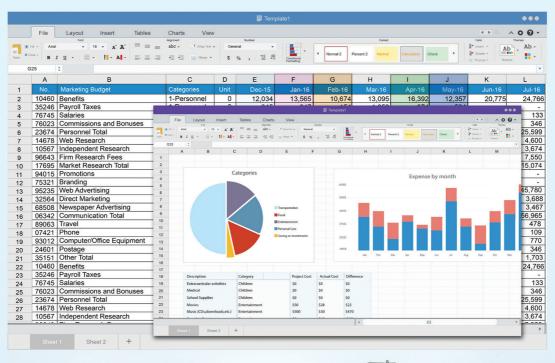


Statistics for Managers Using Microsoft® Excel®

NINTH EDITION

David M. Levine • David F. Stephan • Kathryn A. Szabat







A ROADMAP FOR SELECTING A STATISTICAL METHOD

Data Analysis Task	For Numerical Variables	For Categorical Variables
Describing a group or several groups	Ordered array, stem-and-leaf display, frequency distribution, relative frequency distribution, percentage distribution, cumulative percentage distribution, histogram, polygon, cumulative percentage polygon (Sections 2.2, 2.4)	Summary table, bar chart, pie chart, doughnut chart, Pareto chart (Sections 2.1 and 2.3)
	Mean, median, mode, geometric mean, quartiles, range, interquartile range, standard deviation, variance, coefficient of variation, skewness, kurtosis, boxplot, normal probability plot (Sections 3.1, 3.2, 3.3, 6.3)	
	Index numbers (online Section 16.7)	
	Dashboards (Section 17.2)	
Inference about one group	Confidence interval estimate of the mean (Sections 8.1 and 8.2)	Confidence interval estimate of the proportion (Section 8.3)
	t test for the mean (Section 9.2)	Z test for the proportion (Section 9.4)
	Chi-square test for a variance or standard deviation (online Section 12.7)	(Section 9.4)
Comparing two groups	Tests for the difference in the means of two independent populations (Section 10.1)	Z test for the difference between two proportions (Section 10.3)
	Wilcoxon rank sum test (Section 12.4)	Chi-square test for the difference between
	Paired t test (Section 10.2)	two proportions (Section 12.1) McNemar test for two related
	F test for the difference between two variances (Section 10.4)	samples (online Section 12.6)
	Wilcoxon signed ranks test (online Section 12.8)	
Comparing more than two groups	One-way analysis of variance for comparing several means (Section 11.1)	Chi-square test for differences among more than two proportions
	Kruskal-Wallis test (Section 12.5)	(Section 12.2)
	Randomized block design (online Section 11.3)	
	Two-way analysis of variance (Section 11.2)	
Analyzing the relationship between two variables	Scatter plot, time series plot (Section 2.5) Covariance, coefficient of correlation (Section 3.5)	Contingency table, side-by-side bar chart, PivotTables
	Simple linear regression (Chapter 13)	(Sections 2.1, 2.3, 2.6)
	t test of correlation (Section 13.7)	Chi-square test of independence
	Time-series forecasting (Chapter 16)	(Section 12.3)
	Sparklines (Section 2.7)	
Analyzing the relationship between	Colored scatter plots, bubble chart, treemap (Section 2.7)	Multidimensional contingency tables (Section 2.6)
two or more variables	Multiple regression (Chapters 14 and 15)	Drilldown and slicers (Section 2.7)
	Dynamic bubble charts (Section 17.2)	Logistic regression (Section 14.7)
	Regression trees (Section 17.3)	Classification trees (Section 17.3)
	Cluster analysis (Section 17.4)	Multiple correspondence analysis (Section 17.5)

Statistics for Managers Using Microsoft Excel, Global Edition

Table of Contents

Cover

A Roadmap for Selectinga Statistical Method

Title Page

Copyright Page

About the Authors

Brief Contents

Contents

Preface

Resources for Success

First Things First

USING STATISTICS: The Price of Admission

FTF.1 Think Differently About Statistics

Statistics: A Way of Thinking

Statistics: An Important Part of Your Business Education

FTF.2 Business Analytics: The Changing Face of Statistics

Big Data

FTF.3 Starting Point for Learning Statistics

Statistic

Can Statistics (pl., statistic) Lie?

