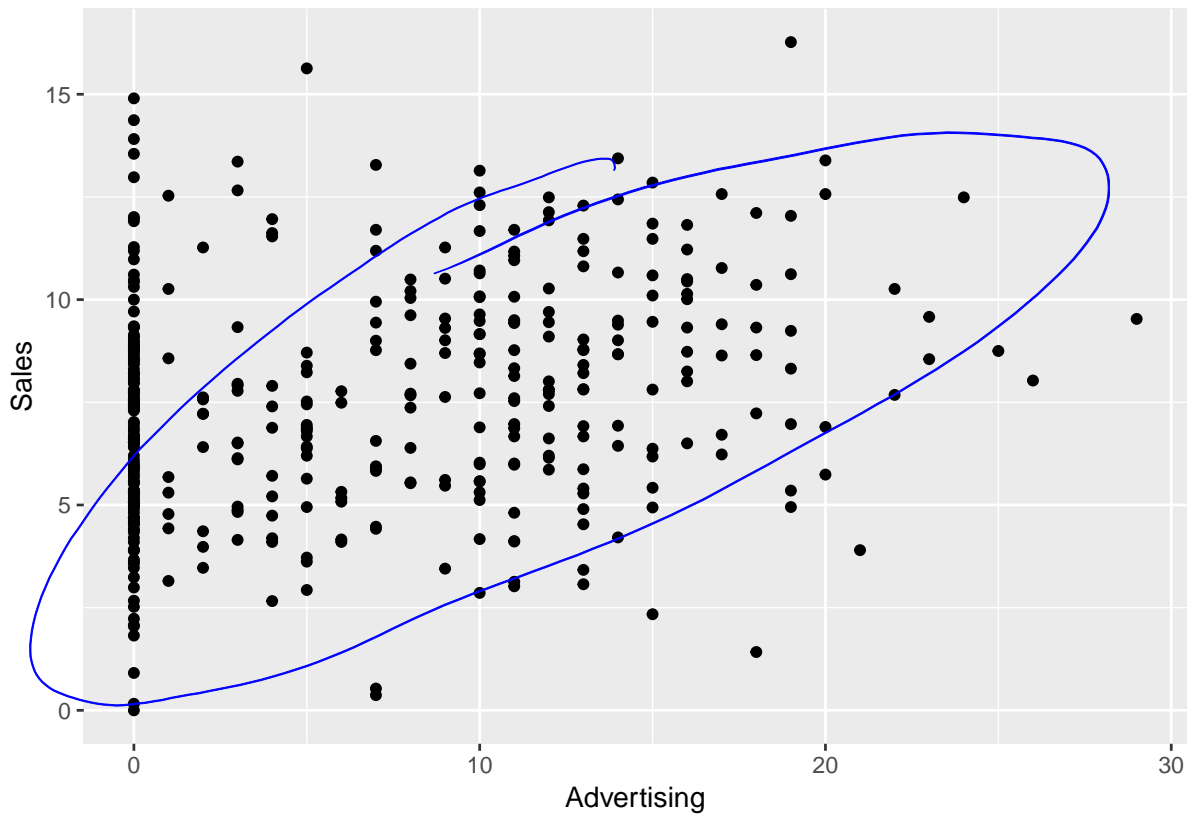# Carseats - report (Advertising vs Sales)

