# Business Statistics and Analytics
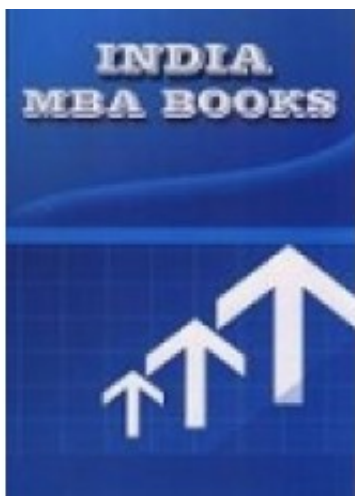
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# Business Statistics and Analytic

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

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