

The Living Histogram: Making Marketing Statistics Exciting Frequently Asked Questions

How long does this exercise take?

- Approximately 45 minutes to build the living histogram and histogram on Excel.

What camera should I use to take the picture of the living histogram?

- The panoramic setting on a smart phone camera works well or any digital camera.

Why is this exercise exciting for students?

- This exercise gets students actively engaged in learning statistical and marketing concepts. Students become part of the process by creating the living histogram and then building the same histogram using Excel.

What class interval size should be used to construct the histogram?

- 1" height works well.