The Living Histogram- Making Marketing Statistics Exciting

Charlie Drehmer
DePaul University

SMA
SOCIETY FOR MARKETING ADVANCES

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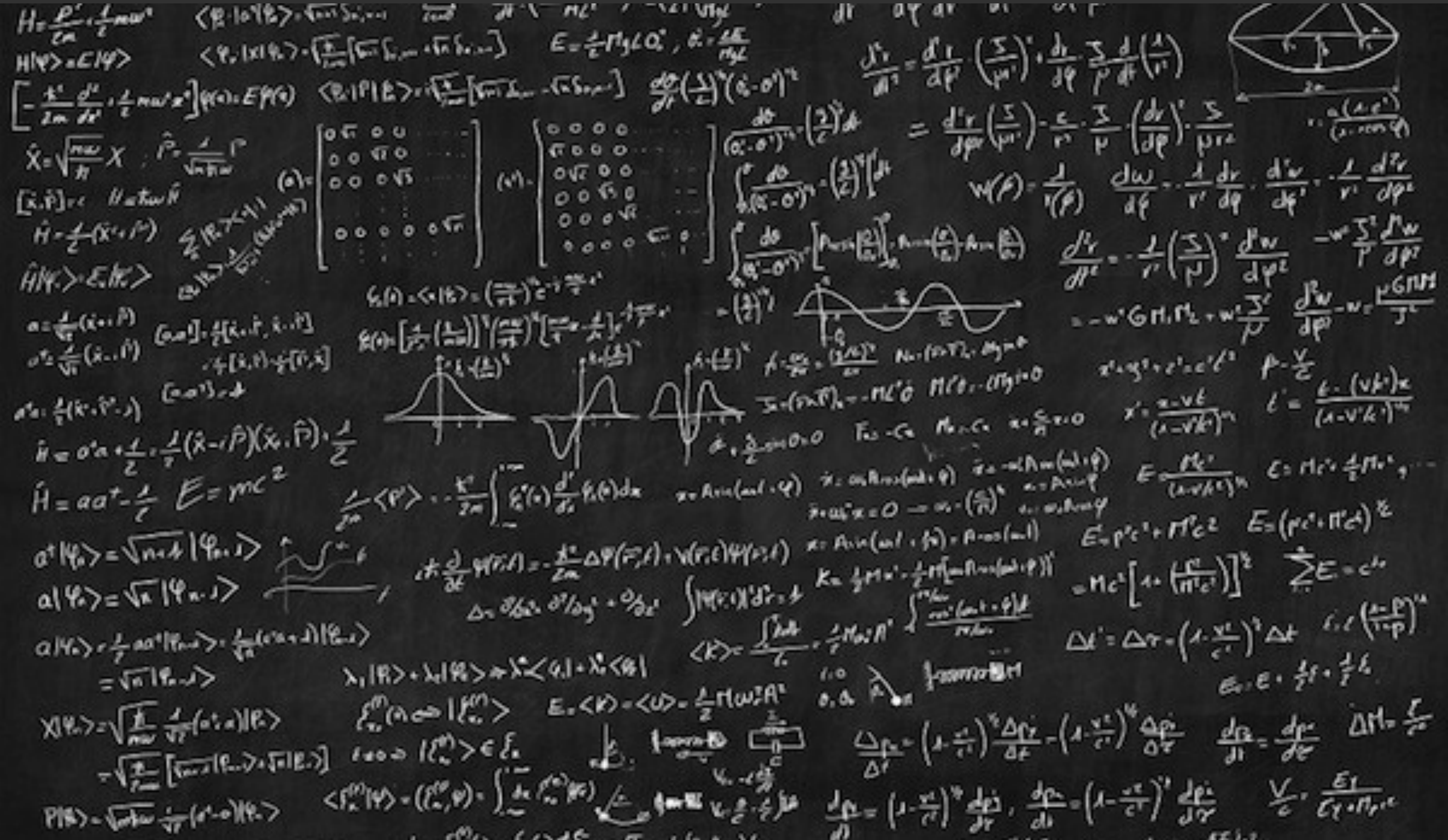

E = mc²

Anything is Possible

How do you create engagement?

How do you create engagement?

