

Title of the book

Fundamentals of Business Statistics

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About the Book

Business statistics is a fundamental tool used in the business world to collect, analyze, interpret, and present data. This textbook with the title 'Fundamentals of Business Statistics' provides an introduction to key concepts in business statistics that are critical for students and professionals. Through clear explanations and real-world examples, readers will learn techniques for descriptive and inferential statistics, regression analysis, forecasting, and statistical process control. The goal is to equip readers with statistical skills that can be applied to make data-driven business decisions. Whether you are a student new to statistics or a manager looking to expand your analytical capabilities, this textbook will provide the foundational knowledge needed to apply business statistics.

Cover Page



Prof. M. Guruprasad is at present serving as Faculty (Associate Professor, Head of Department-General Management, Dy. Director-Research) of UNIVERSAL AI UNIVERSITY. He is also the Managing Editor of the UBS e- Magazine UNIVERSAL BUSINESS REVIEW (UBR) and Chief Patron of all the Student Clubs. He has around three decades of experience in teaching and research in the areas of Economics, Research, and Quantitative subject, General Management, Banking and Finance. He has also delivered lectures as a visiting faculty in Management Institutes. He has published more than 200 articles with more than 60 research papers in various Journals, conferences, articles in industry magazines, online websites and newspapers.

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