



Using Statistics for Better Business Decisions

Justin Bateh

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More and more organizations around the globe are expecting that professionals will make objective decisions using relevant supporting data. Employees, team leaders, managers, and executives that can think ?quantitatively? should be in high demand. This book is students who have not been introduced to the field of statistics. It covers the role statistics plays in the business world. The goal of this book is to help increase readers? ability to collect, organize, and analyze data to facilitate making more effective decisions. Techniques are covered that can help any manager or business person who is responsible for decision making. Dr. Bateh believes that organizations are seeking professionals that have the ability to identify a problem and an objective, determine key stakeholders, apply theoretical concepts to solving the problem, and present conclusions or recommendations to key stakeholders in a clear and concise form. In other words, he believes in teaching students not only how to identify a problem, but how to solve problems. This course has been created for decision makers whose primary goal is not just to do the calculation and the analysis, but to understand them, and make recommendations to key stakeholders. This book will provide you with a solid foundation for thinking quantitatively within your company. This book is for beginners and does not require prior statistical training. All computations will be completed using Microsoft Excel.



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