



The subject of statistics involves the study of how to collect, analyze and interpret data. These data and the information it conveys are at the basis of most business decisions. Given that decisions are usually taken in order to influence the future, one can only presume that the collected data represent the future in some way. In this workbook, we teach you how statistical inference can deal with quantifying the uncertainty that is induced by using data to make decisions.

R is a powerful coding language that is ideally suited for doing 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 estimation and hypothesis testing in the most common business research designs.