

Some Words Of Wisdom

- Multiple-choice test at the end of the course
- Quantitative methods & analysis will chase you your whole degree!
- Even worse... it won't let you go in your job either
- Your are lucky having me as a tutor 🍷
- Let's dig under the hood...

Samples

Samples?! What's that? Oh no... sounds like it's going to be math!...
But...
I am a business student, why the heck do I need to be bothered with stuff like this?

Shoe size test



Samples

- Error will be always present to some extent and it depends on:
 - Sample size
 - Variability of the population
 - Sampling method

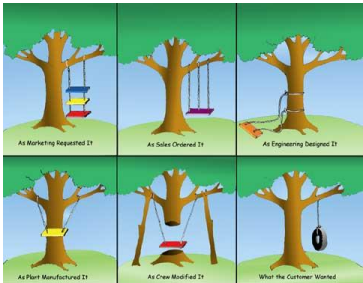
Sampling Methods

1. Random sampling
2. Systematic sampling
3. Stratified sampling
4. Multi-stage sampling
5. Quota sampling
6. And many more but we won't bother

Data Presentation

- It is always a good idea to present data visually
- Some tendencies become visible, remaining undiscovered otherwise
- Improved inter organizational interaction communication
- Better customer interaction

Data Presentation



Mega Swing