

### Case 31: Customer Satisfaction Levels

A company collects survey data from 200 customers about their satisfaction with a service. The goal is to understand how service speed (in minutes) and staff friendliness (rated 1-10) influence satisfaction levels. ([download data](#))

**Initial Questions**

1. What are the research objectives?
2. What are the statistical questions?
3. What is the response variable, and what is the data type of the response variable?
4. What are the explanatory variables of interest?
5. Are there covariates?
6. What is the population of interest?
7. What is the subject, and what is the number of distinct subjects?
8. Are there subject-level data?
9. Are response variables dependent (repeated measures / clustered subjects)?
10. Are the subjects selected randomly?
11. Are the subjects randomly assigned to different groups?

**Initial Thoughts**