MKTG_Assignment_5

MinJae Jo, Greyson Wheeler, Moris Bercian, Vivian McLaughlin, Brendan Pope

2025-11-21

Step 1

```r
library(readxl)
library(GGally)
```

```
## Loading required package: ggplot2
```

```r
library(ggplot2)
fryo_data <- read_excel("Kreyers Froyo.xlsx", sheet = "Data")
```

Step2

```
##                  Variable        Mean          SD         Min   Max Count
## 1 National_Advertising 11191.04000  9665.24205   806.00000 57674   325
## 2    Local_Advertising 12359.49231 11658.05995   144.00000 58281   325
## 3   Online_Advertising 14109.52000 11796.07176  1020.00000 57395   325
## 4           Price_Index    49.97688    15.22343    14.00263   100   325
```

Step 3