



Faculty of Management

Assignment 02 – Business Statistics MGT 1306

Assignment Aim: How Are Statistics Used to Make Business Decisions?  
Start of Date: 26<sup>th</sup> February 2020  
Submission Date: 23<sup>rd</sup> March 2020

Statistical research gives managers the information they need to make informed decisions in uncertain circumstances. When managers analyze statistical research in business, they determine how to proceed in areas including auditing, financial analysis and marketing research.

**Select an Organization as per your convenience. Find the production survey details which was conducted recently. Analysis the data gathered and uncover the valuable information and plan a new marketing strategy to increase the production.**

- 1. Introduction of the company**
- 2. Analysis the data**
- 3. New marketing strategy**
- 4. Benefits for the company**

Guideline for the Report: Group Presentation and Group Report

No of Pages: 15 Pages Minimum  
Font Type: Times New Roman  
Font Size: 12  
Margin: Justify  
Report: Word/ PDF/ (online update copy – 23<sup>rd</sup> March 2020)

Guideline for the Presentation:

No of Slides: 10 Minimum  
Font Type: Times New Roman  
Time: 20 Minutes

Group Presentation Dates:

Group 01 – 23<sup>rd</sup> March (group 01 to 08) at 1pm to 5 pm

26<sup>th</sup> March (group 09 to 25) at 8am to 5 pm

Group 02 – 24<sup>th</sup> March (group 09 to 25) at 8 am to 5 pm

27<sup>th</sup> March (group 01 to 08) at 8am to 12 pm