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Titolo	Applied Regression Analysis for Business : Tools, Traps and Applications // by Jacek Welc, Pedro J. Rodriguez Esquerdo
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ISBN	3-319-71156-3
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XI, 286 p. 58 illus. in color.)
Disciplina	330.0151
Soggetti	Business mathematics Statistics Econometrics Business Mathematics Statistics for Business, Management, Economics, Finance, Insurance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preface.- Basics of regression models.- Relevance of outlying and influential observations for regression analysis.- Basic procedure for multiple regression model building -- Verification of multiple regression model -- Common adjustments to multiple regressions -- Common pitfalls in regression analysis -- Regression analysis of discrete dependent variables -- Real-life case-study: The quarterly sales revenues of Nokia Corporation -- Real-life case-study: Identifying overvalued and undervalued airlines -- Appendix: Statistical Tables.
Sommario/riassunto	This book offers hands-on statistical tools for business professionals by focusing on the practical application of a single-equation regression. The authors discuss commonly applied econometric procedures, which are useful in building regression models for economic forecasting and supporting business decisions. A significant part of the book is devoted to traps and pitfalls in implementing regression analysis in real-world scenarios. The book consists of nine chapters, the final two of which are fully devoted to case studies. Today's business environment is characterised by a huge amount of

economic data. Making successful business decisions under such data-abundant conditions requires objective analytical tools, which can help to identify and quantify multiple relationships between dozens of economic variables. Single-equation regression analysis, which is discussed in this book, is one such tool. The book offers a valuable guide and is relevant in various areas of economic and business analysis, including marketing, financial and operational management.
