

*Kang Gura  
Beruang*

# Our Lives with

# Business Statistics

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This book covers the daily lives of us in Business Statistics, and it is also part of the curriculum for the BBA Professional program at IPMI Institute.

It introduces students to the fundamental concepts of business statistics, emphasizing its practical applications in decision-making and problem-solving within the business environment. This introduction serves as a foundation for students to build their knowledge and skills in business statistics, preparing them for challenges in the professional world

This book is covered the importance of business statistics for the daily lives, explains how statistical methods are used to analyze data, identify trends, and make informed decisions, highlights the relevance of statistics in various business functions, such as marketing, finance, and operations. It also covers the real-world applications by demonstrates how business statistics are applied in real-world scenarios, such as market research, financial forecasting, and quality control and to encourages students to think critically about data and its implications for business strategy.

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