

Mind The Gap Business Studies

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Why you need to use statistics in your research

areas such as government, healthcare, business, and sport. 2. Inferential (analytical) statistics makes inferences about populations (entire groups of people or firms) by analysing data gathered from samples (smaller subsets of the entire group), and deals with methods that enable a conclusion to be drawn from these data.

Customer experience - McKinsey & Company

the importance of establishing a vision to bridge the gap between board direction and front- line engagement; the key role of measurement systems that allow a company to hear the voice of its customers; and the essential link between customer experience and value creation that can elude even the best-intentioned efforts.