Wharton
University of Pennsylvania

DEPARTMENT OF STATISTICS

STAT 613 Fall 2012

Regression Analysis for Business
Syllabus

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Source material

Required

- Class Notes. A complete, half-size copy of these notes can be purchased through Study.net beginning Thursday, September 1. Alternatively, these can also be downloaded directly from the Stat 613 Canvas e-room.
- JMP 10 (software), SAS Institute, downloadable from upenn.onthehub.com.
- Stine and Foster, *Statistics for Business*, Addison Wesley. [1]

Optional (on reserve at Lippincott Library)

- Sall, Creighton, Lehman, *JMP Start Statistics*, 5th Edition, SAS Institute.
- Freedman, Pisani and Purves, *Statistics*, 4th edition, Norton.
- Keller, *Statistics for Management and Economics*, 8th edition, South-Western Cengage Learning.

The fundamental material for the class is contained in the Class Notes, which will be discussed and elaborated in the class lectures. The Stine and Foster (SF) textbook elaborates a good deal (but not all) of the Class Notes. Links to the relevant readings in SF appear throughout the Class Notes. For those who would like further background materials, we recommend Sall, Creighton and Lehman (SHL), Freedman, Pisani and Purves (FPP) and Keller (K). SHL is an example-rich guide to statistical analysis with the statistics package JMP. FPP is a highly verbal and conceptual book - an excellent introduction both for "poets" who are unfamiliar with technical readings and for "quants" who would like a better sense of the reasoning behind statistics. K is in the style of a traditional "reference manual" and explains details and provides many formulas for statistical procedures that are not covered in class.

JMP is the computer package we'll use considerably for statistical calculations and graphics. In particular, an essential component of 613 will entail project work requiring substantial use of JMP. Although JMP is merely a tool and not the central point of the course, it is sufficiently useful that you will need it.

Class Preparation

As soon as possible, you should obtain and install JMP. Before each class, you should review the material from the previous class and you should skim the Class Notes that will be covered. This is a course that builds on itself and it is crucial to not fall behind. The classes focus on critical interpretation of results and analysis of assumptions. We use JMP to carry out the computations, although the software itself is not the main focus of the course.

You should also read the relevant sections of the SF textbook as annotated throughout the Notes and shown in this syllabus. We strongly recommend that you review the exercises that conclude each chapter. The exercises in each chapter of the SF textbook begin with matching, true/false, and conceptual questions. You should routinely skim these exercises in every chapter; they review notation and basic properties of the methods covered in class. In addition, the course outline identifies specific additional "you do it" exercises that require data analysis or computation that is related to examples and topics of lectures. These will not be collected.

Course Overview

This course provides the fundamental methods of statistical analysis, the art and science if extracting information from data. The course will begin with a focus on the basic elements of exploratory data analysis, probability theory and statistic inference. With this as a foundation, it will proceed to explore the use of the key statistical methodology known as regression analysis for solving business problems. These methods and their application will reappear in many other MBA classes and are part of the basic "tool kit" expected of all MBAs in their careers.

Lecture Date	Key Topics	Reading (SF)	Exercises
1 Sep 5	*Course overview* *Variation* histogram, boxplot, mean, median, interquartile range, standard deviation, skewness, logarithm	Ch 4 SIA p142	4.55-56, 59 1-4, p 147
2 Sep 10	*Probability models* independence, random variable, distribution, expected value, SD and variance	7,9	7.45, 47 9.35, 37, 43, 49 4M (p217)
3 Sep 12	*Normal models* continuous random variable, quantiles (Empirical Rule), quantile plot, log-normal	12	12.39,41,43, 49, 4M (p286)
4 Sep 17	*Association* contingency table, mosaic plot, chi-squared, Simpson's paradox, lurking variable	5	5.39, 43, 45, 53
5 Sep 19	*Conditional probability* dependence, Bayes rule	8	8.39, 45, 47, 49
6 Sep 24	*Sampling distributions* simple random sample, iid, Central Limit Theorem	13, 14.1 SIA p296	
7 Sep 26	*Confidence intervals* inference, *t*-distribution, confidence level, margin of error	15	15.39,43,49,51
8 Oct 1	*Hypothesis testing* Null and alternative hypotheses, Type I and II errors, α-level, *p*-value, break-even analysis	16	16.39,43,45,47
9 Oct 3	*Comparing two samples* Confounding, two-sample *t*-test, confidence interval for difference	18	18.29, 31
10 Oct 8	*Comparing dependent samples* Experimental design, paired sampling, covariance	6,18	
Oct 10	*Review* variation, inference, testing	1-18	
11 Oct 15	*Fitting lines to data* Slope and intercept, fitted values and residuals, r-squared	19	19.39, 41, 43, 47
12 Oct 17	*Fitting curves to data* Transformations (logarithm, reciprocal), elasticity	20	20.31, 33, 35
Oct 23	*Midterm Exam*		
13 Oct 24	*Simple regression model* Parameters, assumptions, basic diagnostics	21.1-2	
14	*Inference for the Simple Regression Model*	21.3-4	21.39,41,43,47

