



# Statistics Denial Myths

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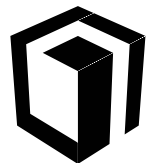
Statistics, data  
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Unknown to most marketing researchers, there have been tensions between the statistical and computer science communities in recent years.

Happily, much of the tension has been generated by a handful of bloggers with little knowledge of statistics or who have, for commercial reasons, misrepresented

statisticians and the field itself. Though most hard hat statisticians (like me) and hard hat computer scientists get along just fine, some of these bloggers are taken seriously and thus cannot be ignored...even if what they say is nonsense.

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PhD statistician with two decades of experience working in what is now called data science. Randy has published a series of articles that demolish the main myths about statistics and statisticians put forth by these bloggers. His Statistical Denial series can be with links below.

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Statistical Denial 3: Applied Statistics Is A Way Of Thinking, Not Just A Toolbox (<http://dataflog.com/read/applied-statistics-is-way-thinking-not-toolbox/1154>).

Statistical Denial 4: Five Forces Pushing Statistics Expertise Out of Data Analysis

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There is a wealth of practical knowledge about statistics and data science pertinent to marketing research in these posts, and I would urge you to read every one of them.

Kevin Gray is President of Cannon Gray.

(<http://cannongray.com/home>), a marketing science and analytics consultancy.

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