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Introduction to statistics

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INTRODUCTION

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③ WHAT IS STATISTICS



BRANCHES OF STATISTICS

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Classify the following cases into Descriptive / Inferential



1. As per Nielson's research findings top mobile network service provider is Vodafone.
2. The attrition rate of leading MNC is 14 %.
3. The most popular menu item of Mc Donald's India is Mc Veggie.
4. The change in packaging has led to increased sales of the existing product.
5. The net profits of Reliance Industries for the year 2013 have increased by 5% from 2012.



Few Concepts

- ⊙ Variable
 - ▣ Qualitative
 - ▣ Quantitative

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Measures of Central Tendency

- ① Mean
- ② Median
- ③ Mode

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Measures of Dispersion

- ① Variation
- ① Standard Deviation

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Case 1



③ ***Uski saree meri saree se safed kais***



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Case 2



- ③ **Delhi Belly !!!**
- ③ *Corneliani, Italian Apparel Brand*



Case 3



What an Idea Sirjee !!!



End of Session



Any Questions ?