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- Data mining is a theme that appears in many chapters, often featuring a large database (included on the website) of characteristics of 20,000 potential donors to a worthy cause and the amount actually given in response to a mailing.
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- Each chapter begins with an overview, showing why the subject is important to business, and ends with a comprehensive summary, with key words, questions, problems, database exercises, projects, and cases in most chapters.
- All details are technically accurate (Professor Siegel has a PhD in Statistics from Stanford University and has given presentations on exploratory data analysis with its creator) while the book concentrates on the understanding and use of statistics by managers.
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