FTF.4 Starting Point for Using Software

Using Software Properly

FTF.5 Starting Point for Using Microsoft Excel

More About the Excel Guide Workbooks

Excel Skills That Readers Need

REFERENCES

KEY TERMS

EXCEL GUIDE

EG.1 Getting Started with Excel



- EG.2 Entering Data
- EG.3 Open or Save a Workbook
- EG.4 Working with a Workbook
- EG.5 Print a Worksheet
- EG.6 Reviewing Worksheets
- EG.7 If You Use the Workbook Instructions

TABLEAU GUIDE

- TG.1 Getting Started with Tableau
- TG.2 Entering Data
- TG.3 Open or Save a Workbook
- TG.4 Working with Data
- TG.5 Print a Workbook

1 Defining and Collecting Data

USING STATISTICS: Defining Moments

1.1 Defining Variables

Classifying Variables by Type

Measurement Scales

1.2 Collecting Data

Populations and Samples

Data Sources

1.3 Types of Sampling Methods

Simple Random Sample

Systematic Sample

Stratified Sample

Cluster Sample

1.4 Data Cleaning

Invalid Variable Values

Coding Errors

Data Integration Errors

Missing Values

Algorithmic Cleaning of Extreme Numerical Values

1.5 Other Data Preprocessing Tasks

Data Formatting

Stacking and Unstacking Data

Recoding Variables

1.6 Types of Survey Errors



Coverage Error

Nonresponse Error

Sampling Error

Measurement Error

Ethical Issues About Surveys

CONSIDER THIS: New Media Surveys/Old Survey Errors

USING STATISTICS: Defining Moments, Revisited

SUMMARY

REFERENCES

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR Chapter 1

Managing Ashland MultiComm Services

CardioGood Fitness

Clear Mountain State Student Survey

Learning With the Digital Cases

Chapter 1 EXCEL GUIDE

EG1.1 Defining Variables

EG1.2 Types of Sampling Methods

EG1.3 Data Cleaning

EG1.4 Other Data Preprocessing

Chapter 1 TABLEAU GUIDE

TG1.1 Defining Variables

TG1.2 Data Cleaning

2 Organizing and Visualizing Variables

USING STATISTICS: The Choice Is Yours

2.1 Organizing Categorical Variables

The Summary Table

The Contingency Table

2.2 Organizing Numerical Variables

The Frequency Distribution

The Relative Frequency Distribution and the Percentage Distribution

The Cumulative Distribution

2.3 Visualizing Categorical Variables



The Bar Chart

The Pie Chart and the Doughnut Chart

The Pareto Chart

Visualizing Two Categorical Variables

2.4 Visualizing Numerical Variables

The Stem-and-Leaf Display

The Histogram

The Percentage Polygon

The Cumulative Percentage Polygon (Ogive)

2.5 Visualizing Two Numerical Variables

The Scatter Plot

The Time-Series Plot

2.6 Organizing a Mix of Variables

Drill-Down

2.7 Visualizing a Mix of Variables

Colored Scatter Plot (Tableau)

Bubble Chart

PivotChart

Treemap

Sparklines

2.8 Filtering and Querying Data

Excel Slicers

2.9 Pitfalls in Organizing and Visualizing Variables

Obscuring Data

Creating False Impressions

Chartjunk

USING STATISTICS: The Choice Is Yours, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR Chapter 2

