Introduction to Statistics and Quantitative Data Analysis

Course Proposition and Executive Summary

This course caters to executives, analyst and researchers looking at learning statistics and quantitative data analysis methods in an interactive and easy-to-understand approach. Participants will be exposed to the salient quantitative research tools and techniques where case studies will be highlighted to facilitate learning and understanding of concepts amongst participants.

Who is this course for?

This course is designed with beginners in mind and assumes no prior knowledge of statistics or quantitative research background. Participants who have an interest in learning and picking up quantitative data analysis methods and concepts will find this course useful and applicable.

Course Content

Introduction to Statistics

- Types of variables and classification
- Descriptive statistics
- Inferential statistics

Introduction to quantitative data analysis*

- Overview on quantitative and qualitative data analysis
- Univariate analyses and robust estimators
- Quantitative research techniques and tools:
  - Chi-square test
  - Independent sample T-test
  - ANOVA Models
  - Bivariate correlation test
  - Non parametric tests
    - Wilcoxon rank sum test
    - Spearman correlation
  - Simple and multiple linear regression

*The course will be conducted with computer-aided data analysis software and participants will get a chance to see how analytics are being applied in real-life scenario.

Course Objectives

After attending this course, participants will be able to:

1. Apply basic statistics and quantitative research methods in their work.
2. Carry out basic research using methodologies, and be able to perform different types of quantitative data analysis taught during the course.
3. Interpret and explain statistical outputs and be able to apply it into their field of research.

Pre-requisite

There is no course pre-requisite for this introductory course

Mode of Assessment

Participants are required to sit for an open book quiz which exemplifies what was taught in this introductory course.

Price Schedule

SGD$950 Nett

Certificates/Awards

Certificate of Performance/Achievement will be awarded if participant satisfies the course criteria.