

STATISTICS

parameters, variables, intervals, proportions

BASIC DEFINITIONS

STATISTICS: The study of methods for collecting, organizing, and analyzing data

• **Descriptive Statistics:** Procedures used to organize and present data in a convenient and communicable form

• **Inferential Statistics:** Procedures employed to arrive at broader conclusions or inferences about populations on the basis of samples

POPULATION: The complete set of actual or potential elements about which inferences are made

SAMPLE: A subset of the population selected using some sampling method

• **Sampling methods**

• **Cluster sample:** A population is divided into groups called clusters; some clusters are randomly selected, and every member in them is observed

• **Stratified sample:** The population is divided into strata, and a fixed number of elements of each stratum are selected for the sample

• **Simple random sample:** A sample selected so that each possible sample of the same size has an equal probability of being selected; used for most elementary inference

VARIABLE: An attribute of elements of a population or sample that can be measured; ex: height, weight, IQ, hair color and pulse rate are some of the many variables that can be measured for people

DATA: Values of variables that have been observed

• **Types of data**

• **Qualitative (or "categorical") data** are descriptive but not numeric; ex: your gender, your birthplace, the color of an automobile

• **Quantitative data** take numeric values

• **Discrete data** take counting numbers (0, 1, 2, ...) as values, usually representing things that can be counted; ex: the number of fleas on a dog, the number of times a professor is late in a semester

• **Continuous data** can take a range of numeric values, not just counting numbers; ex: the height of a child, the weight of a bag of beans, the amount of time a professor is late

• **Levels of measurement**

• **Qualitative data** can be measured at the:

• **Nominal level:** Values are just names, without any order; ex: color of a car, major in college

• **Ordinal level:** Values have some natural order; ex: high school class (freshman / sophomore / junior / senior), military rank

• **Quantitative data** can be measured at the:

• **Interval level:** Numeric data with no natural zero point; intervals (differences) are meaningful, but ratios are not; ex: temperature in Fahrenheit degrees; 80°F is 20°F hotter than 60°F, but it is not 150% as hot

• **Ratio level:** Numeric data for which there is a true zero; both intervals and ratios are meaningful; ex: weight, length, duration, most physical properties

STATISTIC: A numeric measure computed from sample data, used to describe the sample and to estimate the corresponding population parameter

PARAMETER: A numeric measure that describes a population; parameters are usually not computed, but are inferred from sample statistics

FREQUENCY DISTRIBUTION

Provides the frequency (number of times observed) of each value of a variable

Table #1: Students in a driving class are polled regarding number of accidents they've had:

(# of accidents) (frequency) (relative frequency)

x	f	RF
5	3	0.0526
4	2	0.0351
3	9	0.1579
2	15	0.2632
1	16	0.2807
0	12	0.2105

GROUPED FREQUENCY DISTRIBUTION: Values of the variable are grouped into classes

Table #2: The scores on a midterm exam are grouped into classes:

class	f	cumulative freq.
90-99	4	80
80-89	18	76
70-79	31	58
60-69	19	27
50-59	7	8
40-49	1	1

RELATIVE FREQUENCY DISTRIBUTION: Each frequency is divided by the total number of observations to produce the proportion or percentage of the data set having that value; ex: third column of Table 1

CUMULATIVE FREQUENCY DISTRIBUTION: Frequencies count all observations at a particular value or class and all those less. Ex: third column of Table 2

MEASURES OF CENTRAL TENDENCY

MEAN: Most commonly used measure of central tendency, usually meant by "average"; sensitive to extreme values

POPULATION MEAN

$$\mu = \frac{1}{N} \sum_{i=1}^N x_i$$

SAMPLE MEAN

$$\bar{x} = \frac{1}{n} \sum_{i=1}^n x_i$$

• **Trimmed mean:** Computed discarding some number of the highest and lowest values; less sensitive than ordinary mean

• **Weighted mean:** Computed with a weight multiplied to each value, making some values influence the mean more heavily than others

