

Sample Data Analysis:

Dear Student,

You are instructed to follow the below pattern for your data analysis. In analysis of each question, you have to provide the one table and its graphical presentation. Like, analysis of question # 03 is given as below for your guidance and assistance:

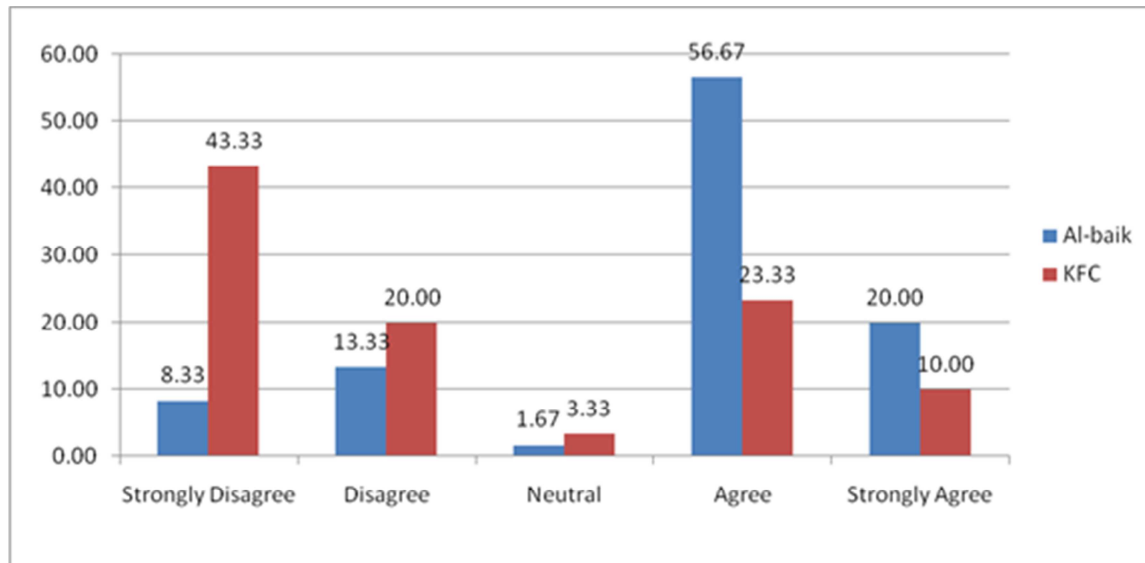
Q # 3

I am loyal with my products as I feel quality of my selected product; matches with the price I pay.

Table-03: Response Rate of Question # 03

Categories	Al-baik Frequency	Percentage	KFC Frequency	Percentage
Strongly Disagree	5	8.33	26	43.33
Disagree	8	13.33	12	20.00
Neutral	1	1.67	2	3.33
Agree	39	56.67	10	23.33
Strongly Agree	12	20.00	5	10.00
TOTAL	65	100	55	100

Graphical Representation:



Interpretation and Analysis:

For Albaik on average 75% (56.67+20) consumers are agree and strongly agree respectively with the statement that they are loyal to the product as they feel quality of the product matches its price. On average 22% (13.33+8.33) are disagree and strongly disagree respectively while only 2% are neutral for statement above regarding Albaik.

Accordingly for KFC the average consumer response of 63.33 % (43.33+20) show that respondents strongly disagree and disagree respectively with the statement provided. 23.33% and 10% were agreeing and strongly agree respectively.

For Albaik on average 75% (56.67+20) consumers are agree and strongly agree with statement that they are loyal to the product as they feel quality of the product matches its price; this value is higher as compared to KFC. Hence, Albaik consumers are more loyal than the KFC consumers.

Important Note: it can be followed as a sample only; copying the same sentence structure and text is not allowed. Further, you should provide justifications that why customers are agree/disagree with the provided question statement with logical arguments.