▢ Database Directions

1. Start your database software program.

2. Recreate the table from the previous page using your spreadsheet program.

3. Sort the data by each of the following categories—gender, age, zip code, income, and family size. After each sort, save your work.

4. Print out a copy of your work if your teacher has instructed you to do so.

5. Answer the following questions.

Interpreting Results

1. Based on the data presented, describe the profile of your core customer.

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2. Why is it important to know your customers' zip codes? How can entrepreneurs use this data?

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3. Why is it so important for an entrepreneur to develop a customer profile?

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Drawing Conclusions

4. How does it benefit entrepreneurs to monitor their customers periodically to determine whether or not they match their target market?

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