

# Udevice sales data analysis research papers example

[Business](#), [Marketing](#)



## **Descriptive Statistics and Interpretation**

uDevice sales data during the month of September 2014 is reproduced in Appendix C. It breaks down sales according to the market (US and Europe), customer's gender and the uDevice color. The descriptive statistics are as shown in table 1.

Figure 1: Descriptive Statistics for uDevice Sales

### **Age Group**

The age groups were put into classes of size 4, starting from age 16 to 72. Customers aged below 16 years were included in the one class as 16 year olds, in the same way customers aged above 72 years were included in the same class (72 and above).

### **Market/Sales Segmentation**

The uDevices were more popular among male consumers with average sales amounting to 848.75 compared to just 610.375 among female customers. There are no major differences between the US and European markets or the device colour. As shown in figure 2, female buyers were more concentrated below the age of 32 and above the age of 64, while male customers were concentrated between ages 28 and 44 as well above age 56. See figure 2 and Appendix B (1). A t-test shows that there is a statistically significant difference between the sales in among men and women, with the devices being most popular among male buyers.

Figure 2: Female buyers were evenly distributed

Figure 3: Male customer aged above 28 preferred uDevice better than those aged below 28

## **Region**

The uDevice sales in the US market are evenly spread across different age groups, but were most popular were highest at ages 56-60, 44-48 and 32-36 respectively. A t-test confirms that there is no statistically significant difference between US and European markets. See figure 4 and Appendix B (2).

Figure 4: No discernible difference between US and European Markets

## **Device Colour**

The average uDevice sales are not different between the colors (at 729. 563 [std error = 323) and 784. 438 [std error= 355]), but as shown in figure 5, while uDevices were relatively more popular. A t-test shows the existence of an insignificant difference between the respective means between black and white devices. See Appendix B (3)

Figure 5: uDevice Colour Sales

Appendices

## **Appendix A**

Graphs

Figure 6: European Market

Figure 7: European Market

Figure 8: US Market

Figure 9: Female Customer Scatter Diagram

Figure 10: Sales to Male Customers

Figure 11: US Sales

Figure 12: Scatter Diagram

Figure 13: EU Market

Figure 14: Europe Sales

Figure 15: Black UDevices Sales

Figure 16: Black uDevices Scatter Diagram

Figure 17: White uDevices

Appendix B

Test of Statistical Significance

- Difference between Male and Female Customers
- Comparison between Europe and US Markets
- Comparison between Black and White uDevice Sales

Appendix C

Initial Data