

# Contents

<b>1</b>	<b>Data and Statistics</b> . . . . .	<b>1</b>
	Key Concepts . . . . .	2
	Discussion . . . . .	3
	Common Pitfalls . . . . .	5
	Final Thoughts and Activities . . . . .	6
	Practice Problems . . . . .	6
	Discussion Boards . . . . .	6
	Group Activity . . . . .	6
	Parting Thought . . . . .	7
	Problem Solutions . . . . .	7
<b>2</b>	<b>Introduction to Excel and Basic Charts</b> . . . . .	<b>11</b>
	Key Concepts . . . . .	11
	Discussion . . . . .	11
	Basic Concepts . . . . .	12
	Bar and Column Charts . . . . .	25
	Pie Charts . . . . .	27
	Line Charts and Area Charts . . . . .	30
	Other Charts . . . . .	32
	PivotTables (Aka Crosstabs) . . . . .	37
	Excel . . . . .	42
	Common Pitfalls . . . . .	42
	Final Thoughts and Activities . . . . .	42
	Practice Problems . . . . .	42
	Discussion Boards . . . . .	43
	Group Activity . . . . .	43
	Parting Thought . . . . .	43
	Problem Solutions . . . . .	43



<b>3</b>	<b>Summarizing Data: Descriptive Statistics and Histograms . . . . .</b>	<b>47</b>
	Key Concepts . . . . .	47
	Discussion . . . . .	47
	Symbols . . . . .	50
	The Histogram . . . . .	50
	Excel . . . . .	50
	Descriptive Statistics . . . . .	50
	Histograms . . . . .	57
	Common Pitfalls . . . . .	72
	Final Thoughts and Activities . . . . .	75
	Practice Problems . . . . .	75
	Discussion Boards . . . . .	76
	Group Activity . . . . .	76
	Parting Thought . . . . .	76
	Problem Solutions . . . . .	77
<b>4</b>	<b>Normal Distributions . . . . .</b>	<b>79</b>
	Key Concepts . . . . .	79
	Discussion . . . . .	79
	Excel . . . . .	82
	Common Pitfalls . . . . .	113
	Final Thoughts and Activities . . . . .	113
	Practice Problems . . . . .	113
	Discussion Boards . . . . .	113
	Group Activity . . . . .	114
	Parting Thought . . . . .	114
	Problem Solutions . . . . .	114
<b>5</b>	<b>Survey Design . . . . .</b>	<b>117</b>
	Key Concepts . . . . .	119
	Discussion . . . . .	120
	Basic Concepts . . . . .	120
	Survey Design . . . . .	120
	Scale . . . . .	121
	Types of Questions . . . . .	123
	Data . . . . .	127
	Coding . . . . .	130
	Errors in Survey Question Creation . . . . .	131
	Errors in Survey Data Collection . . . . .	133
	Checklist . . . . .	135
	Excel . . . . .	135
	Final Thoughts and Activities . . . . .	139
	Practice Problems and Case Studies . . . . .	139
	Discussion Boards . . . . .	140
	Group Activity . . . . .	140
	Parting Thought . . . . .	140
	Problem Solutions . . . . .	141



<b>6</b>	<b>Sampling</b> . . . . .	143
	Key Concepts . . . . .	145
	Discussion . . . . .	146
	Types of Problems . . . . .	148
	Excel . . . . .	150
	Problem Type: Infinite Mean . . . . .	150
	Practice Problem for Infinite Mean . . . . .	152
	Problem Type: Infinite Proportion . . . . .	153
	Practice Problem for Infinite Proportion . . . . .	155
	Finite Population Correction Factor (fpc) . . . . .	156
	Final Thoughts and Activities . . . . .	157
	Practice Problems . . . . .	157
	Discussion Boards . . . . .	157
	Group Activity . . . . .	157
	Parting Thought . . . . .	158
	Problem Solutions . . . . .	158
<b>7</b>	<b>Inference</b> . . . . .	161
	Key Concepts . . . . .	161
	Discussion . . . . .	161
	Inferring Proportions . . . . .	165
	Example Problem . . . . .	165
	Excel . . . . .	165
	Inferring Averages . . . . .	169
	Example Problem . . . . .	169
	Excel . . . . .	169
	Confidence Intervals with Proportion Inference . . . . .	171
	Example Problem . . . . .	171
	Excel . . . . .	171
	Final Thoughts and Activities . . . . .	178
	Practice Problems and Case Studies . . . . .	178
	Discussion Boards . . . . .	178
	Group Activity . . . . .	179
	Parting Thought . . . . .	179
	Problem Solutions . . . . .	179
<b>8</b>	<b>Probability</b> . . . . .	183
	Key Concepts . . . . .	183
	Discussion . . . . .	183
	Example 1 . . . . .	186
	Example 2 . . . . .	187
	Excel . . . . .	189
	Finding Probabilities Using Normal Distributions . . . . .	189
	Calculating Combinations and Permutations . . . . .	195
	Finding Probabilities Using the Binomial Distribution . . . . .	199
	Common Excel Pitfalls . . . . .	201



Final Thoughts and Activities . . . . .	202
Practice Problems . . . . .	202
Discussion Boards . . . . .	202
Group Activity . . . . .	203
Parting Thought . . . . .	203
Problem Solutions . . . . .	203
<b>9 Correlation . . . . .</b>	<b>205</b>
Key Concepts . . . . .	205
Discussion . . . . .	205
Nonlinear data caution . . . . .	209
Average data caution . . . . .	210
Excel . . . . .	210
Correlation: One $r$ Value or Correlation Matrix . . . . .	210
Common Excel Pitfalls . . . . .	215
Final Thoughts and Activities . . . . .	215
Practice Problems . . . . .	215
Discussion Boards . . . . .	216
Group Activity . . . . .	216
Parting Thought . . . . .	217
Problem Solutions . . . . .	217
<b>10 Simple Linear Regression . . . . .</b>	<b>221</b>
Key Concepts . . . . .	221
Discussion . . . . .	221
Residuals and Tests for Linearity . . . . .	226
Standardized Residuals and Outliers . . . . .	228
Excel . . . . .	229
Scatterplot: Compute the Regression Line and the Coefficient of Determination . . . . .	230
Regression Function: Compute the Regression Model . . . . .	234
Compute Residual Plots Using the Regression Function . . . . .	236
Using Excel's Regression Tool to Test for Normality of the Distribution of Residuals . . . . .	238
Using Excel's Regression Tool to Test for Constant Variance of Residuals . . . . .	239
Summary of Regression Analysis Process . . . . .	241
Common Excel Pitfalls . . . . .	242
Final Thoughts and Activities . . . . .	242
Practice Problems . . . . .	242
Discussion Boards . . . . .	243
Group Activities . . . . .	243
Parting Thought . . . . .	244
Problem Solutions . . . . .	244



<b>11</b>	<b>Significance Tests Part 1</b> . . . . .	249
	Key Concepts . . . . .	249
	Discussion . . . . .	249
	Basic Concepts . . . . .	250
	Significance Tests . . . . .	257
	F-test . . . . .	258
	t-Test . . . . .	283
	Common Excel Pitfalls . . . . .	302
	Final Thoughts and Activities . . . . .	302
	Practice Problems and Case Studies . . . . .	302
	Discussion Boards . . . . .	303
	Group Activity . . . . .	303
	Parting Thought . . . . .	303
	Problem Solutions . . . . .	304
<b>12</b>	<b>Significance Tests Part 2</b> . . . . .	309
	Key Concepts . . . . .	309
	Discussion . . . . .	309
	Significance Tests . . . . .	309
	$X^2$ Test . . . . .	310
	z-Test . . . . .	321
	Common Excel Pitfalls . . . . .	343
	Final Thoughts and Activities . . . . .	343
	Practice Problems and Case Studies . . . . .	343
	Discussion Boards . . . . .	345
	Group Activity . . . . .	345
	Parting Thought . . . . .	345
	Problem Solutions . . . . .	345
<b>13</b>	<b>Multiple Regression</b> . . . . .	355
	Key Concepts . . . . .	355
	Discussion . . . . .	355
	Excel . . . . .	358
	Step 1: Fit the Model with Selected Independent Variables . . . . .	358
	Step 2: Does Multicollinearity Exist? Run a Correlation Matrix . . . . .	358
	Step 3: Run Regression Model . . . . .	361
	Step 4: Are the Assumptions of Regression Satisfied? . . . . .	363
	Step 5: Test Overall Model Significance (F-Test) . . . . .	364
	Step 6: Check p-Values for Independent Variables Meet Significance Criteria (t-Test) . . . . .	364
	Step 7: Run Model for Prediction and Estimation . . . . .	364
	Run Regression Model . . . . .	365
	Final Thoughts and Activities . . . . .	366
	Practice Problems . . . . .	366
	Discussion Boards . . . . .	367
	Parting Thought . . . . .	367
	Problem Solutions . . . . .	367



<b>14 Non-linear Regression</b> . . . . .	371
Key Concepts . . . . .	371
Discussion . . . . .	371
Power . . . . .	371
Polynomial . . . . .	372
Exponential . . . . .	373
Logarithmic . . . . .	374
Excel . . . . .	375
Create the Trendline Graphs . . . . .	376
Using the Non-linear Regression Trendline for Prediction . . . . .	381
Common Excel Pitfalls . . . . .	384
Final Thoughts and Activities . . . . .	385
Practice Problems and Case Studies . . . . .	385
Discussion Boards . . . . .	386
Group Activity . . . . .	386
Parting Thought . . . . .	387
Problem Solutions . . . . .	387
<b>15 Survey Reports</b> . . . . .	391
Key Concepts . . . . .	394
Discussion . . . . .	395
Useful Hints and Phrases for the Report . . . . .	400
Effective PowerPoint Presentations with Excel . . . . .	400
Executive Summary . . . . .	401
Methodology . . . . .	402
Sampling Plan and Survey Creation . . . . .	402
Results . . . . .	403
Conclusions and Recommendations . . . . .	407
Final Thoughts and Activities . . . . .	408
Practice Problems and Case Studies . . . . .	408
Discussion Boards . . . . .	410
Group Activity . . . . .	410
Parting Thought . . . . .	410
Problem Solutions . . . . .	410
Executive Summary . . . . .	411
Background and Objectives . . . . .	411
Research Methodology . . . . .	412
Overview of Results . . . . .	412
Conclusions and Recommendations . . . . .	413
Bibliography . . . . .	414
Appendix 1 . . . . .	414
<b>Index</b> . . . . .	415