greatlearning
Learning for Life

Week 1: Descriptive Statistics (Total video duration= 2 hours. You will be required to spend 25 minutes/day along with practicing datasets and quizzes)

Learning Outcomes from the Module:

After learning from this module, learners will be able to understand:

▶ What is Statistics and why is it important in the field of Analytics

▶ Measures of Central Tendency- Mean, Median and Mode

▶ Measures of Dispersion- Range, IQR, Standard Deviation

▶ Visualization using Histograms, Box plots and Outliers

▶ Hands-on using a case study

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Mentor Session Duration: 2 hours		Faculty Name: Dr. P K Viswanathan and Mr. Gurumoorthy		No. of videos: 4
Video No.	**Video Name**	**Duration of the video**	**Topics Covered**	**Conceptual or Hands On**
1	Overview of the Course	25:32	We will learn about the 4 fundamentals of Business Analytics. We will be given an overview of 4 modules of the course namely Descriptive Stats, Probability, Distributions, Estimation and Hypothesis Testing.	Conceptual
2	Measures of Central Tendency	29:50	We will learn how to transform Raw Data into meaningful information. We will be introduced to the concept of measures of central tendency like mean, median, and mode.	Conceptual
3	Measures of Dispersion	26:21	We will learn about the measures of dispersion like Range, Interquartile range, standard deviation, and variation and Visualization techniques like histogram and box plot.	Conceptual
4	Descriptive Statistics Hands-on	40:00	Understanding the application of Descriptive Statistics using Cardio Good Fitness Case Study	Hands On

Few textbooks
that you can refer to:

1

Business Statistics : A First Course

By Kathryn A Szabat David M. Levine, P. K. Viswanathan, David Stephan

2

Statistics for Business and Economics

by David R. Anderson, Dennis J. Sweeney