Business Statistics
Duration: 24 Hours

Introduction to Business Statistics

- Types of Data – Discrete, Continuous. Quantitative, Qualitative, Nominal, Ordinal.
- Presentation of Data – Tables, Graphs, Charts

Descriptive Statistics

- Measures of Central Tendency
- Measures of Dispersion
- Moments, Skewness & Kurtosis
- Correlation, Covariance
- Regression - Linear Regression, Multiple Regression, Logistic Regression, Multinomial

Theory of Probability

- Basic Concepts
- Types of Events - Independent, Mutually Exclusive, Disjoint etc.
- Conditional Probability
- Probability Distributions – Discrete, Continuous

Statistical Inference

- Sampling
- Estimation – Point Estimation, Likelihood Estimation
- Testing of Hypothesis
- Time Series Analysis
- Cluster Analysis
- Market Basket Analysis
- Outlier Detection