BABS 550

1.5 Credits

Application of Statistics in Management

Course Description

We live in an increasingly data-rich world. This course focuses on using data to make good business decisions, and involves the fundamentals of data exploration, visualization, and common statistical methods. The emphasis will be on (i) being an informed and critical consumer of statistics, (ii) understanding core statistics concepts both quantitatively *and* qualitatively, (iii) applying the material in complex, real-world settings. All methods will be illustrated with applications (from Netflix, Craigslist, CitiBike, Instacart, and more), and we will use real data whenever possible.

General Course Objectives

By the end of this course, students will be able to:

⚐   Identify which methods are appropriate for different types of data and situations.

⚐   Use visualization and key statistical tools (confidence intervals, hypothesis tests, and regression) to interpret data, tell stories, and draw conclusions.

⚐   Understand the limitations behind various methods, metrics, and experimental designs.

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