

Business Analysis Fall 2022

Class 2

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Descriptive Statistics

- ❖ The idea is to explain the data at face value
- ❖ Summarize key metrics
- ❖ Describe what we have
- ❖ Present the data efficiently

Summary Measures

- ❖ Where is the data centered?
 - ❖ IE where is the mean + standard deviation
 - ❖ Distribution?
 - ❖ Mode or Median
- ❖ Do we trust the data
 - ❖ Does it make sense
 - ❖ Outliers
 - ❖ What are we missing
- ❖ What's the range of outcomes?
 - ❖ Is it skewed?

Spread Measures

- ❖ Variance is the average squared deviations from the mean
- ❖ Standard deviation is the square root of this number
- ❖ Covariance measures the direction of the relationship between two variables

Probability distribution

- ❖ What is it?
- ❖ Z scores?
- ❖ Why do we care

How to find skew

- ❖ Statistically:

- ❖ The kurtosis coefficient is a summary measure that tells us whether the tails of the distribution are more or less extreme than the normal distribution.
- ❖ Tails that are more extreme than the normal distribution are called

$$\frac{n}{(n-1)(n-2)(n-3)} \sum \left(\frac{x_i - \bar{x}}{s} \right)^4$$

- ❖ Better to just plot it!

Lets hop into it

- ❖ Get R going

