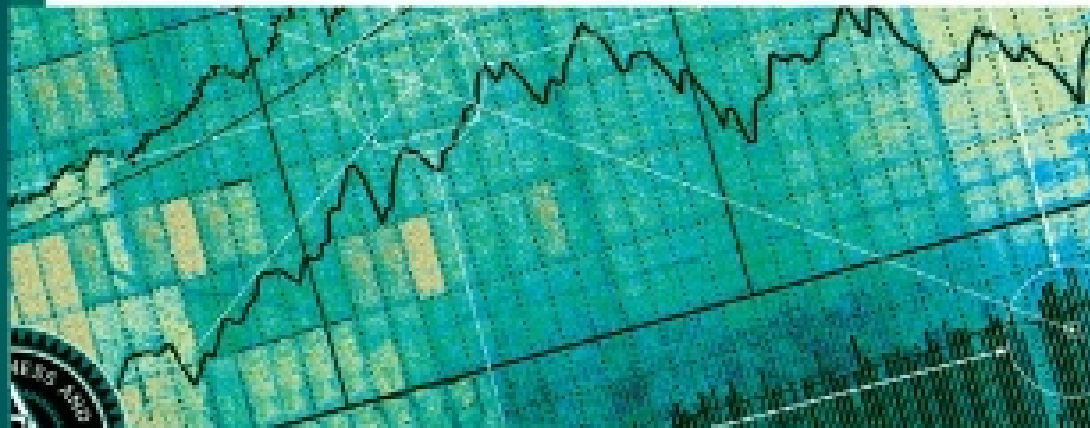


ESSENTIALS OF
**STATISTICS FOR
BUSINESS AND
ECONOMICS**



THIRD EDITION

**ANDERSON
SWEENEY
WILLIAMS**

Chapter 1

Data and Statistics

- Applications in Business and Economics
- Data
- Data Sources
- Descriptive Statistics
- Statistical Inference



Applications in Business and Economics

■ Accounting

Public accounting firms use statistical sampling procedures when conducting audits for their clients.

■ Finance

Financial analysts use a variety of statistical information, including price-earnings ratios and dividend yields, to guide their investment recommendations.

■ Marketing

Electronic point-of-sale scanners at retail checkout counters are being used to collect data for a variety of marketing research applications.