Diaper Cost Analysis

**Directions:** Your family friend is expecting her first baby and she is nervous about how much it is going to cost. She is especially confused about how much diapers are going to cost and her friends give her conflicting advice on where to purchase them. Some of her friends swear by using coupons at the local grocery store, other friends say an Amazon Mom membership will save her money even though it costs an annual fee. Help your friend figure it out by gathering the data, analyzing the variables, comparing 4 different retailers and solving this problem.

**Analysis Paper Outline**

1. Introduction
2. Methodology
3. Assumptions
4. Data Collection
5. Results
6. Study Limitations
7. Discussion
8. Conclusions

Introduction

* The introduction paragraph should draw your audience in and describe the situation, the problem, and the analysis you are going to do to solve it. This paragraph should contain some background information to enhance the understanding for the reader as to the reason for the analysis.

Methodology

* Explain the steps you took to solve the problem. E.g. multiplied cost of a diaper by monthly usage. The steps should be in sequential order.

Assumptions

* Keep track of all the assumptions you make when solving the problem. Explain all the assumptions you made even if you think they are understood. For example, “the study assumes that children are potty trained by age 3.”

Data Collection

* This is where you give the actual data you collected. You need to do this in an organized way so some writing may be appropriate, but also use charts, tables, and graphic organizers.

Results

* After you do the math necessary to figure out which retailer has the cheapest option you should show your work by providing graphs or charts.
* Explain in sentences the results like which one was cheaper and what variable(s) played the biggest role in making it that way.

Study Limitations

* In this section is where you write about anything that you know your analysis is not accounting for, or potential errors with your analysis.

Discussion

* Anticipate questions and answer objections in this section. For example one might say that your study is invalid because you didn’t consider coupons. If you did consider coupons, explain why they were not part of your study or why you eliminated it as a variable.

Conclusions

* Conclusions are more than just saying which company to buy from. Your conclusions should be other broad, general findings you have discovered along the way. For example, “online retailers offer more coupons than grocery stores if you sign up for their daily emails.”

## Diaper Analysis Report Rubric

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| --- | --- | --- | --- | --- |
|  | **4 Points** | **3Points** | **2 Points** | **1-0 Points** |
| Title Page | **A title page with title, subtitle, Name, Block, Date is included.** | **Missing one component of proper title page.** | **Missing two components of proper title page.** | **No title page or missing 3 or more components of proper title page.** |
| Introduction | **The purpose of the analysis was clearly identified and reasons for study was given.** | **The purpose of the analysis was identified and reasons for study was given but in a somewhat unclear manner.** | **The purpose of the analysis was partially identified and reasons for study was given may or may not have been given.** | **The purpose of the analysis was erroneous, irrelevant, missing or the reasons for study were unclear or missing.** |
| Methodology | All steps are presented in logical order | Most steps are presented in logical order, however may be missing one or two. | Some steps presented but are either out of order or missing 3 or more. | Section is either missing, vague, or contains too few steps to solve the problem. |
| Data Results | Professional looking and accurate representation of the data in tables/graphs. Labels and titles present. | Accurate representation of the data in tables/graphs. Graphs and tables are labeled and titled. | Either data is not presented clearly or missing titles/labels. | Data is either inaccurate, missing, or tables/graphs are unacceptable. |
| Discussion & Study Limitations | Ideas in discussion are organized and successfully anticipate and answer analysis objections/flaws. | Ideas in discussion are organized and anticipate and answer some analysis objections/flaws. | Ideas in discussion either are not organized, or study was not thought out enough to answer objections or discuss flaws. | Vague or non-existent discussion to answer objections or discuss flaws in analysis. |
| Conclusions | Conclusions are *extremely* logical, specific, thorough and use data to support findings. | Conclusions for the most part are logical, specific, and use data to support findings. | Conclusions are vague, general, or don’t use specific data to support findings. | Conclusions poor, missing or are vague, general, or don’t use specific data to support findings. |
| Writing | Demonstrates correct word choice and scholarly voice. Report contains no grammatical or spelling errors. | A few grammar, voice, word choice or spelling mistakes but not enough to distract from flow of paper. | Some grammar, voice, word choice or spelling mistakes that distract from flow of paper. | Does not use or incorrectly uses appropriate word choice and/or voice. Many grammar/spelling errors. |
| Presentation | Report is *extremely* neat and easy to read. It is formatted in a way that makes it easy to read with proper section titles and labeled figures. Footer contains page number. | Report is neat and easy to read and contains some formatting. | Report is lacking either formatting, headings, labels, or neatness that would make it easier to read. | Report’s neatness and/or readability is unsatisfactory. |

### Total Points: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_