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this book meets the specific and complete requirements of students pursuing mba pgdbm b com m com ma eco ca icwa bba bis bit bca etc courses who need to understand the basic concepts of business statistics and apply results directly to real life business problems the book also suits the requirements of students who need practical knowledge of the subject as well as for those preparing for competitive examinations

in this edition efforts have been made to assist readers in converting data into useful information that can be used by decision makers in making more thoughtful information based decisions

this book is designed to teach businesspeople students and others core statistical concepts and applications it begins with absolute core principles and takes you through an overview of statistics data and data collection an introduction to sas and basic statistics descriptive statistics and basic associational statistics it provides an overview of statistical modeling effect size statistical significance and power testing basics of linear regression introduction to comparison of means basics of chi square tests for categories extrapolating statistics to business outcomes and some topical issues in statistics such as big data simulation machine learning and data warehousing it teaches the core ideas of statistics through methods such as careful intuitive written explanations easy to follow diagrams step by step technique implementation and interesting metaphors

the fourth edition of business statistics builds upon the easy to understand problem solving approach that was the hallmark of the previous editions through detailed discussions on procedures that facilitate interpretation of data this book enables readers to make more considered and informed business decisions using tools of application and practice in a variety of solved examples and practice problems this book will sharpen the students understanding of basic statistical techniques business statistics 4e serves as a core textbook for students of management commerce and computer science studying business statistics for degrees in bba mba pgdbm bcom mcom ca icwa and be btech mca as well as for those preparing for professional and competitive examinations key features learning objectives clearly outline the learning outcomes of each chapter case studies illustrate a variety of business situations and suggest solutions to managerial issues using specific statistical techniques a chapter concepts quiz at the end of each chapter reinforces students understanding of the basic principles and applications conceptual questions self practice problems review self practice problems with hint and answers enable students after each chapter to practice and then evaluate themselves

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the fifth edition of the book business statistics will provide readers an understanding of problem solving methods and analysis thus enabling readers to develop the required skills and apply statistical techniques to decision making problems a large number of new business oriented solved as well as practice problems have been added thus creating a bank of problems that give a better representation of the various business statistics techniques

this book presents core topics in descriptive and inferential statistics with a rich assortment of business examples and real data and an emphasis on decision making it contains a narrative writing style and the captivating examples and applications and rich data sets are woven right into the narrative the examples are interesting

realistic and drawn from all areas of business and life there is significant emphasis on using statistical software as a tool with most examples presented in a spreadsheet environment using excel and minitab every topic is introduced in the context of a real business application complete with real data from small and large data sets

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