CAIP

CERTIFIED ANALYTICS AND INSIGHTS PROFESSIONALS OF CANADA

CAIP Canada
Exam Prep Seminar:
Analytics & Insight
Practice Questions

ROBERT A. G. WONG, CAIP, FCRIC

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Practice Question 1: Food For Thought

- East Vancouver local parent volunteers have operated a food breakfast program at four elementary schools. Children can visit the school up to one hour before the start of school to receive a complementary nutritious breakfast served by fellow students and parent volunteers. Approximately 300 children attend the program. The Parent Group wishes to better evaluate where the program is reaching the "at risk" children.

- ResearchMe Inc, is helping the parent group and prepared a self-administered paper questionnaire sent home with children. They have received 430 responses. Here are some results:

	Breakfast Program Participation			
	Regular Use Count Col%/Row%	Occasional Use Count Col%/Row%	Does Not Use Count Col%/Row%	Total Counts
Not enough for necessities	110 42%/65%	32 21%/20%	25 41%/15%	**167**
Just enough for necessities	88 33%/54%	59 37%/36%	15 25%/10%	**162**
Enough for necessities and a bit more	66 25%/44%	65 42%/43%	20 33%/13%	**151**
Totals	**264**	**156**	**60**	**450**

(Row label: Perception of income)

- What type of analysis is this? What conclusions would you draw? What inferential statistical test would you suggest and what would be your alternative hypothesis? 5 marks

- You are the director of research for a successful niche travel insurance company called Nofear. Nofear provides travel insurance to adventure travelers and is considering offering a credit card. Qualitative research has suggested that its customers are so attached to the Nofear brand that they'd switch cards in a minute if Nofear offered a card that had the features they wanted. The key features of the card being considered are as follows:

  - Annual Fee: No fee, $50, $100

  - Rewards: None, 1% cash back, 2% cash back

  - Car Rental Insurance: No, Yes with $100 deductible, Yes with no deductible

  - Interest rate: prime plus 2, prime plus 4, prime plus 8

- **Q1. The VP of marketing has suggested you conduct a survey of customers that asks customers what feature they would want in each category. Would such a survey work?**

- **Q2. What multivariate technique would be appropriate? Describe to your VP of marketing, who has no research experience, how this multivariate technique would work. 5 marks**

- WheelsFast Bikes recently conducted a survey of serious cyclists in Canada who have purchased road bikes in the past 5 years. The study found a correlation of -.4 between the following two questions:

    - On a scale of 1 to 10 where 1 is very likely and 10 is not very likely, how likely are you to purchase a set of carbon wheels over the next 12 months?

    - How many kilometers would you cycle during an average week?

- Please comment on the questions and the correlation? What is the cause and what is the effect? 3 marks

Practice Question 4: TouchMe Tablet

- You are the manager of Insights for TouchMe, a technology hardware manufacturer and retailer. One of your primary research suppliers, Asana Research, has just finished the fieldwork on a quantitative study that it is completing on your behalf. The purpose of the study was to assess customer satisfaction with your new premium tablet called the ZZZ Touch. A representative sample of 500 customers completed the survey which asked them to rate their overall satisfaction with the ZZZ Touch. The survey also asked them to rate both the importance of and their satisfaction with several attributes related to their purchase. In advance of the full report, Asana Research has provided you with the top line results as shown below.

- **List three of the key findings of the research based on the topline results shown above?**

- **What additional analysis, if any, would you ask Asana Research to provide and why?**

- **What additional research do you recommend and why? 8 marks**