**BUS 209 – Project 2**

**Name: Due: 31 May 2020 by 5.00 PM**

Assume that the Coronavirus economic impact is likely to change peoples’ preferences for cars. Rather than the brand and country of origin, if people chose to pay attention to the characteristics of the cars, what are the things that they will consider important in peoples’ decision? You have been asked to assess the characteristics of cars that are important for the manufacturers. Manufacturers are interested on knowing what characteristics of cars that bring them higher value. The posted Excel file (Project data 2) is Moodle is the data for prices of cars and associated characteristics cars.

1. Using the data analysis tool (descriptive statistics) estimate the summary statistics of all the variables (except for manual variable) (15 points)
2. Price be the dependent variable and other variables as independent variables, state null and alternative hypothesis. (10 points)
3. Estimate regression model using Excel analysis and comment on; (20 points)
4. Goodness of the model (5 points)
5. Significant of coefficients (10 points)
6. Interpret the coefficient (15 points)
7. Predict the price of a manual car based on mean values of all the other variables. (10 points)
8. Write minimum of 150 words report to the management (manufacturer) on automobile demand and automobile characteristics. (25 points)