# Contents

1 Sample Size, Mean, Standard Deviation, and Standard Error of the Mean ............................................. 1 220
   1.1 Mean ........................................... 1 221
   1.2 Standard Deviation ................................. 2 223
   1.3 Standard Error of the Mean ......................... 3 224
   1.4 Sample Size, Mean, Standard Deviation, and Standard Error of the Mean .................................... 3 226
      1.4.1 Using the Fill/Series/Columns Commands .......... 4 227
      1.4.2 Changing the Width of a Column .................. 5 228
      1.4.3 Centering Information in a Range of Cells .......... 6 229
      1.4.4 Naming a Range of Cells ........................ 8 230
      1.4.5 Finding the Sample Size Using the =COUNT Function ..................................... 9 231
      1.4.6 Finding the Mean Score Using the =AVERAGE Function ..................................... 9 234
      1.4.7 Finding the Standard Deviation Using the =STDEV Function ..................................... 10 236
      1.4.8 Finding the Standard Error of the Mean .......... 10 237
   1.5 Saving a Spreadsheet .................................. 12 238
   1.6 Printing a Spreadsheet .................................. 13 239
   1.7 Formatting Numbers in Currency Format (Two decimal places) ............................................. 15 241
   1.8 Formatting Numbers in Number Format (Three decimal places) ............................................. 17 243
   1.9 End-of-Chapter Practice Problems ...................... 17 244
   Reference .............................................. 20 245

2 Random Number Generator ............................................. 21 246
   2.1 Creating Frame Numbers for Generating Random Numbers .... 21 247
   2.2 Creating Random Numbers in an Excel Worksheet .......... 24 248
   2.3 Sorting Frame Numbers into a Random Sequence .......... 26 249
2.4 Printing an Excel File So That All of the Information Fits onto One Page ........................................ 29
2.5 End-of-Chapter Practice Problems ........................................ 34
Reference .................................................. 35

3 Confidence Interval About the Mean Using the TINV Function and Hypothesis Testing ...................................... 37
3.1 Confidence Interval About the Mean ........................................ 37
3.1.1 How to Estimate the Population Mean ......................... 37
3.1.2 Estimating the Lower Limit and the Upper Limit of the 95 % Confidence Interval About the Mean ......................... 38
3.1.3 Estimating the Confidence Interval the Chevy Impala in Miles Per Gallon ........................................ 39
3.1.4 Where Did the Number “1.96” Come From? ..................... 40
3.1.5 Finding the Value for t in the Confidence Interval Formula ........................................ 41
3.1.6 Using Excel’s TINV Function to Find the Confidence Interval About the Mean ........................................ 42
3.1.7 Using Excel to Find the 95 % Confidence Interval for a Car’s mpg Claim ........................................ 42
3.2 Hypothesis Testing .................................................. 47
3.2.1 Hypotheses Always Refer to the Population of People or Events That You Are Studying ......................... 48
3.2.2 The Null Hypothesis and the Research (Alternative) Hypothesis .................................................................. 49
3.2.3 The 7 Steps for Hypothesis-Testing Using the Confidence Interval About the Mean ........................................ 52
3.3 Alternative Ways to Summarize the Result of a Hypothesis Test .................................................................. 58
3.3.1 Different Ways to Accept the Null Hypothesis .................. 58
3.3.2 Different Ways to Reject the Null Hypothesis .................. 59
3.4 End-of-Chapter Practice Problems ........................................ 59
References .................................................. 64

4 One-Group t-Test for the Mean ........................................ 65
4.1 The 7 STEPS for Hypothesis-Testing Using the One-Group t-Test ........................................ 65
4.1.1 STEP 1: State the Null Hypothesis and the Research Hypothesis ........................................ 66
4.1.2 STEP 2: Select the Appropriate Statistical Test .................. 66
4.1.3 STEP 3: Decide on a Decision Rule for the One-Group t-Test ........................................ 66
4.1.4 STEP 4: Calculate the Formula for the One-Group t-Test ........................................ 67
4.1.5 STEP 5: Find the Critical Value of t in the t-Table in Appendix E ................................. 68
4.1.6 STEP 6: State the Result of Your Statistical Test ......................................................... 69
4.1.7 STEP 7: State the Conclusion of Your Statistical Test in Plain English! .......................... 69
4.2 One-Group t-Test for the Mean ........................................ 70
4.3 Can You Use Either the 95% Confidence Interval About the Mean OR the One-Group t-Test When Testing Hypotheses? ..................................................... 74
4.4 End-of-Chapter Practice Problems .......................................................... 74
References .................................................................................. 79

