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	Autore	Okunev Rhoda
	Titolo	Analytics for retail : a step-by-step guide to the statistics behind a successful retail business / / Rhoda Okunev
	Pubbl/distr/stampa	New York, New York : , : Apress, , [2022] ©2022
	ISBN	1-4842-7830-5
	Edizione	[[First edition].]
	Descrizione fisica	1 online resource (xiv, 150 pages) : illustrations (some color), charts
	Collana	Gale eBooks
	Disciplina	381
	Soggetti	Retail trade - Data processing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di bibliografia	Includes index
	Nota di contenuto	Chapter 1: The Basics of Statistics Chapter 2: The Normal Curve Chapter 3: Probability and Percentages and Their Practical Business Uses Chapter 4: Retail Math: Basic, Inventory, Productivity, and Growth Rate Metrics Chapter 5: Financial Ratios Chapter 6: Using Frequencies and Percentages to Create Stories from Charts Chapter 7: Hypothesis Testing and Interpreting Results Chapter 8: Pearson Correlation and Simple Regressions Chapter 9: Independent t-test Chapter 10: Putting it all Together: An Email Campaign Chapter 11: Forecasting: Planning for Future Scenarios Chapter 12: Epilogue Appendix A: Accounting Spreadsheet Appendix B: Book Email Spreadsheet Appendix C: Forecasting Spreadsheet Appendix D: Data Types Appendix E: Math Review.
	Sommario/riassunto	Examine select retail business scenarios to learn basic mathematics, as well as probability and statistics required to analyze big data. This book focuses on useful and imperative applied analytics needed to build a retail business and explains mathematical concepts essential for decision making and communication in retail business environments. Everyone is a buyer or seller of products these days whether through a physical department store, Amazon, or their own business website. This book is a step-by-step guide to understanding and managing the mechanics of markups, markdowns, and basic statistics, math and computers that will help in your retail business. You'll tackle what to do with data once it is has accumulated and see how to arrange the data

using descriptive statistics, primarily means, median, and mode, and then how to read the corresponding charts and graphs. Analytics for Retail is your path to creating visual representations that powerfully communicate information and drive decisions.