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Soggetti	Statistics Management Marketing research Business intelligence Statistics in Business, Management, Economics, Finance, Insurance Market Research and Competitive Intelligence Estadística comercial Estadística matemàtica Presa de decisions Models matemàtics Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Includes index.
Nota di contenuto	Chapter 1. Statistics for Decision Making and Competitive Advantage -- Chapter 2. Describing Your Data -- Chapter 3, Hypothesis Tests and Confidence Intervals to Infer Population Characteristics and Differences -- Chapter 4. Simulation to Infer Future Performance Levels Given Assumptions -- Chapter 5. Simple Regression -- Chapter 6. Finance Application: Portfolio Analysis with a Market Index as a Leading Indicator in Simple Linear Regression -- Chapter 7. Indicator Variables -- Chapter 8. Presenting Statistical Analysis Results to Management -- Chapter 9. Nonlinear Regression Models -- Chapter 10. Logit Regression for Bounded Dependent Variables -- Chapter 11. Building Multiple Regression Models -- Chapter 12. Model Building and

Forecasting with Multicollinear Time Series -- Chapter 13. Association Between Two Categorical Variables: Contingency Analysis with Chi Square -- Chapter 14. Conjoint Analysis and Experimental Data.

Sommario/riassunto

This book is the latest title of the popular Excel textbook; redesigned, while including interactive, user-friendly JMP to encourage business students to develop competitive advantages for use in their future careers. How can performance outcome drivers be identified? How can performance outcomes be forecast? Use of regression, conjoint analysis, Monte Carlo simulation provide answers and solutions for specific scenarios. Students learn to build models, produce statistics, and translate results into implications for decision makers. The text features new and updated examples and assignments, and each chapter discusses a focal case from the business world which can be analyzed using the statistical strategies and software provided in the text. Paralleling recent interest in climate change and sustainability, new case studies concentrate on issues such as the impact of drought on business, automobile emissions, and sustainable package goods. The book continues its coverage of inference, Monte Carlo simulation, contingency analysis, and linear and nonlinear regression. A new chapter is dedicated to conjoint analysis design and analysis, including complementary use of regression and JMP.
