**Business Decision Making**

**Purpose of Assignment**

The purpose of this assignment is to provide students the opportunity to demonstrate mastery of their ability to apply statistical concepts to business situations to inform data-driven decision-making. Students will identify the organization, problem, research variable, methods for collecting data, and show mastery of validity and reliability as applied to data-collection methods.

**Assignment Steps**

**Identify** a business problem or opportunity with the **AMERICAN AIRLINES / US AIRWAYS MERGER**. This business problem/opportunity for which gathering and analyzing some type of data will help you understand the problem/opportunity better.

**Identify** a research variable within the problem/opportunity that could be measured with some type of data collection.

**Consider** methods for collecting a suitable sample of either qualitative or quantitative data for the variable.

**Consider**how you will know if the data collection method would be valid and reliable.

**Develop** a 1,000-word analysis to describe a company, problem, and variable including the following in your submission:

* Identify the name and description of the selected company.
* Describe the problem at that company.
* Identify one research variable from that problem. Describe the methods you would use for collecting a suitable sample of either qualitative or quantitative data for the variable (*Note*: do not actually collect any data).
* Analyze how you will know if the data collection method would generate valid and reliable data (*Note*: do not actually collect any data).

**Format** your assignment consistent with APA guidelines.