Print

Overview

Suppose you're interested in what causes the spread of a disease, or how likely an applicant is to default on a bank loan. But how do you answer these questions from your data? We're going to start off in Chapter 1 by exploring our data and learning about the SAS tools that can help us answer our questions.

It's often impossible to gather data on an entire population, such as every single person who gets sick or defaults on a loan, so we'll learn how to make inferences from our data samples of those populations. These inferences will help us answer our questions so we can make decisions about future research or business strategies.

We'll begin by briefly discussing the models required to analyze different types of data and the difference between explanatory vs predictive modeling. We'll then move into a review of fundamental statistical concepts, such as the sampling distribution of a mean, hypothesis testing, p-values, and confidence intervals.

After reviewing these concepts, we'll apply one-sample and two-sample t tests to our Ames Housing data to confirm or reject preconceived hypotheses.

Close