

BSD City, Serpong, Tangerang,
24 April 2025



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Judul	:	Our Lives with Business Statistics
Nama Pengarang	:	Cahaya Kamila Putri, I Kadek Dedhy Ari Sagita, Novitasari, Kaka Satriya Bijaksana, Widarto Surya Rahardja, Revan Fajar Maulana, Radian Dalih, Lalu Muhammad Aziz Iqbal, Hannah Ayu Latifah
Nama <i>Editor</i>	:	Dr. Samuel PD Anantadjaya & Irma M Nawangwulan, MBA, CPM (Asia)
<i>Layout</i>	:	Daniella Christy Eryn Samuel
<i>Cover Design</i>	:	DC Ethan Samuel, SPAr

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Hormat kami,


Dr. Samuel PD Anantadjaya

COVER DEPAN

*Kang Gini
Bermanis*

Our Lives with Business Statistics

Authors:

**Cahaya Kamila Putri
I Kadek Dedhy Ari Sagita
Kaka Satriya Bijaksana
Novitasari
Widarto Surya Rahardja
Revan Fajar Maulana
Radian Dalih
Lalu Muhammad Aziz Iqbal
Hannah Ayu Latifah**

Editor:

**Dr. Samuel PD Anantadjaya
Irma M Nawangwulan, MBA, CPM (Asia)**

COVER BELAKANG

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.

*Kang Guna
Gernang*

HALAMAN JUDUL

*Kang Gini
Gini*

Our Lives with BUSINESS Statistics

Authors:

**Cahaya Kamila Putri
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HALAMAN COPYRIGHT

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Cover Design: **Daniella Christy Eryn Samuel**

Layout: **DC Ethan Samuel, SPAR**

Published by: **Kang Guru Beruang**

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This edition is first published in

ISBN:

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KATA PENGANTAR

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.

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Editors:

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DAFTAR ISI

No	Titles	Name
1	<i>Studi Tentang Preferensi Masyarakat Dalam Memilih Perumahan Di Kota Depok</i>	Cahaya Kamila Putri
2	Moringa Efficacy in Hair Care Products in Indonesia	I Kadek Dedhy Ari Sagita
3	Daily Routine Work as a CEO of a Frozen Food Company	Kaka Satriya Bijaksana
4	<i>Analysis of the Benefits of ISO 27001 Certification as a Value Proposition for PT TÜV NORD Indonesia Clients</i>	Novitasari
5	<i>Bisnis Statistik Dalam Pekerjaan</i>	Widarto Surya Rahardja
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8	Optimization of Insta Beauty Center Marketing Strategy Toward Raising Social Media Engagement and Marketplace Selling	Lalu Muhammad Aziz Iqbal
9	Reviewing the effectivity of Travel Policy for domestic's flight,	Hannah Ayu Latifah