The VIPs just keep coming! Today, Joan Lean came in with some important work. She has developed a new line of pedometers and wants to run a marketing campaign. She feels that by giving someone (in this case a college student) a pedometer, they will walk more.  She has connected with Rod Stannard, Provost of the Local Prestigious University (LPU) and he agreed to allow her to use university students for her research. While Joan is able to gather data, she never took a statistics course so she has no idea how to analyze the data. This is where your consulting firm excels. You ask what data she has, and she shows you the following data.

**.                                     Number of Steps (x1000)       .**

**.                        Week                       .**

Respondent           1                            6                            12

A                            6                            8                           10

B                            4                            5                            6

C                            5                            5                            5

D                            1                            2                            3

E                            0                            1                            2

F                            2                            3                            4

 Provide a quality and comprehensive statistical report to Joan Lean that addresses everything a well written statistical report should (including the table that analysts like to see). Use the appropriate ANOVA with an α=.05 to determine whether the mean numbers of steps changes significantly from one week to another.  Be sure to complete eta-squared to measure the size of the treatment effect. What are your recommendations for Joan’s marketing campaign? What policy recommendations would you suggest Provost Rod implement given your findings? Be sure to provide descriptives, info about hypotheses, appropriate tables, your conclusion and policy recommendations.