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Nota di contenuto	<p>""Contents""; ""Preface""; ""About the Author""; ""Acknowledgments""; ""Introduction""; ""Part I: Uncertainties""; ""Chapter 1: The Scarcity of Certainty""; ""Chapter 2: Sources of Uncertainty""; ""Statistical Data""; ""Processing the Data""; ""Chapter 3: Probability""; ""Probability Defined""; ""Combining Probabilities""; ""Conditional Probability""; ""Part II: Data""; ""Chapter 4: Sampling""; ""Problems with Sampling""; ""Repeated Measurements""; ""Simple Random Sampling""; ""Systematic Sampling""; ""Stratified Random Sampling""; ""Cluster Sampling""; ""Quota Sampling""</p> <p>""Sequential Sampling""""Databases""; ""Resampling Methods""; ""Data Sequences""; ""Chapter 5: The Raw Data""; ""Descriptive or Numerical""; ""Format of Numbers""; ""Rounding""; ""Percentages""; ""Simple Index Numbers""; ""Part III: SamplesThe""; ""Chapter 6: Descriptive Data""; ""Diagrammatic Representation""; ""Proportion""; ""Chapter 7: Numerical Data""; ""Diagrammatic Representation""; ""Normally Distributed Data""; ""Distribution Type""; ""Averages""; ""Spread of Data""; ""Grouped Data""; ""Pooling and Weighting""; ""Estimated Population Properties""; ""Confidence Intervals""</p>

""Part IV: Comparisons""""Chapter 8: Levels of Significance""; ""Chapter 9: General Procedure for Comparisons""; ""Chapter 10: Comparisons with Numerical Data""; ""Single Value""; ""Mean of a Sample""; ""Difference between Variances""; ""Difference between Means""; ""Means of Paired Data""; ""Multiple Samples""; ""Chapter 11: Comparisons with Descriptive Data""; ""Single Proportion""; ""Difference between Proportions""; ""Ranks""; ""Ranks of Paired Data""; ""Duplicate Ranks""; ""Chapter 12: Types of Error""; ""Part V: Relationships""; ""Chapter 13: Cause and Effect"" ""Chapter 14: Relationships with Numerical Data""""Linear Relationships""; ""Nonlinear Relationships""; ""Irregular Relationships""; ""Chapter 15: Relationships with Descriptive Data""; ""Nominal Data""; ""Ordinal Data""; ""Chapter 16: Multivariate Data""; ""Multiple Regression""; ""Analysis of Variance""; ""Latin and Graeco-Latin Squares""; ""Multidimensional Contingency Tables""; ""Multivariate Analysis of Variance""; ""Conjoint Analysis""; ""Proximity Maps""; ""Structural Equation Modeling""; ""Association: Some Further Methods""; ""Part VI: Forecasts""; ""Chapter 17: Extrapolation"" ""Chapter 18: Forecasting from Known Distributions""""Uniform Distribution""; ""Normal Distribution""; ""Binomial Distribution""; ""Poisson Distribution""; ""Exponential Distribution""; ""Geometric Distribution""; ""Weibull Distribution""; ""Chapter 19: Time Series""; ""Regression""; ""Autocorrelation""; ""Exponential Smoothing""; ""Chapter 20: Control Charts""; ""Sampling by Variable""; ""Sampling by Attribute""; ""Chapter 21: Reliability""; ""Basic Principles""; ""Reliability Data""; ""Distributions""; ""Practical Complications""; ""Part VII: Big Data""; ""Chapter 22: Data Mining"" ""The Growth of Data""

Sommario/riassunto

Everyone encounters statistics on a daily basis. They are used in proposals, reports, requests, and advertisements, among others, to support assertions, opinions, and theories. Unless you're a trained statistician, it can be bewildering. What are the numbers really saying or not saying? Better Business Decisions from Data: Statistical Analysis for Professional Success provides the answers to these questions and more. It will show you how to use statistical data to improve small, every-day management judgments as well as major business decisions with potentially serious consequences. Author Peter Kenny—with deep experience in industry—believes that "while the methods of statistics can be complicated, the meaning of statistics is not." He first outlines the ways in which we are frequently misled by statistical results, either because of our lack of understanding or because we are being misled intentionally. Then he offers sound approaches for understanding and assessing statistical data to make excellent decisions. Kenny assumes no prior knowledge of statistical techniques; he explains concepts simply and shows how the tools are used in various business situations. With the arrival of Big Data, statistical processing has taken on a new level of importance. Kenny lays a foundation for understanding the importance and value of Big Data, and then he shows how mined data can help you see your business in a new light and uncover opportunity. Among other things, this book covers: How statistics can help you assess the probability of a successful outcome How data is collected, sampled, and best interpreted How to make effective forecasts based on the data at hand How to spot the misuse or abuse of statistical evidence in advertisements, reports, and proposals How to commission a statistical analysis Arranged in seven parts—Uncertainties, Data, Samples, Comparisons, Relationships, Forecasts, and Big Data—Better Business Decisions from Data is a guide for busy people in general management, finance, marketing, operations, and

other business disciplines who run across statistics on a daily or weekly basis. You'll return to it again and again as new challenges emerge, making better decisions each time that boost your organization's fortunes—as well as your own.