MEDIAN: Value that divides the set so the same number of observations lie on each side of it; less sensitive to extreme values; for an odd number of values, it is the middle value; for an even number, it is the average of the middle two; ex: in Table 1, the median is the average of the 28th and 29th observations, or 1.5

MODE: Observation that occurs with the greatest frequency; ex: in Table 1, the mode is 1

MEASURES OF DISPERSION

SUM OF SQUARES (SS): The sum of squared deviations from the mean

• **Population SS:** $\sum (x_i - \mu)^2$ or $\sum x_i^2 - \frac{(\sum x_i)^2}{N}$

• **Sample SS:** $\sum (x_i - \bar{x})^2$ or $\sum x_i^2 - \frac{(\sum x_i)^2}{n}$

VARIANCE: The average of square differences between observations and their mean

• **Population variance:** $\sigma^2 = \frac{1}{N} \sum_{i=1}^N (x_i - \mu)^2$

• **Sample variance:** $s^2 = \frac{1}{n-1} \sum_{i=1}^n (x_i - \bar{x})^2$

• **Variances for grouped data:**

• **Population:** $\sigma^2 = \frac{1}{N} \sum_{i=1}^N f_i (m_i - \mu)^2$

• **Sample:** $s^2 = \frac{1}{n-1} \sum_{i=1}^n f_i (m_i - \bar{x})^2$

STANDARD DEVIATION: The square root of the variance; unlike variance, it has the same units as the original data and is more commonly used:

ex: Pop. S.D.: $\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^N (x_i - \mu)^2}$

STANDARD SCORES: Also known as **Z-scores**; the standard score of a value is the directed number of standard deviations from the mean at which the value is found; that is, $z = \frac{x - \mu}{\sigma}$

• A positive z -score indicates a value greater than the mean; a negative z -score indicates a value less than the mean; a z -score of zero indicates the mean value

• **Converting every value in a data set or distribution to a z -score** is called **standardization**; once a data set or distribution has been standardized, it has a new mean $\mu = 0$, and a new standard deviation $\sigma = 1$

GRAPHING TECHNIQUES

BAR GRAPH: A graph that uses bars to indicate the frequency of occurrence of observations

• **Histogram:** A bar graph used with quantitative, continuous variables

FREQUENCY CURVE: A graph representing a frequency distribution in the form of a continuous line that traces a histogram

• **Cumulative frequency curve:** A continuous line that traces a histogram where bars in all the lower classes are stacked up in the adjacent higher class; cannot have a negative slope

• **Symmetric curve:** The frequency curve is unchanged if rotated around its center; median = mean

• **Normal curve:** Bell-shaped curve; symmetric

• **Skewed curve:** Deviates from symmetry; frequency curve is shifted with a longer "tail" to the left (mean < median) or to the right (mean > median)



Business Statistics Study Guide

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Table of Contents Business Statistics Study Guide

1. Understanding the eBook Business Statistics Study Guide
 - The Rise of Digital Reading Business Statistics Study Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Business Statistics Study Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Business Statistics Study Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Business Statistics Study Guide

- Personalized Recommendations
- Business Statistics Study Guide User Reviews and Ratings
- Business Statistics Study Guide and Bestseller Lists
- 5. Accessing Business Statistics Study Guide Free and Paid eBooks
 - Business Statistics Study Guide Public Domain eBooks
 - Business Statistics Study Guide eBook Subscription Services
 - Business Statistics Study Guide Budget-Friendly Options
- 6. Navigating Business Statistics Study Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Business Statistics Study Guide Compatibility with Devices
 - Business Statistics Study Guide Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Business Statistics Study Guide
 - Highlighting and Note-Taking Business Statistics Study Guide
 - Interactive Elements Business Statistics Study Guide
- 8. Staying Engaged with Business Statistics Study Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Business Statistics Study Guide
- 9. Balancing eBooks and Physical Books Business Statistics Study Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Business Statistics Study Guide
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Business Statistics Study Guide
 - Setting Reading Goals Business Statistics Study Guide
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Business Statistics Study Guide

- Fact-Checking eBook Content of Business Statistics Study Guide
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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