Managing Ashland MultiComm Services

Digital Case



CardioGood Fitness

The Choice Is Yours Follow-Up

Clear Mountain State Student Survey

Chapter 2 EXCEL GUIDE

EG2.1 Organizing Categorical Variables

EG2.2 Organizing Numerical Variables

EG2.3 Visualizing Categorical Variables

EG2.4 Visualizing Numerical Variables

EG2.5 Visualizing Two Numerical Variables

EG2.6 Organizing a Mix of Variables

EG2.7 Visualizing a Mix of Variables

EG2.8 Filtering and Querying Data

Chapter 2 TABLEAU GUIDE

TG2.1 Organizing Categorical Variables

TG2.2 Organizing Numerical Variables

TG2.3 Visualizing Categorical Variables

TG2.4 Visualizing Numerical Variables

TG2.5 Visualizing Two Numerical Variables

TG2.6 Organizing a Mix of Variables

TG2.7 Visualizing a Mix of Variables

3 Numerical Descriptive Measures

USING STATISTICS: More Descriptive Choices

3.1 Measures of Central Tendency

The Mean

The Median

The Mode

The Geometric Mean

3.2 Measures of Variation and Shape

The Range

The Variance and the Standard Deviation

The Coefficient of Variation

Z Scores

Shape: Skewness

Shape: Kurtosis

3.3 Exploring Numerical Variables

Quartiles



The Interquartile Range

The Five-Number Summary

The Boxplot

3.4 Numerical Descriptive Measures for a Population

The Population Mean

The Population Variance and Standard Deviation

The Empirical Rule

Chebyshevs Theorem

3.5 The Covariance and the Coefficient of Correlation

The Covariance

The Coefficient of Correlation

3.6 Descriptive Statistics: Pitfalls and Ethical Issues

USING STATISTICS: More Descriptive Choices, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR Chapter 3

Managing Ashland MultiComm Services

Digital Case

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Chapter 3 EXCEL GUIDE

EG3.1 Measures of Central Tendency

EG3.2 Measures of Variation and Shape

EG3.3 Exploring Numerical Variables

EG3.4 Numerical Descriptive Measures for a Population

EG3.5 The Covariance and the Coefficient of Correlation

Chapter 3 TABLEAU GUIDE

TG3.1 Exploring Numerical Variables

4 Basic Probability

USING STATISTICS: Probable Outcomes at Fredco Warehouse Club



4.1 Basic Probability Concepts

Events and Sample Spaces

Types of Probability

Summarizing Sample Spaces

Simple Probability

Joint Probability

Marginal Probability

General Addition Rule

4.2 Conditional Probability

Calculating Conditional Probabilities

Decision Trees

Independence

Multiplication Rules

Marginal Probability Using the General Multiplication Rule

4.3 Ethical Issues and Probability

4.4 Bayes Theorem

CONSIDER THIS: Divine Providence and Spam

4.5 Counting Rules

USING STATISTICS: Probable Outcomes at Fredco Warehouse Club, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 4

Digital Case

CardioGood Fitness

The Choice Is Yours Follow-Up

Clear Mountain State Student Survey

Chapter 4 EXCEL GUIDE

EG4.1 Basic Probability Concepts

EG4.2 Bayes Theorem

5 Discrete Probability Distributions

USING STATISTICS: Events of Interest at Ricknel Home Centers



5.1 The Probability Distribution for a Discrete Variable

Expected Value of a Discrete Variable

Variance and Standard Deviation of a Discrete Variable

5.2 Binomial Distribution

Histograms for Discrete Variables

Summary Measures for the Binomial Distribution

- 5.3 Poisson Distribution
- 5.4 Covariance of a Probability Distribution and its Application in Finance
- 5.5 Hypergeometric Distribution

USING STATISTICS: Events of Interest ..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR Chapter 5

Managing Ashland MultiComm Services

Digital Case

Chapter 5 EXCEL GUIDE

EG5.1 The Probability Distribution for a Discrete Variable

EG5.2 Binomial Distribution

EG5.3 Poisson Distribution

6 The Normal Distribution and Other Continuous Distributions

USING STATISTICS: Normal Load Times at MyTVLab

- 6.1 Continuous Probability Distributions
- 6.2 The Normal Distribution

Role of the Mean and the Standard Deviation

Calculating Normal Probabilities

VISUAL EXPLORATIONS: Exploring the Normal Distribution

Finding X Values

CONSIDER THIS: What Is Normal?

6.3 Evaluating Normality

Comparing Data Characteristics to Theoretical Properties

Constructing the Normal Probability Plot



6.4 The Uniform Distribution

6.5 The Exponential Distribution

6.6 The Normal Approximation to the Binomial Distribution

USING STATISTICS: Normal Load Times ..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 6

Managing Ashland MultiComm Services

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Digital Case

Chapter 6 EXCEL GUIDE

EG6.1 The Normal Distribution

EG6.2 Evaluating Normality

7 Sampling Distributions

USING STATISTICS: Sampling Oxford Cereals

7.1 Sampling Distributions

7.2 Sampling Distribution of the Mean

The Unbiased Property of the Sample Mean

Standard Error of the Mean

Sampling from Normally Distributed Populations

Sampling from Non-Normally Distributed PopulationsThe Central Limit Theorem

VISUAL EXPLORATIONS: Exploring Sampling Distributions

7.3 Sampling Distribution of the Proportion

7.4 Sampling from Finite Populations

USING STATISTICS: Sampling Oxford Cereals, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS



KEY TERMS
CHECKING YOUR UNDERSTANDING
CHAPTER REVIEW PROBLEMS
CASES FOR CHAPTER 7

Managing Ashland MultiComm Services Digital Case

Chapter 7 EXCEL GUIDE

EG7.1 Sampling Distribution of the Mean

8 Confidence Interval Estimation

USING STATISTICS: Getting Estimates at Ricknel Home Centers

8.1 Confidence Interval Estimate for the Mean (Known)

Sampling Error

Can You Ever Know the Population Standard Deviation?

