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Semester–I MBA

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8Z109 STATISTICAL DATA ANALYSIS LAB

Course Objective: To understand the application of Statistical tools to Research Problem /Projects. To stress more on use of statistical package for analysis of business data and its proper interpretation using Ms-Excel and SPSS. To provide hands on experience with SPSS package and a few simple exercises on statistical analysis.

Course Outcomes:

1. Outline the basic functions and features of Microsoft-Office.
2. Infer the knowledge on functions of Excel Data Processing
3. Equip with data analysis chart and graphs for data analysis
4. Gain knowledge on frequency descriptive analysis using spss
5. Acquire knowledge on parametric tests using spss
6. Acquire knowledge on non-parametric using spss

UNIT I

INTRODUCTION TO STATISTICAL PACKAGES-MS-EXCEL/SPSS: Introduction, uses, functions and features of Statistical Packages, Getting started with Excel/SPSS, Highlights and main functions of Excel: Home, Insert, page layout, formulas, Data, review, view, add-ins, Using help function, Customizing the Quick Access Toolbar.

UNIT II

TEMPLATES USING MS-EXCEL: Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special, Formatting Data and Using the Right Mouse Click, Saving, Page Setup, and Printing, Using Headers and Footers, Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation **Creating and Using Lists.**

UNIT III

DATA FROM EXTERNAL SOURCES USING MS-EXCEL: Using and Formatting Tables, Basic Formulas and Use of Functions, Data Analysis Using Charts and Graphs, Managing, Inserting, and Copying Worksheets, Securing the Document, Advanced Formulas and Functions, Worksheet Features, Data Analysis using Pivot Tables and Pivot Charts.

UNITIV

FREQUENCIES AND DESCRIPTIVE ANALYSIS USING SPSS: Importing excel data into SPSS and Exporting data from SPSS to Ms Word – Defining Variables, Labeling, Defining Missing data, Frequencies – Run frequencies with suitable charts, Descriptive Statistics - Mean, Median, Mode, Range, Standard Deviation, Skewness, Kurtosis.

UNITV

PARAMETRIC TECHNIQUES USING SPSS: Introduction to Parametric Tests – Run student's 'T' test, 'Z' test, 'F' test- Run Bi-variate and Multi-variate Analysis - Factor Analysis - Correlation and Regression Analysis using sample datasets.

UNITVI

NON-PARAMETRIC TECHNIQUES USING SPSS: Introduction to non-parametric techniques – Run Sign test, Man-Whitney U test, Spearman rank correlation test, Friedman test, Wilcoxon Signed Rank test, Kruskal-Wallis test, Chi-square test using sample datasets.

Essential Reading:

- Glyn Davis & Branko Pecar "Business Statistics Using Excel" Oxford University Press, 2012.
- George, SPSS for Windows Step by Step, 6/e, Pearson Education, 2006.

Suggested Reading:

- DPApte: Statistical Tools for Managers USING MS EXCEL, Excel, 2012.
- David M Levine, David F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MSE xcel, PHI, 2015.
- Coakes, SPSS 13.0 for Windows, Wiley-India, 2006.
- Arthur Griffin, SPSS for Dummies, Wiley-India, 2007.