Statistics, Data Analysis, and Decision Modeling

James R. Evans, David L. Olson

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Unique in approach, this short, basic introduction to business statistics focuses on the practical applications of data analysis to business decision making *in an electronic spreadsheet environment.* It uses a comprehensive database (in the form of a *Microsoft Excel Workbook*) for a fictitious company to illustrate techniques and methodology as well as to provide a source of problems and exercises in a unified business context. Other spreadsheet add-ins--*PHStat*; a student version of *Crystal Ball*; and *Treeplan*--are also used for additional analysis capability. An accompanying CD-ROM contains the database, additional files, the student version of *Crystal Ball,* and *Treeplan* software and documentation. Data Analysis and Business Decisions. Displaying and Summarizing Data. Random Variables and Probability Distributions. Sampling and Statistical Analysis for Decision Making. Statistical Quality Control. Regression Analysis. Forecasting. Selection Models and Risk Analysis. Optimization. For anyone needing a quick, hands-on, applied introduction to business statistics in the contemporary electronic spreadsheet environment.

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