

1. Course Description

Methods of statistical analysis are indispensable for making business strategies in the modern business society. For example, if you want to know customers' preference or their purchase power, you will make an analysis based on the result of questionnaire survey or the past purchase records.

In most cases, the analysis will start the reordering of the collected data mentioned above according to the purpose, and after that some suitable statistical analysis method will be applied on the reordered data to draw more precise result. In this regard, this lecture will mostly focus on those fundamental statistical analysis method which is necessary for the marketing research.

Even though the content will be a kind of applications of those lectures, Statistics I and II, the lecture will often review those past lectures to give you a deep understanding of this field.

In spring semester, the method of processing simple variable data will be treated, and the multivariate analysis will be picked up in fall semester.