8.2 Confidence Interval Estimate for the Mean (Unknown)

Students t Distribution

The Concept of Degrees of Freedom

Properties of the t Distribution

The Confidence Interval Statement

- 8.3 Confidence Interval Estimate for the Proportion
- 8.4 Determining Sample Size

Sample Size Determination for the Mean

Sample Size Determination for the Proportion

- 8.5 Confidence Interval Estimation and Ethical Issues
- 8.6 Application of Confidence Interval Estimation in Auditing
- 8.7 Estimation and Sample Size Determination for Finite Populations
- 8.8 Bootstrapping

USING STATISTICS: Getting Estimates at Ricknel Home Centers, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 8



Managing Ashland MultiComm Services

Digital Case

Sure Value Convenience Stores

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Chapter 8 EXCEL GUIDE

EG8.1 Confidence Interval Estimate for the Mean (Known)

EG8.2 Confidence Interval Estimate for the Mean (Unknown)

EG8.3 Confidence Interval Estimate for the Proportion

EG8.4 Determining Sample Size

9 Fundamentals of Hypothesis Testing: One-Sample Tests

USING STATISTICS: Significant Testing at Oxford Cereals

9.1 Fundamentals of Hypothesis Testing

The Critical Value of the Test Statistic

Regions of Rejection and Nonrejection

Risks in Decision Making Using Hypothesis Testing

Z Test for the Mean (Known)

Hypothesis Testing Using the Critical Value Approach

Hypothesis Testing Using the p-Value Approach

A Connection Between Confidence Interval Estimation and Hypothesis Testing

Can You Ever Know the Population Standard Deviation?

9.2 t Test of Hypothesis for the Mean (Unknown)

Using the Critical Value Approach

Using the p-Value Approach

Checking the Normality Assumption

9.3 One-Tail Tests

Using the Critical Value Approach

Using the p-Value Approach

9.4 Z Test of Hypothesis for the Proportion

Using the Critical Value Approach

Using the p-Value Approach

9.5 Potential Hypothesis-Testing Pitfalls and Ethical Issues

Important Planning Stage Questions

Statistical Significance Versus Practical Significance

Statistical Insignificance Versus Importance



Reporting of Findings

Ethical Issues

9.6 Power of the Test

USING STATISTICS: Significant Testing..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 9

Managing Ashland MultiComm Services

Digital Case

Sure Value Convenience Stores

Chapter 9 EXCEL GUIDE

EG9.1 Fundamentals of Hypothesis Testing

EG9.2 t Test of Hypothesis for the Mean (Unknown)

EG9.3 One-Tail Tests

EG9.4 Z Test of Hypothesis for the Proportion

10 Two-Sample Tests

USING STATISTICS: Differing Means for Selling Streaming Media Players at Arlingtons?

10.1 Comparing the Means of Two Independent Populations

Pooled-Variance t Test for the Difference Between Two Means Assuming Equal Variances

Evaluating the Normality Assumption

Confidence Interval Estimate for the Difference Between Two Means

Separate-Variance t Test for the Difference Between Two Means, Assuming Unequal Variances

CONSIDER THIS: Do People Really Do This?

