Appy Finance

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Introduction…..

**Business Situation**

Prepare the business situation as an overview--problem, purpose, research questions, and hypotheses.

**Data Collection**

 Appy’s data collection is imperative to ensure the reliability of the variables of interest. In efforts for obtaining the most accurate data it is imperative to utilize the appropriate tools to decipher the variety of variables that Appy will need to determine. Instruments employed to obtain accurate and efficient quantitative data; considering it is not readily available, are from published sources, surveys, and observational. Each of these gathers their specific data; however they work with each other to provide a generalization of the information. Below is a list describing how the data was collected based on each tool, please make note this consumer data collection process was made from a study of a subset of each population:

* **Data from a published source-** Unemployment and GDP rates were pulled from Statistical and Census websites retrieved from each countries Governmental bureaus.
* **Data from a survey-**
	+ Age Range
	+ Likert Scale
	+ Systematic quantifications (Ranked in order of preference)- What are your favorite financial apps?
	+ Interview- Although costly, they provide necessary information for complex business decision making
* **Data Collected observationally-** Gather a sample of a specific population and observe reactions based on different variables.
	+ Available Stock Purchase
	+ Rates

Preference for defining data is important; however the accuracy is essential to maintain the integrity of this company.

**Types of Data and Levels of Measurement**

 The data collected is quantitative variable because is numerical. The data was collected as followed:

Percentage Unemployment, GDP, labor force, number of cell phones and literacy are collected first by the World FactBook. The World FactBook collects their data from a wide variety of U.S Government agencies and many published source.

Unemployment is collected by Percentage of people who is not currently working or is actively looking for a job. This data will help the company Appy Finance to have an idea how many customers are in condition to buy the app.

GDP Gross Domestic Product per capita expressed in thousands. The calculation of GDP is one of the most important indicators of the country’s economic health. The four components calculated are personal consumption, retail sales, business investments that includes inventory levels, Government spending, exports and imports. The highest export is better. Highest imports have a negative impact. This data will allow Appy Finance to see what countries are economically healthy for the company to open their business there.

Labor force and literacy are important data also to help the company see opportunities of growth.

The level of measurement

Appy Finance also will used Ratio scale. Ratio scale is the most informative scale. It is an interval scale where the property zero indicated the absent of quantity being measure.

Ratio scale is like three scales in one. Like a nominal scale provide with category for each object. Category for each country, a Colum for their GDP, unemployment, literacy and labor force

The number serves as level. Like in ordinal scale, ordering the numbers, like interval, the same ratio in two places has the same meaning. For example, the country that has the highest level of GDP is better than the country with low GDP or unemployment. (Lind, Marchal, & Wathen, 2011, chapter 1)

**Process for Filtering and Cleaning Data**

Remove Union, SA, G-20, Petroleum, Area, 65 & Over, Imports, Exports, and Life Expectancy. These metrics are irrelevant to the marketing company’s goal of increasing sales for the cell phone app. Recode the data x1 – x7

1. To Identify the key markets with the most opportunity, data will be filtered by:
	1. Highest GPD – Strong Economies will likely have people in need of a financial app
	2. Highest Labor Force – People that are able to work will likely need an app
	3. Lowest Unemployment – to show that people are working
	4. Highest Number of cell phones – more potential customers
	5. Highest literacy - the app requires this from the user to be effective
2. Once the data has been filtered through this process, the top 10 countries that meet these requirements will be the company’s focus for marketing the app.

**Data Appropriateness -**

 Draw conclusions about appropriateness of the data to meet the purpose of the study.

**Conclusion**

Conclusion….

References

Central Intelligence Agency. (2014). The World Factbook. Retrieved from https://www.cia.gov/library/publications/the-world-factbook/docs/notesanddefs.html?fieldkey=2001&alphaletter=G&term=GDP%20%28purchasing%20power%20parity%29