SKILLSTACK SUITE

Statistics for Business & Decision Making — Module Summaries

The one thing to remember from each module, and how you know it landed.

One-page-per-module recap. Read this before you start a module and again after the build task — it is the fastest way to tell whether the module actually landed.

Module summaries

#	Module	The one thing to remember	Done when
1	What the question really is	Turning a business question into something measurable.	Build task complete
2	Describing data	Centre, spread and shape — and when the average misleads.	Build task complete
3	Visual honesty	Chart types and the ways graphs deceive.	Build task complete
4	Variation	Signal vs noise, and why last month's move is usually neither.	Build task complete
5	Sampling	What your data represents, and the bias in how it was collected.	Build task complete
6	Uncertainty	Confidence intervals and reporting a range.	Build task complete
7	Comparing groups	Hypothesis tests, p-values, and what significance does not mean.	Build task complete
8	Effect size	Whether a real difference is worth acting on.	Build task complete
9	Relationships	Correlation, regression and confounders.	Build task complete
10	Causation	What it takes to claim cause.	Build task complete
11	Experiments	Designing an A/B test that answers the question you asked.	Build task complete
12	Communicating results	Presenting findings with the uncertainty intact.	Build task complete

If you only do five things

- Rewrite your questions as measurable ones before analysing.
- Plot distributions before quoting summaries.
- Put intervals around the numbers you report as exact.
- Pair every significance claim with an effect size.
- Fix your test parameters before launch, never after.