

Case Study: New York City Taxi Tips

1. To taxi riders tip differently in Brooklyn and Manhattan? We took a random sample of seventy-eight thousand New York City taxi trips from 2013 to find out. Of these, 76050 started and ended in Manhattan; 1197 started and ended in Brooklyn. All trips paid with credit card (not cash). For the Manhattan trips, the mean and standard deviation of the tip percentages were 19.21 and 9.23. For the Brooklyn trips, the mean and standard deviation of the tip percentages were 20.61 and 11.48.

(a) What are the relevant populations?

(b) What are the null and alternative hypotheses?

(c) What are the samples?

(d) What is the test statistic?

(e) Approximately what is the p -value? What is the result of the test?

(f) Find a 99% confidence interval for the difference in average tip rates between Manhattan and Brooklyn.

(g) What assumptions do you need for the hypothesis test and the confidence interval to be valid?

Paired Comparisons

2. (Adapted from Stine and Foster, 4M Example 17.4)

Two pharmaceutical companies (call them A and B) are about to merge. Senior management plans to eliminate one company's sales force. Which one should they eliminate?

To decide this we will take sales data from similar products in 20 comparable geographical districts. For each district, we have the average dollar sales per representative per day in that district. Because each district has its own mix of population, cities, and cultures, it makes the most sense to directly compare the sales forces in each district. We will use the difference obtained by subtracting sales for Division B from sales of Division A in each district.

(a) What is the population?

(b) What is the sample?

(c) Find a 95% confidence interval for expected difference in sales (per representative per day) between Division A and Division B after adjusting for district. Use the following information: number of districts is 20; average difference (A–B, in dollars) is -13.5 ; standard deviation difference is 26.7474.

(d) Is there evidence that one division is better than the other?

Paired and unpaired samples

3. In the following situations, are the samples paired or unpaired?

(a) You want to compare the performances of two restaurants. You measure the weekly profits of both restaurants for 10 consecutive weeks.

(b) You want to compare expected starting salaries between males and females using the class survey data.

(c) Your company can use one of two possible advertisements. You show one ad to one group of people, and ask them to rate the likelihood of buying your product after seeing the ad. You show the second ad to a second group of people, and ask them the same question.

(d) Your company can use one of two possible advertisements. You show both ads to a group of people, and ask them to rate their opinions of both ads.