

Part A: The Geography of Generosity

Background: You work for Big Brothers Big Sisters and are teamed up with the Arby's management to implement a donation invitation program at one of the following Arby's restaurants. The regional manager told you that you can select any restaurant you choose from this list. Your team gathered the following sample data by looming near the counter and tallying customer donations for a similar organization engaged in this program.

| Location | Customer s observed (n) | num who donated \$1 | Avg customer per day | | | | | |
|------------------------------------|-------------------------------|---------------------------|----------------------------|--|--|--|--|--|
| 5030 William Flinn, Gibsonia | 97 | 19 | 100 | | | | | |
| 4260 Ohio River Blvd | 50 | 7 | 110 | | | | | |
| 808 Liberty Ave, Downtown | 200 | 15 | 180 | | | | | |
| 4810 McKnight Rd | 150 | 12 | 120 | | | | | |

Managerial question: Which restaurant do you choose to implement your program in?

What range of donation income can you expect for your chosen store over a 7-day period? How does this calculation influence your proposed chosen restaurant?

Part B: Ford motor safety recalls

Which region should you choose to prioritize for the safety recall? Describe the quantitative data to back up your claim: