



Introduction to statistics

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INTRODUCTION



WHAT IS STATISTICS





BRANCHES OF STATISTICS







Classify the following cases into Descriptive / Inferential



- 1. As per Nielson's research findings top mobile netwrok 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 pacakging has lead 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





- Qualitative
- Quantitaive







REDITATION STUDIOS

Measures of Central Tendency

- Mean
- Median
- Mode



Measures of Dispersion



- [®] Variation
- [®] Standard Deviation



Case 1



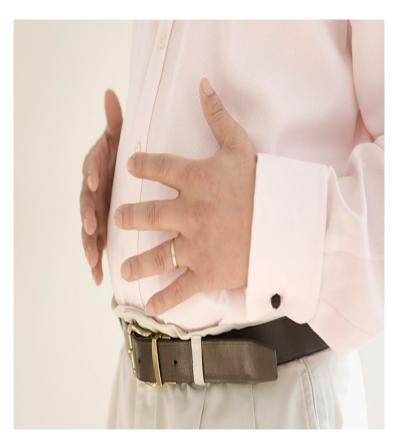
³ Uski saree meri saree se safed <mark>kai</mark>



Case 2







Delhi Belly !!!

Corneliani, Italian Apparel Brand



Case 3







What an Idea Sirjee !!!



End of Session



Any Questions?