Question 2.1

Step 1 - Enter Data into SPSS

Alpha	Beta
xx	xx
xx	xx
xx	xx
xx	xx

Step 2 - Build Box Plot

Graphs → Legacy Dialogs

→ Box Plot

→ Summaries for separate Var

→ Select Var

→ OK.

Step 3 - Write up Results.

→ Short paragraph on
Box Plot (incl Citations)

→ Copy + Paste Box Plot Chart
into Report (as image)

Question 2.2

Step 1 — Run Descriptive Statistics
for . Alpha and Beta

→ Analyse → Descriptive Statistics

→ Frequencies.
→ Select Var

→ [Statistics]

→ Check — Quartiles , min, max
std dev, mean, median
Skewness, Kurtosis

→ OK.

Step 2 — Write Up Results - Compare!

— Research and Read on Skewness.

— Determine whether the
distribution is Left/Right Skewed
and the steepness (lepto, meso, platy)

— Copy + Paste Statistics Table
into report.

Question 2.3

Step 1 - Setup Data in SPSS.

→ Use one Var for all the profit (profit)

→ Second Var to differentiate between Alpha and Beta (firm)   0 - Alpha
1 - Beta

Step 2 - State Hypotheses in Report

$H_0 : \mu_A = \mu_B$ - There is No Difference

$H_1 : \mu_B < \mu_A$ - Alpha is more profitable than Beta

Step 3 - Run Independent Sample t Test in SPSS.

→ Analyse → Compare Means

→ Independent Sample t Test

→ Select Var (profit)

→ Define Grouping Var (firm) 0, 1

Step 4 - Interpret and Write Up Test Results in Report

- Copy + Paste Test Results into report

- Interpret p value.

- State Conclusion.