Reporting Analyses

Imagine that the company you work for is building a model to predict sales at each store. There are about 1000 stores, and about 10 predictors. Consider the following goals.

1. They want to know how much product to stock at each store.

2. They want to understand the factors that lead to higher sales.

Suppose (for the sake of argument) that you built the same model, regardless of the goal. How would the way you reported the results depend on the goal?

Suppose that Goal 2 was the goal, and your model was a straightforward ANOVA. What do the p-values for each term tell you? What do the confidence intervals for each term tell you? Which terms are you interested in? What should you report?

Suppose they wanted to improve sales by replicating one factor at all stores. Should they take the factor with the smallest p-value? Why or why not? How should they choose?

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Suppose you're the manager of a single store and you're considering making one change to your store. How do you decide if it's worth it?

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Name: _____

Tell me something interesting you learned today.

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Please leave this sheet, your nametag, and your playing card on the tables by the door when you leave. The other sheet is for you to keep; this sheet will not be returned except by request.