

The background of the slide is a solid green color. Overlaid on this background is a complex, abstract pattern of thin, black and white lines. These lines are of varying lengths and orientations, some horizontal, some vertical, and some diagonal, creating a dense, grid-like or circuit-like appearance. The lines are scattered across the top half of the slide, above the text area.

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 foundation of most business decisions. Given that such decisions are usually taken in order to influence the future, one can only presume that the collected data are representative of 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 subsets of data to make decisions.

R is a powerful coding language that is exceptionally 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.