5 Two-Group t-Test of the Difference of the Means for Independent Groups .......................... 81
5.1 The 9 STEPS for Hypothesis-Testing Using the Two-Group t-Test .................................. 82
5.1.1 STEP 1: Name One Group, Group 1, and the Other Group, Group 2 .......................... 82
5.1.2 STEP 2: Create a Table That Summarizes the Sample Size, Mean Score, and Standard Deviation of Each Group .................................................. 82
5.1.3 STEP 3: State the Null Hypothesis and the Research Hypothesis for the Two-Group t-Test .................. 84
5.1.4 STEP 4: Select the Appropriate Statistical Test ......................................................... 84
5.1.5 STEP 5: Decide on a Decision Rule for the Two-Group t-Test .................................. 84
5.1.6 STEP 6: Calculate the Formula for the Two-Group t-Test ........................................ 84
5.1.7 STEP 7: Find the Critical Value of t in the t-Table in Appendix E ................................. 85
5.1.8 STEP 8: State the Result of Your Statistical Test ......................................................... 86
5.1.9 STEP 9: State the Conclusion of Your Statistical Test in Plain English! .......................... 86
5.2 Formula #1: Both Groups Have More Than 30 People in Them ........................................ 90
5.2.1 An Example of Formula #1 for the Two-Group t-Test .................................................. 91
5.3 Formula #2: One or Both Groups Have Less Than 30 People in Them ............................. 97
5.4 End-of-Chapter Practice Problems ............................................................................. 103
References .................................................................................. 106
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>333</td>
<td>6 Correlation and Simple Linear Regression</td>
</tr>
<tr>
<td>334</td>
<td>6.1 What Is a “Correlation?”</td>
</tr>
<tr>
<td>335</td>
<td>6.1.1 Understanding the Formula for Computing a Correlation</td>
</tr>
<tr>
<td>336</td>
<td>6.1.2 Understanding the Nine Steps for Computing a Correlation, r</td>
</tr>
<tr>
<td>337</td>
<td>6.2 Using Excel to Compute a Correlation Between Two Variables</td>
</tr>
<tr>
<td>338</td>
<td>6.3 Creating a Chart and Drawing the Regression Line onto the Chart</td>
</tr>
<tr>
<td>339</td>
<td>6.3.1 Using Excel to Create a Chart and the Regression Line Through the Data Points</td>
</tr>
<tr>
<td>340</td>
<td>6.4 Printing a Spreadsheet So That the Table and Chart Fit onto One Page</td>
</tr>
<tr>
<td>341</td>
<td>6.5 Finding the Regression Equation</td>
</tr>
<tr>
<td>342</td>
<td>6.5.1 Installing the Data Analysis ToolPak into Excel</td>
</tr>
<tr>
<td>343</td>
<td>6.5.2 Using Excel to Find the SUMMARY OUTPUT of Regression</td>
</tr>
<tr>
<td>344</td>
<td>6.5.3 Finding the Equation for the Regression Line</td>
</tr>
<tr>
<td>345</td>
<td>6.5.4 Using the Regression Line to Predict the y-Value for a Given x-Value</td>
</tr>
<tr>
<td>346</td>
<td>6.6 Adding the Regression Equation to the Chart</td>
</tr>
<tr>
<td>347</td>
<td>6.7 How to Recognize Negative Correlations in the SUMMARY OUTPUT Table</td>
</tr>
<tr>
<td>348</td>
<td>6.8 Printing Only Part of a Spreadsheet Instead of the Entire Spreadsheet</td>
</tr>
<tr>
<td>349</td>
<td>6.8.1 Printing Only the Table and the Chart on a Separate Page</td>
</tr>
<tr>
<td>350</td>
<td>6.8.2 Printing Only the Chart on a Separate Page</td>
</tr>
<tr>
<td>351</td>
<td>6.8.3 Printing Only the SUMMARY OUTPUT of the Regression Analysis on a Separate Page</td>
</tr>
<tr>
<td>352</td>
<td>6.9 End-of-Chapter Practice Problems</td>
</tr>
<tr>
<td>353</td>
<td>References</td>
</tr>
<tr>
<td>354</td>
<td>7 Multiple Correlation and Multiple Regression</td>
</tr>
<tr>
<td>355</td>
<td>7.1 Multiple Regression Equation</td>
</tr>
<tr>
<td>356</td>
<td>7.2 Finding the Multiple Correlation and the Multiple Regression Equation</td>
</tr>
<tr>
<td>357</td>
<td>7.3 Using the Regression Equation to Predict Annual Sales</td>
</tr>
<tr>
<td>358</td>
<td>7.4 Using Excel to Create a Correlation Matrix in Multiple Regression</td>
</tr>
<tr>
<td>359</td>
<td>7.5 End-of-Chapter Practice Problems</td>
</tr>
<tr>
<td>360</td>
<td>References</td>
</tr>
</tbody>
</table>
8 One-Way Analysis of Variance (ANOVA) .......................................................... 167
  8.1 Using Excel to Perform a One-Way Analysis .................................................. 169
  of Variance (ANOVA) .................................................................................... 171
  8.2 How to Interpret the ANOVA Table Correctly ........................................... 171
  8.3 Using the Decision Rule for the ANOVA F-Test ....................................... 171
  8.4 Testing the Difference Between Two Groups ............................................. 172
     Using the ANOVA t-Test ........................................................................... 173
     8.4.1 Comparing Dierberg’s vs. Shop ‘n Save in Their Prices Using the ANOVA t-Test 173
  8.5 End-of-Chapter Practice Problems ............................................................. 177
  References ..................................................................................................... 184

Appendices ........................................................................................................... 185
  Appendix A: Answers to End-of-Chapter Practice Problems ....................... 185
  Appendix B: Practice Test .............................................................................. 216
  Appendix C: Answers to Practice Test ............................................................ 228
  Appendix D: Statistical Formulas .................................................................... 238
  Appendix E: t-Table ......................................................................................... 240

Index .................................................................................................................... 241
Excel 2016 for Marketing Statistics
A Guide to Solving Practical Problems
Quirk, Th.J.; Rhiney, E.
2016, XVII, 242 p. 167 illus. in color., Softcover
ISBN: 978-3-319-43375-2