10.2 Comparing the Means of Two Related Populations

Paired t Test

Confidence Interval Estimate for the Mean Difference

10.3 Comparing the Proportions of Two Independent Populations

Z Test for the Difference Between Two Proportions

Confidence Interval Estimate for the Difference Between Two Proportions



10.4 F Test for the Ratio of Two Variances

10.5 Effect Size

USING STATISTICS: Differing Means for Selling..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 10

Managing Ashland MultiComm Services

Digital Case

Sure Value Convenience Stores

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Chapter 10 EXCEL GUIDE

EG10.1 Comparing the Means of Two Independent Populations

EG10.2 Comparing the Means of Two Related Populations

EG10.3 Comparing the Proportions of Two Independent Populations

EG10.4 F Test for the Ratio of Two Variances

11 Analysis of Variance

USING STATISTICS: The Means to Find Differences at Arlingtons

11.1 One-Way ANOVA

F Test for Differences Among More Than Two Means

One-Way ANOVA F Test Assumptions

Levene Test for Homogeneity of Variance

Multiple Comparisons: The Tukey-Kramer Procedure

11.2 Two-Way ANOVA

Factor and Interaction Effects

Testing for Factor and Interaction Effects

Multiple Comparisons: The Tukey Procedure

Visualizing Interaction Effects: The Cell Means Plot

Interpreting Interaction Effects

11.3 The Randomized Block Design



11.4 Fixed Effects, Random Effects, and Mixed Effects Models

USING STATISTICS: The Means to Find Differences at Arlingtons, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 11

Managing Ashland MultiComm Services

PHASE 1

PHASE 2

Digital Case

Sure Value Convenience Stores

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Chapter 11 EXCEL GUIDE

EG11.1 The Completely Randomized Design: One-Way Anova

EG11.2 The Factorial Design: Two-Way Anova

12 Chi-Square and Nonparametric Tests

USING STATISTICS: Avoiding Guesswork About Resort Guests

- 12.1 Chi-Square Test for the Difference Between Two Proportions
- 12.2 Chi-Square Test for Differences Among More Than Two Proportions

The Marascuilo Procedure

The Analysis of Proportions (ANOP)

- 12.3 Chi-Square Test of Independence
- 12.4 Wilcoxon Rank Sum Test for Two Independent Populations
- 12.5 Kruskal-Wallis Rank Test for the One-Way ANOVA

Assumptions of the Kruskal-Wallis Rank Test

- 12.6 McNemar Test for the Difference Between Two Proportions (Related Samples)
- 12.7 Chi-Square Test for the Variance or Standard Deviation
- 12.8 Wilcoxon Signed Ranks Test for Two Related Populations

USING STATISTICS: Avoiding Guesswork ..., Revisited



REFERENCES

SUMMARY

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 12

Managing Ashland MultiComm Services

PHASE 1

PHASE 2

Digital Case

Sure Value Convenience Stores

CardioGood Fitness

More Descriptive Choices Follow-Up

Clear Mountain State Student Survey

Chapter 12 EXCEL GUIDE

EG12.1 Chi-Square Test for the Difference Between Two Proportions

EG12.2 Chi-Square Test for Differences Among More Than Two Proportions

EG12.3 Chi-Square Test of Independence

EG12.4 Wilcoxon Rank Sum Test: A Nonparametric Method for Two Independent Populations

EG12.5 Kruskal-Wallis Rank Test: A Nonparametric Method for the One-Way Anova

13 Simple Linear Regression

USING STATISTICS: Knowing Customers at Sunflowers Apparel

Preliminary Analysis

13.1 Simple Linear Regression Models

13.2 Determining the Simple Linear Regression Equation

The Least-Squares Method

Predictions in Regression Analysis: Interpolation Versus Extrapolation

Calculating the Slope, b1, and the Y Intercept, b0

VISUAL EXPLORATIONS: Exploring Simple Linear Regression Coefficients

13.3 Measures of Variation

Computing the Sum of Squares

The Coefficient of Determination

Standard Error of the Estimate

13.4 Assumptions of Regression



13.5 Residual Analysis

Evaluating the Assumptions

13.6 Measuring Autocorrelation: The Durbin-Watson Statistic

Residual Plots to Detect Autocorrelation

The Durbin-Watson Statistic

13.7 Inferences About the Slope and Correlation Coefficient

t Test for the Slope

F Test for the Slope

Confidence Interval Estimate for the Slope

t Test for the Correlation Coefficient

13.8 Estimation of Mean Values and Prediction of Individual Values

The Confidence Interval Estimatefor the Mean Response

The Prediction Interval for an Individual Response

13.9 Potential Pitfalls in Regression

USING STATISTICS: Knowing Customers ..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 13

