Results

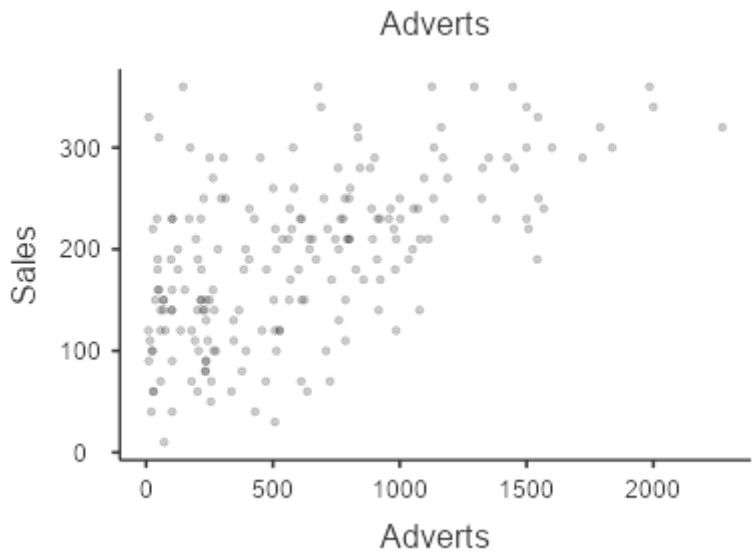
Relationships, Prediction, and Group Comparisons

You have entered a numeric variable for Variable 1 / Dependent Variable and a numeric variable for Variable 2 / Independent Variables. Hence, the Pearson correlation coefficient, which is a measure for the strength of the linear relationship between two variables, seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Correlation Matrix

- Drop your two variables in the white box at the right
- Under Correlation Coefficients, select Pearson (selected by default)
- Under Hypothesis, select your alternative hypothesis

Alternatively, you could perform a linear regression analysis. The test outcomes of both methods will be equivalent. Click on the links to learn more about these methods!

Scatter Plots of Bivariate Relationships - Dependent/Independent Variables



Correlation Matrix

Correlation Matrix

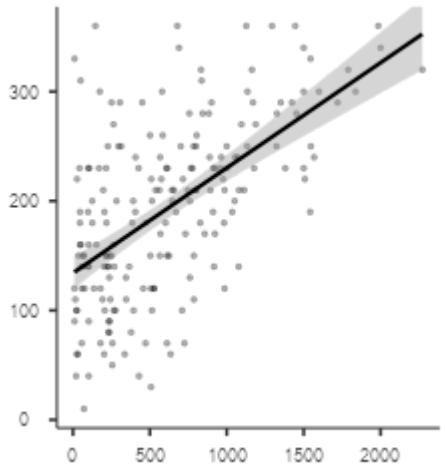
		Adverts	Sales
Adverts	**Pearson's r**	—	
	df	—	
	p-value	—	
Sales	**Pearson's r**	0.578	—
	df	198	—
	p-value	<.001	—

Plot

Adverts

Sales

Adverts



Sales

Linear Regression

Model Fit Measures

				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**F**	**df1**	**df2**	**p**
1	0.578	0.335	0.331	99.6	1	198	<.001

Note. Models estimated using sample size of N=200

Model Coefficients - Sales

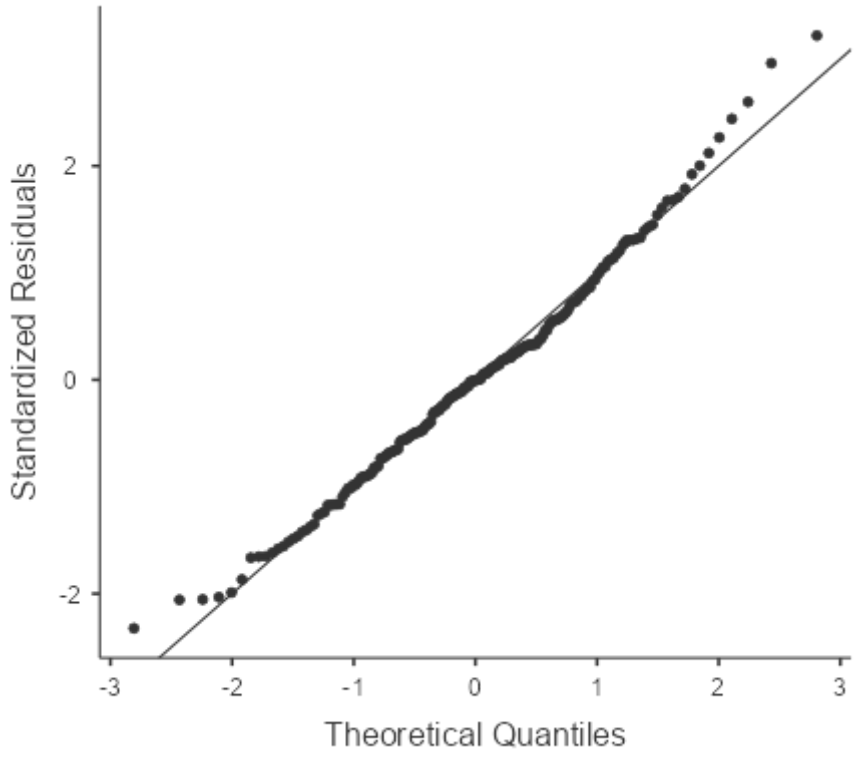
			95% Confidence Interval				
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**	**Stand. Estimate**
Intercept	134.1399	7.53657	119.2777	149.002	17.80	<.001	
Adverts	0.0961	0.00963	0.0771	0.115	9.98	<.001	0.578

