

Business Statistics and Analytics



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Description

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Business Statistics and Analytics

UNIT- I

Definition, role and application. Measures of central tendencies and their application.

Measures of dispersion: range, quartile deviation, standard deviation, coefficient of variance and mean deviation. Skewness and kurtosis.

UNIT- II

Correlation: meaning and type of correlation - positive correlation, negative correlation, linear and non-linear correlation. Scatter diagram, Karl Pearson's coefficient of correlation, properties of correlation coefficient, probable error of correlation coefficient. Multiple and partial correlation coefficient. Regression: Meaning and types- simple and multiple regression, linear and non-linear regression, regression lines, and properties of regression.

UNIT- III

Time Series: introduction, objectives and identification of trends – variation in time series, secular variation, cyclical variation, seasonal variation and irregular variation.

Methods of estimation of trends- moving average and least square method.

Index number: definition, uses, types, simple aggregate method and weighted aggregate method- Laspeyre's, Paasche's, Fisher's and CPI. Construction of index numbers and their uses.

UNIT- IV

Sampling: meaning and basic sampling concept, sampling and non-sampling errors.

Hypothesis testing: formulation and procedure for testing a hypothesis. Large and small sample test- z, t, F test and ANOVA (one way). Non-parametric test: chi-square test, sign test, Kruskal–Wallis test. Concept of Business Analytics- Meaning, types and application of Business Analytics.