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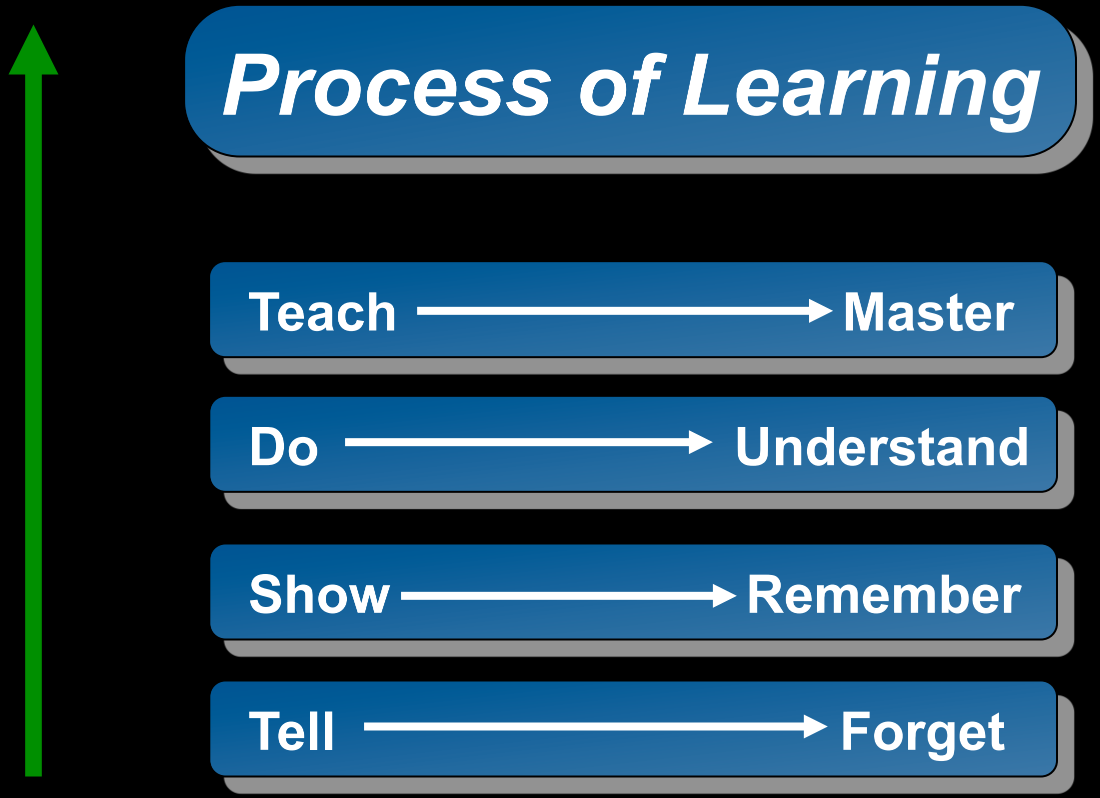


How many shirts should we order?

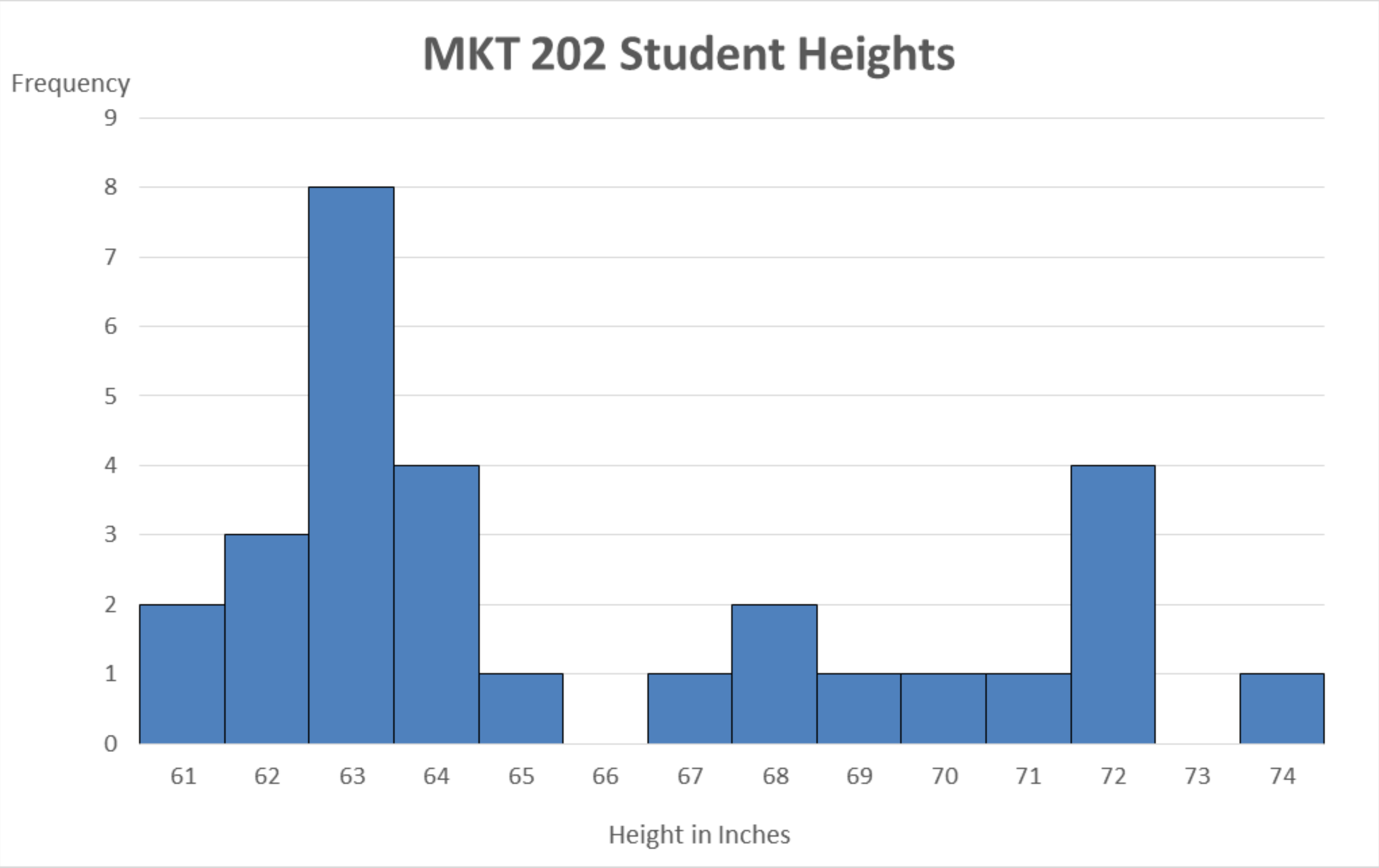
How tall are MKT 202 students?

