The subject of statistics involves the study of how to collect, analyze and interpret data. In business, data are facts and figures from which conclusions can be drawn. Business decision making is based on these conclusions. Since decisions are typically taken to influence the future, one can only assume that the collected data is somehow representative of the future. Statistical inference deals with quantifying the uncertainty induced by using only subsets to make decisions.

R is a powerful coding language that is ideally suited for doing business statistics. Though R may be difficult to understand at first, this workbook will guide you through gaining an understanding of how to use R for hypothesis testing in the most common business research designs.