Contents

LIST OF FIGURES	ix	
LIST OF TABLES	xiii	
ACKNOWLEDGEMENTS	χv	
INTRODUCTION	1	
CHAPTER 1		
Getting Things in Proportion: Categorical Data and Percentages	19	
CHAPTER 2	10	
Summarizing and Communicating Numbers. Lots of Numbers	39	
CHAPTER 3		
Why Are We Looking at Data Anyway? Populations and Measurement	73	
CHAPTER 4	95	
What Causes What?		
CHAPTER 5	4 2 4	
Modelling Relationships Using Regression	121	

Algorithms, Analytics and Prediction	143
CHAPTER 7 How Sure Can We Be About What Is Going On? Estimates and Intervals	189
CHAPTER 8 Probability – the Language of Uncertainty and Variability	205
CHAPTER 9 Putting Probability and Statistics Together	229
CHAPTER 10 Answering Questions and Claiming Discoveries	253
CHAPTER 11 Learning from Experience the Bayesian Way	305
CHAPTER 12 How Things Go Wrong	341
CHAPTER 13 How We Can Do Statistics Better	361
CHAPTER 14 In Conclusion	379
GLOSSARY	381
NOTES	407
INDEX	419