1

Report for Linear Model Suporte_Reg

2   *Basic Summary*

3   Call:
lm(formula = Avg.Sale.Amount ~ Customer.Segment +
Avg.Num.Products.Purchased, data = inputs$the.data)

4   Residuals:

5

Min	1Q	Median	3Q	Max
-663.8	-67.3	-1.9	70.7	971.7

6   Coefficients:

7

	Estimate	Std. Error	t value	Pr(>|t|)
(Intercept)	303.46	10.576	28.69	< 2.2e-16 ***
Customer.SegmentLoyalty Club Only	-149.36	8.973	-16.65	< 2.2e-16 ***
Customer.SegmentLoyalty Club and Credit Card	281.84	11.910	23.66	< 2.2e-16 ***
Customer.SegmentStore Mailing List	-245.42	9.768	-25.13	< 2.2e-16 ***
Avg.Num.Products.Purchased	66.98	1.515	44.21	< 2.2e-16 ***

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

8   Residual standard error: 137.48 on 2370 degrees of freedom
Multiple R-squared: 0.8369, Adjusted R-Squared: 0.8366
F-statistic: 3040 on 4 and 2370 DF, p-value: < 2.2e-16

9   *Type II ANOVA Analysis*

10   Response: Avg.Sale.Amount

	Sum Sq	DF	F value	Pr(>F)
Customer.Segment	28715078.96	3	506.4	< 2.2e-16 ***
Avg.Num.Products.Purchased	36939582.5	1	1954.31	< 2.2e-16 ***
Residuals	44796869.07	2370		

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1