**Student Name:** Your full name

**Student ID:** Your Student ID

*Make sure to delete the instructions!!*

**Introduction:** Include a succinct introduction at the start of your report. You may write a few sentences about the sample size, purpose of this report, the type of analysis, or any other relevant information (e.g., purpose is to provide insight and explanation, and to make two recommendations) (about 50 words).

# Section 1:

# Q1: EXPLANATION OF THE Hypothesis Testing

# Succinctly and concisely using relevant information answer question 1 here. Keep the English simple and the explanations succinct. Your task is to convert your analysis into plain, simple, easy to understand language. When composing your reply, make sure that you directly answer the question asked. State the summary statistics of importance without referring to your analysis section (about 125 words).

# Q2: EXPLANATION OF THE Correlation Analysis

# Your task is to explain the outcomes of your correlation analysis. Keep the English simple and the explanations succinct. When composing your reply, make sure that you directly answer the question asked. State the summary statistics of importance without referring to your analysis section (about 125 words).

# Q3: EXPLANATION OF THE Regression Analysis

# Your task is to explain the outcomes of your regression analysis. Succinctly and concisely identify and explain your regression analysis output and most importantly factors affecting the Passenger Satisfaction. Keep the English simple and the explanations succinct (about 200 words).

# Section 2 – recommendations TO MAXIMISE CLIENT SATISFACTION

Your task is to make TWO recommendations to the DreamCruise Board. Your recommendations must be supported by your data analysis, and can be based on analysis in this assignment, analysis from previous assignments and any other analysis that you consider is relevant and adds impact to your recommendations.

Assume that the Board members do not have a technical understanding of Business Analytics. This means that your language must be appropriate for a professional audience that has no formal training in business analytics. Express your analysis in plain, straight-forward, easy to understand language. When composing your reply, make sure that you directly answer the question asked.

**Recommendation 1**

Succinctly and concisely make a recommendation that DreamCruise could consider to maximise Passenger Satisfaction (about 50 words).

Explanation of Recommendation 1

Succinctly explain your recommendation. Your task is to support your recommendation by drawing on your analysis and presenting it in plain, simple, easy to understand language. Use appropriate statistics, but do not refer to the Excel file. You may make a general reference to the survey data – you can assume the Board members know of the passengers’ survey data (about 175 words).

**Recommendation 2**

Succinctly and concisely make another recommendation that DreamCruise could consider to maximise Passenger Satisfaction (about 50 words).

Explanation of Recommendation 2

Succinctly explain your recommendation. Your task is to support your recommendation by drawing on your analysis and presenting it in plain, simple, easy to understand language. Use appropriate statistics, but do not refer to the Excel file. You may make a general reference to the survey data – you can assume the Board members know of the passengers’ survey data (about 175 words).

**Conclusion:**

Include a succinct conclusion that summarises your recommendations that DreamCruise can consider to maximise Passenger Satisfaction (about 50 words).