

For Bisgen 2,3 : Case Study Indonesian Retail Industry

Supermarket Name	Average Monthly Sales (Rp Billion)
Hypermart	195.0
Transmart Carrefour	182.5
Superindo	177.8
Lotte Mart	162.4
AEON Mall BSD	159.6
Grand Lucky	153.0
Ranch Market	148.5
Farmers Market	144.2
Naga Supermarket	139.4
Tip Top Supermarket	139.4
Yogya Group	133.7
Hari Hari Pasar Swalayan	127.8
Alfa Midi Premium	125.0

Tasks

1. What does the difference between mean and median indicate about the data distribution? Use Excel
2. What are the interpretation of above result (ad.1) ?
3. If AEON Mall BSD's sales increase to Rp180 billion next year, how will it affect the mean?
4. Which measure (mean, median, or mode) best describes the 'typical' supermarket's performance and why?