Managing Ashland MultiComm Services

Digital Case

Brynne Packaging

Chapter 13 EXCEL GUIDE

EG13.1 Determining the Simple Linear Regression Equation

EG13.2 Measures of Variation

EG13.3 Residual Analysis

EG13.4 Measuring Autocorrelation: the Durbin-Watson Statistic

EG13.5 Inferences About the Slope and Correlation Coefficient

EG13.6 Estimation of Mean Values and Prediction of Individual Values

Chapter 13 TABLEAU GUIDE

TG13.1 Determining the Simple Linear Regression Equation

TG13.2 Measures of Variation



14 Introduction to Multiple Regression

USING STATISTICS: The Multiple Effects of OmniPower Bars

14.1 Developing a Multiple Regression Model

Interpreting the Regression Coefficients

Predicting the Dependent Variable Y

14.2 Evaluating Multiple Regression Models

Coefficient of Multiple Determination, r2

Adjusted r2

F Test for the Significance of the Overall Multiple Regression Model

- 14.3 Multiple Regression Residual Analysis
- 14.4 Inferences About the Population Regression Coefficients

Tests of Hypothesis

Confidence Interval Estimation

14.5 Testing Portions of the Multiple Regression Model

Coefficients of Partial Determination

14.6 Using Dummy Variables and Interaction Terms

Interactions

CONSIDER THIS: What Is Not Normal? (Using a Categorical Dependent Variable)

14.7 Logistic Regression

14.8 Cross-Validation

USING STATISTICS: The Multiple Effects, Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 14

Managing Ashland MultiComm Services

Digital Case

CHAPTER 14 EXCEL GUIDE

EG14.1 Developing a Multiple Regression Model

EG14.2 Evaluating Multiple Regression Models

EG14.3 Multiple Regression Residual Analysis

EG14.4 Inferences About the Population Regression Coefficients



EG14.5 Testing Portions of the Multiple Regression Model EG14.6 Using Dummy Variables and Interaction Terms

EG14.7 Logistic Regression

15 Multiple Regression Model Building

USING STATISTICS: Valuing Parsimony at WSTA-TV

15.1 The Quadratic Regression Model

Finding the Regression Coefficients and Predicting Y

Testing for the Significance of the Quadratic Model

Testing the Quadratic Effect

The Coefficient of Multiple Determination

15.2 Using Transformations in Regression Models

The Square-Root Transformation

The Log Transformation

15.3 Collinearity

15.4 Model Building

The Stepwise Regression Approach to Model Building

The Best Subsets Approach to Model Building

15.5 Pitfalls in Multiple Regression and Ethical Issues

Pitfalls in Multiple Regression

Ethical Issues

USING STATISTICS: Valuing Parsimony ..., Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 15

The Mountain States Potato Company

Sure Value Convenience Stores

Digital Case

The Craybill Instrumentation Company Case

More Descriptive Choices Follow-Up

Chapter 15 EXCEL GUIDE

EG15.1 The Quadratic Regression Model



EG15.2 Using Transformations in Regression Models

EG15.3 Collinearity

EG15.4 Model Building

16 Time-Series Forecasting

USING STATISTICS: Is the ByYourDoor Service Trending?

16.1 Time-Series Component Factors

16.2 Smoothing an Annual Time Series

Moving Averages

Exponential Smoothing

16.3 Least-Squares Trend Fitting and Forecasting

The Linear Trend Model

The Quadratic Trend Model

The Exponential Trend Model

Model Selection Using First, Second, and Percentage Differences

16.4 Autoregressive Modeling for Trend Fitting and Forecasting

Selecting an Appropriate Autoregressive Model

Determining the Appropriateness of a Selected Model

16.5 Choosing an Appropriate Forecasting Model

Residual Analysis

The Magnitude of the Residuals Through Squared or Absolute Differences

The Principle of Parsimony

A Comparison of Four Forecasting Methods

16.6 Time-Series Forecasting of Seasonal Data

Least-Squares Forecasting with Monthly or Quarterly Data

16.7 Index Numbers

CONSIDER THIS: Let the Model User Beware

USING STATISTICS: Is the ByYourDoor Service Trending? Revisited

SUMMARY

REFERENCES

KEY EQUATIONS

KEY TERMS

CHECKING YOUR UNDERSTANDING

CHAPTER REVIEW PROBLEMS

CASES FOR CHAPTER 16

Managing Ashland MultiComm Services



Digital Case

CHAPTER 16 EXCEL GUIDE

EG16.1 Smoothing an Annual Time Series

EG16.2 Least-Squares Trend Fitting and Forecasting

EG16.3 Autoregressive Modeling for Trend Fitting and Forecasting

EG16.4 Choosing an Appropriate Forecasting Model

EG16.5 Time-Series Forecasting of Seasonal Data

17 Business Analytics

USING STATISTICS: Back to Arlingtons for the Future

17.1 Business Analytics Overview

Business Analytics Categories

Business Analytics Vocabulary

CONSIDER THIS: Whats My Major If I Want to Be a Data Miner?

