

- 1. Margin of Error:** With a particular confidence level the range of values above or below the sample mean is known as the margin of error. Here, the confidence level is taken as 95%. The Margin of error for this survey can be obtained from SPSS.
- 2. Confidence Level:** While during this survey, the Marketing Agency are 95% sure that their survey value will match with the population values that is the survey that is been conducted by taking 90 people randomly is surely to match the entire population.

Ideal customer (regression analysis):

Now, before doing the regression analysis we define the Dependent & Independent variables and also transform the string values into dummy numeric values defined as follows.

Here, the dummy values for each response to each question is given in the .sav file attached with this doc file.

Here, we have considered one dependent variable & we will express the dependent

