

# Application of Statistical Methods in Business Administration: A Quantitative Study on Organizational Performance

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## ABSTRACT

Statistical methods have become indispensable in modern business administration, offering structured approaches for decision-making, performance evaluation, and strategic planning. This study investigates the application of statistical methods in analyzing organizational performance across business sectors. A quantitative research design was employed, using survey data collected from 200 mid-level managers across manufacturing, services, and IT industries. Descriptive statistics, correlation, regression, and ANOVA were applied to identify significant relationships between statistical methods usage and organizational performance metrics such as productivity, profitability, and employee efficiency. Results indicate that firms adopting advanced statistical tools demonstrate superior performance outcomes compared to those relying on traditional approaches. The study concludes that integrating statistical methods into business administration significantly enhances organizational performance, thereby justifying greater investment in statistical literacy and technology integration.

**Keywords**-Statistical Methods, Business Administration, Quantitative Analysis, Organizational Performance, Regression, ANOVA, Data-Driven Decision Making.

## INTRODUCTION

In today's competitive business environment, decision-making must rely on empirical evidence rather than intuition. Statistical methods provide a foundation for businesses to collect, analyze, and interpret data in ways that improve performance and competitiveness. Organizations increasingly employ statistical techniques to assess productivity, evaluate employee performance, forecast demand, and optimize resources. The emergence of big data and advanced analytics has further amplified the role of statistics in business administration.

Organizational performance, a multidimensional construct, encompasses financial success, operational efficiency, customer satisfaction, and employee productivity. The application of statistical methods—such as regression analysis, hypothesis testing, correlation, and ANOVA—provides businesses with structured frameworks for identifying relationships, testing assumptions, and predicting outcomes. Despite their importance, there remains a gap in systematically assessing how the use of statistical methods influences organizational performance across industries.

This study addresses this gap by conducting a quantitative analysis of the relationship between statistical methods usage and organizational performance.

## LITERATURE REVIEW

Previous studies emphasize the role of data analytics and statistics in business decision-making.

Smith & Johnson (2017) found that regression models are widely used to forecast sales performance.

Kumar & Singh (2018) demonstrated that hypothesis testing provides evidence-based approaches to HR practices and employee productivity evaluation.

Lee (2019) highlighted the role of statistical quality control in manufacturing, showing improved operational efficiency.

Brown et al. (2020) indicated that businesses leveraging ANOVA in marketing analytics significantly improved campaign ROI.

Ahmed (2021) found that correlation analysis assists in linking customer satisfaction with financial performance.

However, most prior research is sector-specific, often limited to finance, marketing, or HR. Few studies provide a holistic perspective across industries, which this research attempts to fill.

## OBJECTIVES

To examine the extent of statistical methods adoption in business administration.

To analyze the relationship between statistical methods and organizational performance indicators.

To identify which statistical methods contribute most significantly to performance improvement.

To provide managerial implications for enhancing performance through statistical literacy.

## METHODOLOGY

### Research Design

A **quantitative research design** was adopted, focusing on measurable variables and statistical relationships.

### Data Collection

Primary data collected via structured questionnaires.

Respondents: 200 mid-level managers from manufacturing (70), services (80), and IT (50).

Sampling technique: Stratified random sampling.

### Variables

**Independent Variable:** Application of statistical methods (frequency, types, complexity).

**Dependent Variables:** Productivity, profitability, employee efficiency.

### Tools of Analysis

Descriptive Statistics (mean, SD).

Pearson Correlation.

Multiple Regression Analysis.

One-Way ANOVA.

Software: SPSS 26.

## Statistical Analysis

### Descriptive Statistics

Variable	Mean	SD	Min	Max
Use of Statistical Methods	3.85	0.72	1	5
Productivity	4.12	0.65	2	5
Profitability	3.98	0.71	2	5
Employee Efficiency	4.05	0.69	2	5

### Correlation Analysis

Variable 1	Variable 2	r	p-value
Statistical Methods Usage	Productivity	0.62	<0.001
Statistical Methods Usage	Profitability	0.58	<0.001
Statistical Methods Usage	Employee Efficiency	0.65	<0.001

**Interpretation:** A strong positive correlation exists between statistical methods usage and all organizational performance indicators.

### Regression Analysis

#### Model Summary:

Adjusted  $R^2 = 0.54$   $F(3,196) = 78.25, p < 0.001$

Predictor	Beta	t-value	p-value
Use of Statistical Methods	0.61	9.45	<0.001
Industry Type (dummy)	0.18	2.94	0.004
Firm Size	0.12	2.11	0.036

### ANOVA (Industry-Wise Comparison)

Source of Variation	SS	df	MS	F	p-value
Between Groups	8.32	2	4.16	6.52	0.002
Within Groups	125.42	197	0.64		
Total	133.74	199			

**Interpretation:** Significant differences exist among industries in applying statistical methods, with IT firms showing the highest adoption.

## DISCUSSION

The findings reveal that statistical methods have a significant positive impact on organizational performance. Companies that adopt statistical techniques such as regression, ANOVA, and correlation experience higher productivity and profitability. IT firms demonstrate the highest adoption rates, likely due to their technological orientation, while manufacturing lags slightly.

The results support prior research (Lee, 2019; Brown et al., 2020) and extend the discussion by comparing across industries. Importantly, statistical literacy emerges as a determinant of improved employee efficiency, highlighting the need for training programs.

### Research Gap

Limited cross-industry studies—most research is sector-specific.

Lack of longitudinal studies assessing the long-term effects of statistical methods adoption.

Limited exploration of barriers to adoption, such as resistance to change or lack of expertise.

## CONCLUSION

This study concludes that the application of statistical methods significantly enhances organizational performance across industries. Firms integrating statistical tools into decision-making processes achieve higher productivity, profitability, and efficiency. The study suggests that organizations should invest in statistical literacy, data analytics infrastructure, and regular training programs.

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