

IMAGINE THAT WE WANT TO KNOW
THE AVERAGE WEIGHT...

HEY, LOOK, HERE
IS A FISH...

...OF ALL THE FISH IN A LAKE,

IF WE FIND OUT HOW
MUCH EACH FISH WEIGHS
ON AVERAGE...

WE CAN FIGURE OUT
ABOUT HOW MANY FISH
WE NEED TO CATCH EACH
DAY TO KEEP OUR CATS
FROM STARVING!

IF WE DRAINED THE LAKE AND
WEIGHED EVERY SINGLE FISH...

... WE'D HAVE ALL THE INFORMATION WE NEED TO CALCULATE THE ANSWER,

BUT FOR OBVIOUS REASONS, WE CAN'T DO THAT.

MAYBE
THAT WASN'T SUCH
A GOOD IDEA.



THIS BOOK IS ABOUT THE
FUNDAMENTAL QUESTION OF STATISTICS:

HOW DO WE USE SAMPLES...

... TO MAKE CONFIDENT STATEMENTS
ABOUT ENTIRE POPULATIONS?

ALL STATISTICS
PROBLEMS LOOK
LIKE THIS!

