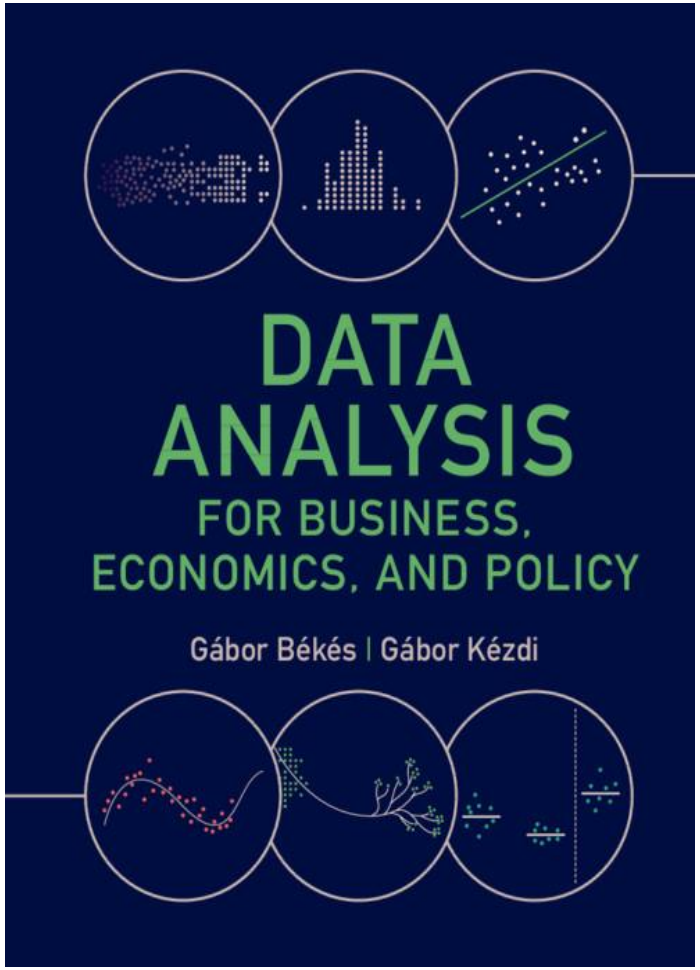


[Core Text]:

[COURSE NUMBER]: [COURSE NAME]

Data Analysis for Business, Economics, and Policy

By Gábor Békés, *Central European University, Vienna and Budapest*

Gábor Kézdi, *University of Michigan, Ann Arbor*

Available from **[College Bookstore]** or **www.cambridge.org/highereducation/isbn/9781108716208**

What is covered by the text?

This textbook provides future data analysts with the tools, methods, and skills needed to answer data-focused, real-life questions; to carry out data analysis; and to visualize and interpret results to support better decisions in business, economics, and public policy. Data wrangling and exploration, regression analysis, machine learning, and causal analysis are comprehensively covered, as well as when, why, and how the methods work, and how they relate to each other. As the most effective way to communicate data analysis, running case studies play a central role in this textbook. Each case starts with an industry-relevant question and answers it by using real-world data and applying the tools and methods covered in the textbook. Learning is then consolidated by 360 practice questions and 120 data exercises. Extensive online resources, including raw and cleaned data and codes for all analysis in Stata, R, and Python, can be found at www.gabors-data-analysis.com.

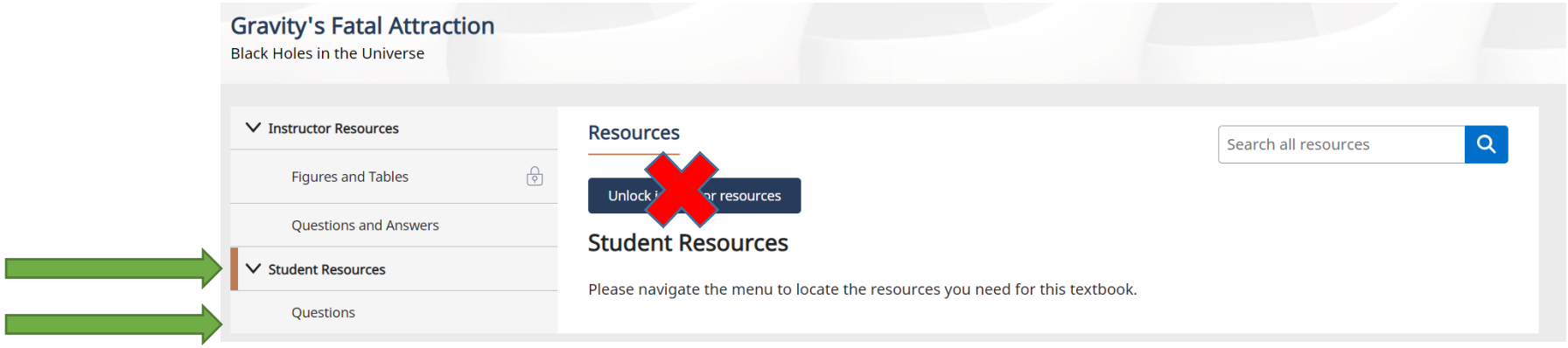
Features

- Provides students with a clear explanation of data analysis, as one third of the book consists of running case studies that develop the data analysis process logically through the book by using real-world scenarios and data
- Fills an important and growing niche between technical econometrics books and more basic business analytics texts
- Ideal for students who do not want to take more econometrics courses but would rather gain hands-on experience of working with real data. Suitable for non-PhD track students in economics and business
- Coding language neutral. The text does not include code in any language, and hence, may be used in a variety of settings
- Uses R and Stata and Python to teach methods, a far more useful and industry relevant approach than the spreadsheet programs used by most business analytics books
- Full suite of ancillaries, including code and data used in case studies that have been carefully curated to match the printed text

Supplementary Materials for Students

- Data Sets

- Students do not need and should not need to request access to free resources.



What is the Cambridge Spiral eReader?

- The eReader app allows students to **download the textbooks** that they can access via their institution to their own **offline reading bookshelf**.
- The eReader app allows students **to highlight, bookmark and make notes** within the online version of the textbook.
- For students with institutional access, they will be able to read the book via their institutional login, but will need a Cambridge Higher Education account to access the full functionality
- Our eTextbooks are also available for purchase by individuals who would like perpetual access

Accessing the Textbook Online

- You will be able to access the textbook online via your institutional login or personal account.
- In order to access the full functionality of Cambridge Spiral eReader, you will also need to create a Cambridge University Press Higher Education account.
- To access the textbook for **offline reading,** please download the Cambridge Spiral eReader app.
- For more access FAQs, please read here

When signing up for a HE account, you will not be automatically opted into any marketing or sales from Cambridge University Press, unless you change your preferences. Our privacy notice can be found here: www.cambridge.org/about-us/legal-notices/privacy-notice

What Systems does the app work on?

Download Cambridge Spiral for Higher Education from Cambridge University Press Offline Windows App
System Requirements: Windows 7+
Click here to download

Download Cambridge Spiral for Higher Education from Cambridge University Press Offline Desktop App (Apple Mac)
System Requirements: Mac OS 10.12 Sierra and above.
Click here to download

Download Cambridge Spiral for Higher Education from Cambridge University Press iOS App (iPhone/iPad)
System Requirements: iOS 10.0 and above. ***Download the app from the Apple Store***

Cambridge Spiral for Higher Education from Cambridge University Press Android App
System Requirements: Android version 8.0 and above. ***Download the app from Google Play***