How tall are MKT 202 students?

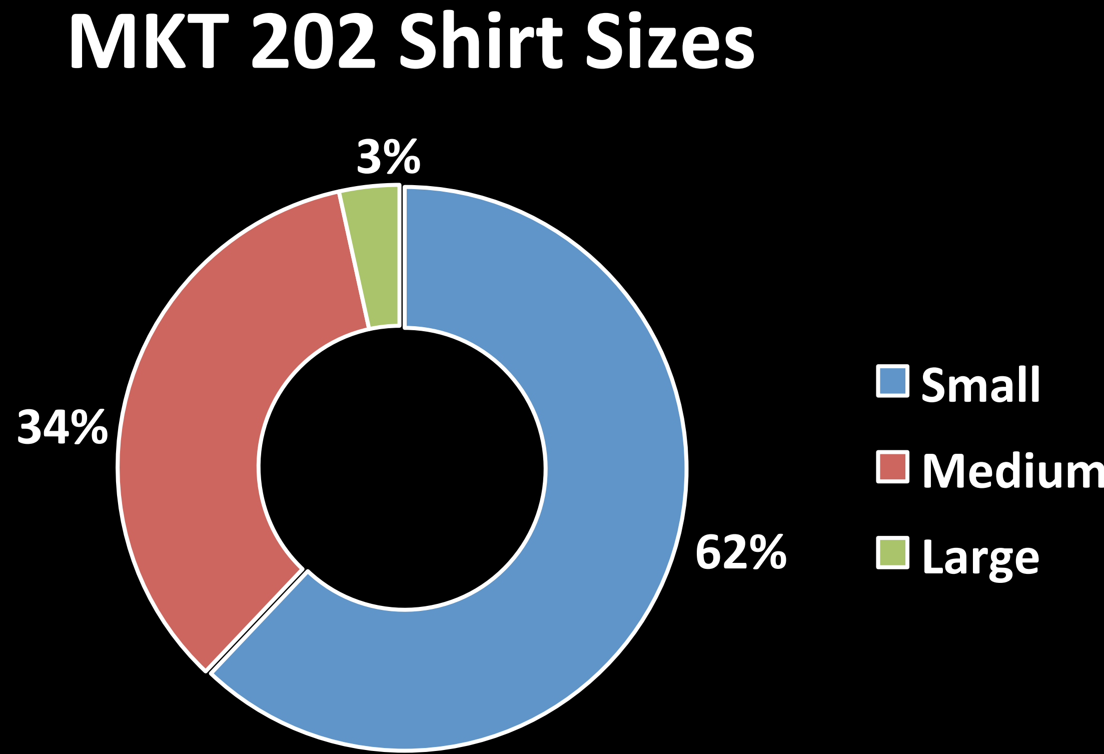
Let's construct a living histogram


NO SMOKING
DePAUL


NO SMOKING


MKT 202 Student Heights
Frequency
9
8
7
6
5
4
3
2
1
0
61
62
63
64
65
66
67
68
69
70
71
72
73
74
Height in Inches


Depaul
MKT 202


MKT 202 Shirt Sizes
3%
34%
62%
Small
Medium
Large

Anything is Possible

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