Inferential Statistics and Predictive Analytics

Microsoft Excel and Business Analytics

Remainder of This Chapter

17.2 Descriptive Analytics

Dashboards

Data Dimensionality and Descriptive Analytics

17.3 Decision Trees

Regression Trees

Classification Trees

Subjectivity and Interpretation

17.4 Clustering

17.5 Association Analysis

17.6 Text Analytics

17.7 Prescriptive Analytics

Optimization and Simulation

USING STATISTICS: Back to Arlingtons ..., Revisited

REFERENCES

KEY TERMS

CHECKING YOUR UNDERSTANDING

Chapter 17 SOFTWARE GUIDE

SG17.1 Descriptive Analytics

SG17.2 Predictive Analytics for Clustering



18 Getting Ready to Analyze Data in the Future

USING STATISTICS: Mounting Future Analyses

18.1 Analyzing Numerical Variables

Describe the Characteristics of a Numerical Variable

Reach Conclusions About the Population Mean or the Standard Deviation

Determine Whether the Mean and/or Standard Deviation Differs Depending on the Group

Determine Which Factors Affect the Value of a Variable

Predict the Value of a Variable Based on the Values of Other Variables

Classify or Associate Items

Determine Whether the Values of a Variable Are Stable Over Time

18.2 Analyzing Categorical Variables

Describe the Proportion of Items of Interest in Each Category

Reach Conclusions About the Proportion of Items of Interest

Determine Whether the Proportion of Items of Interest Differs Depending on the Group

Predict the Proportion of Items of Interest Based on the Values of Other Variables

Cluster or Associate Items

Determine Whether the Proportion of Items of Interest Is Stable Over Time

USING STATISTICS: The Future to Be Visited

CHAPTER REVIEW PROBLEMS

Appendices

A. Basic Math Concepts and Symbols

- A.1 Operators
- A.2 Rules for Arithmetic Operations
- A.3 Rules for Algebra: Exponents and Square Roots
- A.4 Rules for Logarithms
- A.5 Summation Notation
- A.6 Greek Alphabet

B. Important Software Skills and Concepts

- B.1 Identifying the Software Version
- **B.2 Formulas**
- **B.3 Excel Cell References**
- **B.4 Excel Worksheet Formatting**
- B.5E Excel Chart Formatting
- **B.5T Tableau Chart Formatting**
- B.6 Creating Histograms for Discrete Probability Distributions (Excel)
- B.7 Deleting the Extra Histogram Bar (Excel)



C. Online Resources

- C.1 About the Online Resources for This Book
- C.2 Data Files
- C.3 Microsoft Excel Files Integrated With This Book
- C.4 Supplemental Files

D. Configuring Software

- D.1 Microsoft Excel Configuration
- D.2 Supplemental Files

E. Table

- E.1 Table of Random Numbers
- E.2 The Cumulative Standardized Normal Distribution
- E.3 Critical Values of t
- E.4 Critical Values of x2
- E.5 Critical Values of F
- E.6 Lower and Upper Critical Values, T1, of the Wilcoxon Rank Sum Test
- E.7 Critical Values of the Studentized Range, Q
- E.8 Critical Values, dL and dU, of the Durbin-Watson Statistic, D (Critical Values Are One-Sided)
- E.9 Control Chart Factors
- E.10 The Standardized Normal Distribution

F. Useful Knowledge

- F.1 Keyboard Shortcuts
- F.2 Understanding the Nonstatistical Excel Functions

G. Software FAQs

- G.1 Microsoft Excel FAQs
- G.2 PHStat FAQs
- G.3 Tableau FAQs

H. All About PHStat

- H.1 What is PHStat?
- H.2 Obtaining and Setting Up PHStat
- H.3 Using PHStat
- H.4 PHStat Procedures, by Category

Self-Test Solutions and Answers to Selected Even-Numbered Problems

Index

Credits

