Bulls eye to win

Jamal, David, Marie and Helen spent the afternoon playing darts. In the last round they set the target as the bulls eye. Each person was allowed seven throws. The results of their game are shown below.

Questions

1. Who won the game of darts?
2. What did the players choose to have as their reference value?
3. Whose game would you describe as:
   (a) Precise but inaccurate
   (b) Imprecise but accurate
   (c) Precise and accurate
   (d) Imprecise and inaccurate?
4. Who do you think needs to improve their game to avoid experiencing the same systematic error next time they play?
5. What advice would you give that person?