Movie Theatre Releases Case Study Chapter 2 (124 points total) RUBRIC

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| Points | Requirement | Comments |
| 5  10  5 | Report Format (Word document)   1. Organization 2. Clarity 3. Use of Tables to present data |  |
| 15  (F. D.)  5  (Hist.) | |  | | --- | | **Opening Gross Sales – Frequency Distribution and Histogram** | |  |
| 15  (F. D.)  5  (Hist.) | **Total Gross Sales – Frequency Distribution and Histogram** |  |
| 15  (F. D.)  5  (Hist.) | **Number of Theatres – Frequency Distribution and Histogram** |  |
| 15  (F. D.)  5  (Hist.) | **Number of Weeks in Release – Frequency Distribution and Histogram** |  |
| 5  3 | **Scatter Diagram of Opening and Total Gross Sales ($ millions)**    There is a positive linear relationship between Opening and Total Gross Sales |  |
| 5  3 | **Scatter Diagram of Total Gross Sales ($ millions) and Number of Theatres**    As the number of theatres increases, total gross sales increases. The relationship is not linear. |  |
| 5  3 | **Scatter Diagram of Total Gross Sales ($ millions) and Number of Weeks in Release**    The majority of movies achieve 100 million in total gross sales between 8 and 18 weeks in release |  |

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| 15  5 | **Crosstabulation of Type of Customer vs Net Sales** |  |
| 10 | **Scatter Diagram - Total Gross Sales and Opening Gross Sales** |  |
|  | **Scatter Diagram - Total Gross Sales and Number of Theatres** |  |
|  | **Scatter Diagram - Total Gross Sales and Number of Weeks in Release** |  |

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| 5  2  3 | Scatter Diagram – Page Viewed and Time Spent  More pages viewed is associated with more time spent viewing pages.  Correlation coefficient - .60 - moderate positive relationship |  |