Oct 29	Tests, confidence intervals, prediction intervals		
15 Oct 31	*Remedies for common problems* Nonlinearity, dependence, heteroscedasticity, outliers	22	22.37,39,45 4M (p572)
16 Nov 5	*Multiple regression* Scatterplot matrix, marginal and partial slope, path diagram	23.1-2	
17 Nov 7	*Multiple regression model* R^2, *F*-statistic, model profile, diagnostic plots	23.3-5	23.39, 41, 43, 47
18 Nov 12	*Collinearity in multiple regression* Variance inflation factor	24	24.33, 35, 37, 41
19 Nov 14	*Using categorical variables in regression* Dummy variable, partial *F*-test, model profile	25.1-4	25.39, 41, 43, 47
20 Nov 19	*Regression models with more than two groups*	25.5	
21 Nov 21	*Building a regression model* Stepwise regression, data mining	SIA p736	
Nov 22	*Thanksgiving*		
22 Nov 26	*Using regression models in business* optimization		
23 Nov 28	*Validating a model* Cross-validation, over-fitting		
24 Dec 3	*Forecasting with regression models* Lagged variable, autoregression, Durbin-Watson, seasonality	27.2-3	27.33,35,39
Dec 5	*Review*		

Attendance

Attendance is an important aspect of the Wharton commitment. Wharton students are admitted in part because of the experiences they bring to the community that they can add to class discussions. Without attending, learning as a collaborative process cannot exist. Accordingly, absences are only appropriate in cases of personal emergency. In addition, late arrival is disruptive to the learning environment and promptness is expected. Please make note of the start of the term and the time of deliverables and exams as you make travel plans. In case of illness, we require a letter of confirmation from Student Health Services.

If you find yourself in a conflict due to your career search or recruiting activity, you should work with the MBA Career Management Office to find a resolution. Absences due to recruiting are not excused. Employers are prohibited from requiring recruiting-related activities (e.g., interviews, events or travel) that conflict with a student's academic commitments. An employer's inflexibility on this issue is a violation of Wharton's recruiting policies.

Assignments, Quizzes and Exam

There will be weekly assignments as indicated in the course syllabus. These assignments will not be collected, but they are essential for the learning process and you should treat them as a requirement. The textbook supplies brief answers to these questions and office hours are available for further questions.

There will be eight in-class quizzes throughout the course. Quizzes will take place on Wednesdays, see the Canvas calendar.

There will be a two-hour midterm and a two-hour final exam.

Learning Team Project

A project will be assigned to each learning team during the course. It will entail the statistical analysis of a data for a business application that your team will describe in four installments. It will be possible to complete these installments before the listed due dates, and you are encouraged to submit them early.

This project must reflect the work of only your learning team. You are strictly forbidden from discussing this project with anyone outside your learning team.

Teaching Assistants (TAs)

TAs for Stat 613 will hold office hours throughout the course. Times and locations will be posted in the 613 Canvas e-room.

Classroom Expectations - Concert Rules

- Class starts and ends on time.
- Sit according to the seating chart (posted on line in Canvas).
- Late entry or reentry only under exceptional circumstances.
- Name tents displayed.
- Phones, laptops and other electronic devices turned off. We do permit the use of tablets (e.g., an iPad) for taking notes in class.

Grading

Grades for the course will be based on the following components

Final Examination	25%
Midterm Examination	25%
In-class Quizzes (8)	20%
Project	20%
Concert rules, including attendance	10%

Attendance is mandatory. One unexcused absence is allowed during the semester without penalty; further unexcused absences remove ½ percentage point from the total grade.