

➤ What is Statistics?

- Central Tendency Measures
- Dispersion Measures
- Data Distributions



LinkedIn® Statistics 2014



313 Million

Members in 200+ countries



39 Million

Student and recent college graduates



3 Million

Companies with LinkedIn® pages



4

V

3

L

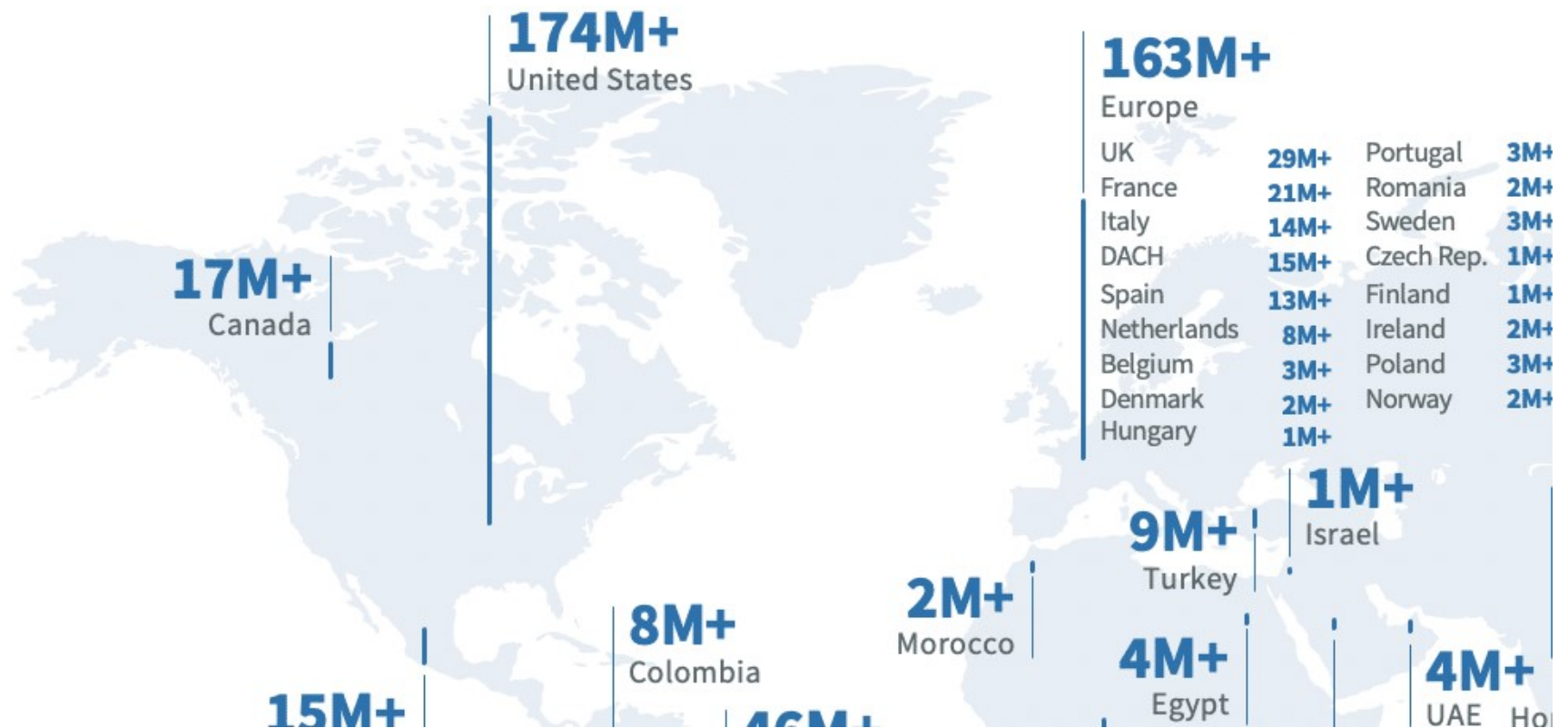
1

A

ir

LINKEDIN @ 2022 STATISTICS

722 million members in 200 countries and



Discussion

- Do these statistics tell you a story about LinkedIn®?
- If you are a recent graduate, what would these statistics mean
- If you work in the marketing department, what decisions can y marketing strategy?
- If you want your expertise to be known to a global audience, is media channel?
- If you are recruiter, will you post your job requirements on Link
- If you want to invest, will you buy LinkedIn® stock?

Interesting Insights

- If LinkedIn® users were to form a country, it would be the size of the United States of America!!! Social Media's exponential growth over the past decade
- Access to Internet applications is increasing by use of mobile devices
- Google reports LinkedIn® company pages within the top 10 pages of search results; Having LinkedIn® company pages is a competitive advantage

Statistics

Statistics is **collection, organization, analysis, and interpretation of data.**

Statistics includes:

- Design of experiments
- Sampling
- Descriptive Statistics



Descriptive Statistics: Key concepts

In statistical analysis, the three fundamental concepts associated w

- Location or Central Tendency
- Dispersion or Spread
- Shape or Distribution

Agenda

What is Statistics?

- Central Tendency Measures
- Dispersion Measures
- Data Distributions