



## Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition)

By David M. Levine, David F. Stephan



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**Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition)** By David M. Levine, David F. Stephan

Thought you couldn't learn statistics? You can – and you will! ***Even You Can Learn Statistics and Analytics, Third Edition*** is the practical, up-to-date introduction to statistics – for *everyone*! Now fully updated for "big data" analytics and the newest applications, it'll teach you all the statistical techniques you'll need for finance, marketing, quality, science, social science, and more – one easy step at a time. Simple jargon-free explanations help you understand every technique, and extensive practical examples and worked problems give you all the hands-on practice you'll need. This edition contains more practical examples than ever – all updated for the newest versions of Microsoft Excel. You'll find downloadable practice files, templates, data sets, and sample models – including complete solutions you can put right to work! Learn how to do all this, and more:

- Apply statistical techniques to analyze huge data sets and transform them into valuable knowledge
- Construct and interpret statistical charts and tables with Excel or OpenOffice.org Calc 3
- Work with mean, median, mode, standard deviation, Z scores, skewness, and other descriptive statistics
- Use probability and probability distributions
- Work with sampling distributions and confidence intervals
- Test hypotheses with Z, t, chi-square, ANOVA, and other techniques
- Perform powerful regression analysis and modeling
- Use multiple regression to develop models that contain several independent variables
- Master specific statistical techniques for quality and Six Sigma programs

*Hate* math? No sweat. You'll be amazed at how little you need. *Like* math? Optional "Equation Blackboard" sections reveal the mathematical foundations of statistics right before your eyes. If you need to understand, evaluate, or use statistics in business, academia, or anywhere else, *this* is the book you've been searching for!

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### Editorial Review

From the Back Cover

#### **The Completely Updated Guide for Everyone Who's Ever Been Afraid of Statistics or Analytics!**

Using jargon-free language and no mathematical equations, this book presents the statistical and analytical techniques you'll need for business, the sciences, or anything else!

This edition adds three all-new chapters that discuss analytics, methods that help you uncover patterns in data sets of all sizes--even Big Data. Updated examples and problems give you hands-on practice.

Special appendices present detailed instructions for developing answers using Microsoft Excel. Like math? Optional "Equation Blackboard" sections present the mathematical foundations of techniques taught! Like using a TI-83/84 calculator? Optional sections provide walkthroughs.

Here's just some of what you'll learn how to do...

- Master statistical and analytical tools built into current versions of Microsoft Excel (Mac or PC)
- Work with mean, median, mode, standard deviation, Z scores, skewness, and other descriptive statistics
- Use probability, probability distributions, sampling distributions, and confidence intervals
- Test hypotheses with Z, t, chi-square, ANOVA, and other techniques
- Perform powerful regression analysis and modeling, including multiple regressions
- Understand analytics: its concepts, terminology, methods, capabilities, and limitations
- Apply predictive analytics to anticipate likely near-term outcomes

**About the Website:** Download practice files, templates, data sets, and sample spreadsheet models--including ready-to-use solutions for your own work!

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#### About the Author

**David M. Levine** is Professor Emeritus of Statistics and Computer Information Systems at Baruch College-CUNY. He received B.B.A. and M.B.A. degrees in Statistics from City College of New York and a Ph.D. degree from New York University in Industrial Engineering and Operations Research. He is nationally recognized as a leading innovator in business statistics education and is the coauthor of such best-selling statistics textbooks as *Statistics for Managers Using Microsoft Excel*, *Basic Business Statistics: Concepts and Applications*, *Business Statistics: A First Course*, and *Applied Statistics for Engineers and Scientists Using Microsoft Excel and Minitab*.

He also is the author of *Statistics for Six Sigma Green Belts and Champions*, published by Financial Times-Prentice-Hall. He is coauthor of *Six Sigma for Green Belts and Champions* and *Design for Six Sigma for Green Belts and Champions* also published by Financial Times-Prentice-Hall, and *Quality Management Third Ed.*, McGraw-Hill-Irwin. He is also the author of *Video Review of Statistics* and *Video Review of Probability*, both published by Video Aided Instruction. He has published articles in various journals including *Psychometrika*, *The American Statistician*, *Communications in Statistics*, *Multivariate Behavioral Research*, *Journal of Systems Management*, *Quality Progress*, and *The American Anthropologist* and has given numerous talks at American Statistical Association, Decision Sciences Institute, and Making Statistics

More Effective in Schools of Business conferences. While at Baruch College, Dr. Levine received numerous awards for outstanding teaching.

**David F. Stephan** is an independent instructional technologist. During his more than 20 years teaching at Baruch College-CUNY, he pioneered the use of computer-equipped classrooms and interdisciplinary multimedia tools, was an associate director of a U.S. Department of Education FIPSE project that applied interactive media to support instruction and devised techniques for teaching computer applications in a business context. A frequent participant in the Decision Sciences Institute's Making Statistics for More Effective in School of Business mini-conferences, he is also a coauthor of *Business Statistics: A First Course* and *Statistics for Managers Using Microsoft Excel*. He is also the developer of PHStat, the statistics add-in for Microsoft Excel distributed by Pearson Education.

## **Users Review**

### **From reader reviews:**

#### **Michael Cooke:**

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