*range*) – MIN(*range*)/# of bins),0)

Use the COUNTIF() function to create the type of customer frequency distribution

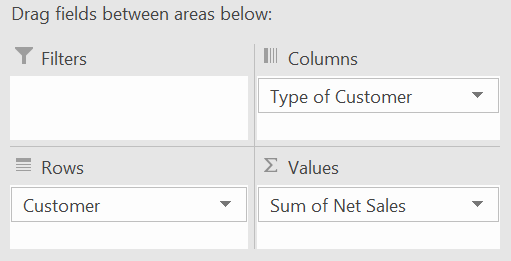


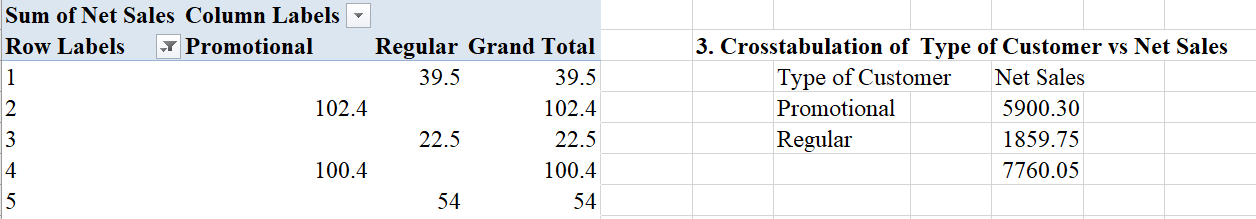
# Bar Chart of Customer Payment by Method of Purchase

Use the frequency distribution created earlier. Let method of purchase be the x axis data and customer payment the y axis data. Refer to p. 72 for general guidelines for effective displays. The Design tab can be used to format axis titles.

# CrossTabulation of Type of Customer versus Net Sales

The crosstabulation by customer reveals that promotional customers spent more per purchase than regular customers. Students may have trouble understanding which fields to drag to the pivot table fields area. Using type of customer for the column data makes the pivot table more manageable asthetically. Refer students to pages 98-101 in the Appendix for help.





# Scatter Diagram Creation

Scatter diagrams were created using the Insert tab on the ribbon from the charts category. For this exercise students should select the chart data prior to choosing the scatter chart from the chart group. Data are chosen in x, y coordinate order. For simplicity necessary data (age and net sales) were copied to a new worksheet with age as the x coordinate (in column A) and net sales as the y coordinate. Again, refer to p. 72 for general guidelines for effective displays. The Design tab can be used to format axis titles.