



Course introduction

David Puelz

What is this course about?



- **Statistics** and its application in business
- **Concepts** and **pitfalls** of statistical reasoning
- **Predictive modeling** and its uses in decision making

Statistics ain't like what it used to be! It is going through a rebrand with the explosion of AI and data science

If you are nervous about this course, don't be.

We will have **fun!**

What did ChatGPT say?



Spend 10min with your study groups to share the AI-generated content, and then we will have each group share with the class.



August meetings

- (1) Data visualization
- (2) Probability
- (3) Portfolios
- (4) Uncertainty

September meetings

- (1) Simple linear regression
- (2) Multiple linear regression
- (3) Advanced regression techniques



You choose! (two of the following)

- Neural networks
- Text as data
- Data compression (principal components / clustering)
- Networks and association rule mining



Before class

- readings and optional homework problems

During class

- lecture, discussion, presentation of homework solutions

Asynchronous work

- reading quizzes, online modules released at a later date



Evaluation

- Exam (60%)
- Reading quizzes (30%)
- Engagement / participation (10%)



Naked Statistics by Charles Wheelan

We will have three reading quizzes throughout the course taken over canvas. Please see the syllabus for details.