Assumption Checks

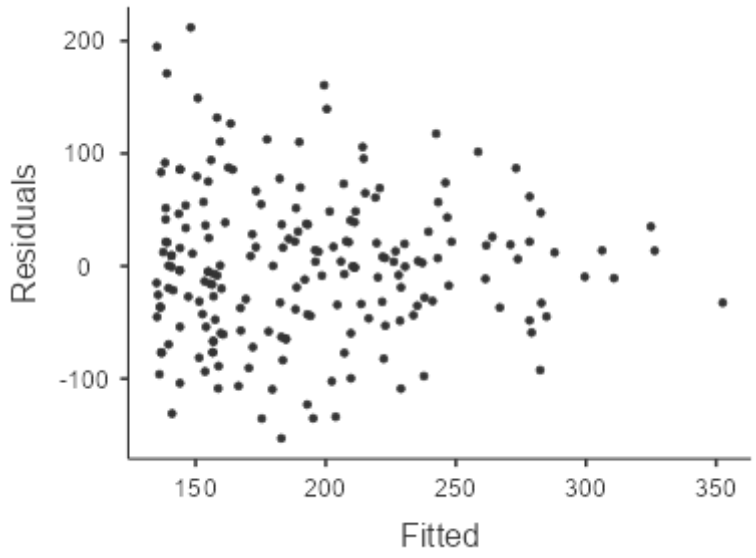
Normality Test (Shapiro-Wilk)

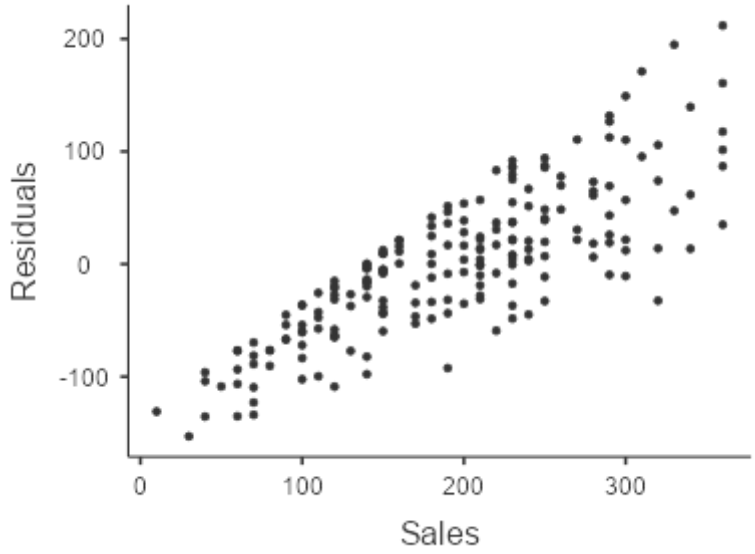
Statistic	p
0.990	0.176

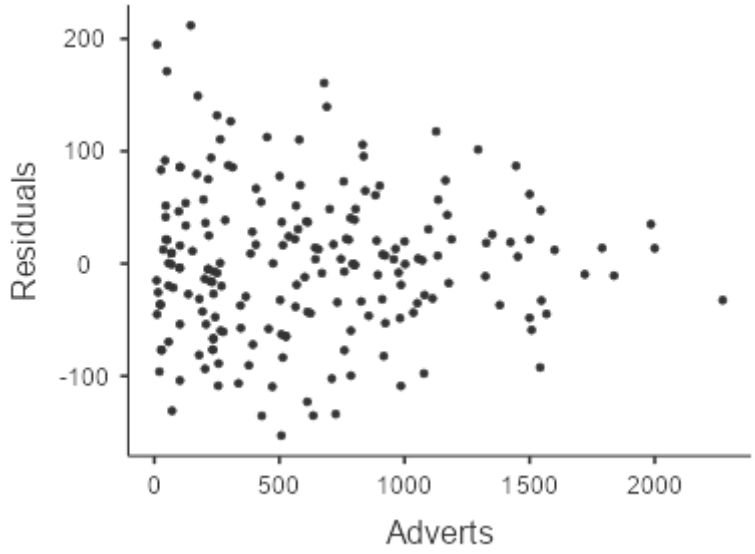
Q-Q Plot



Residuals Plots







References

[1] The jamovi project (2024). *jamovi*. (Version 2.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2024). *R: A Language and environment for statistical computing*. (Version 4.4) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from CRAN snapshot 2024-08-07).