learningSpoonsDS

2018-10-21

0. Data Import

1. Basic Plot + Purpose


```
## [1] "Sales"       "CompPrice"   "Income"      "Advertising" "Population"
## [6] "Price"       "ShelveLoc"   "Age"         "Education"   "Urban"
## [11] "US"
```

```
## [1] "CompPrice"   "Income"      "Population"  "Price"       "ShelveLoc"
## [6] "Age"         "Education"   "Urban"       "US"
```
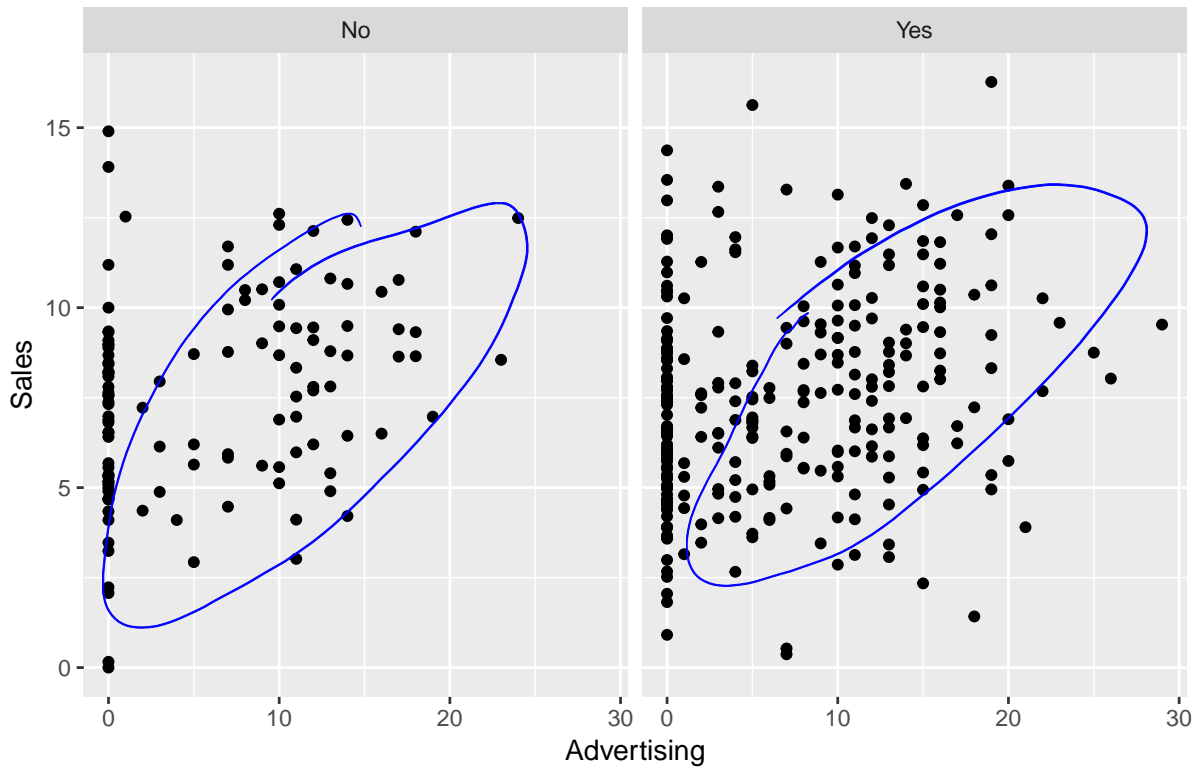
도시 변수에 대해서 광고효과를 알아보는 리포트 입니다.

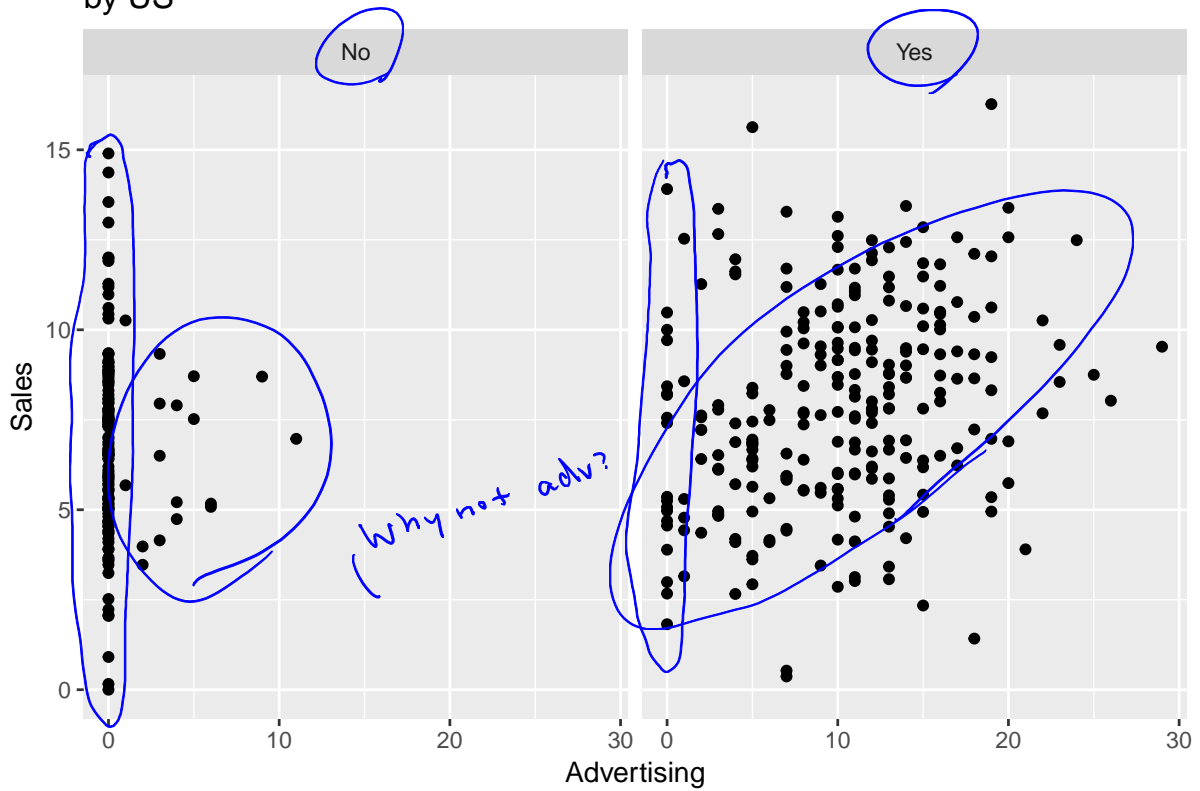Income, Population, Age, Education, Urban, US

1. Factor 변수: Urban, US

2. non-Factor 변수: Income, Population, Age, Education

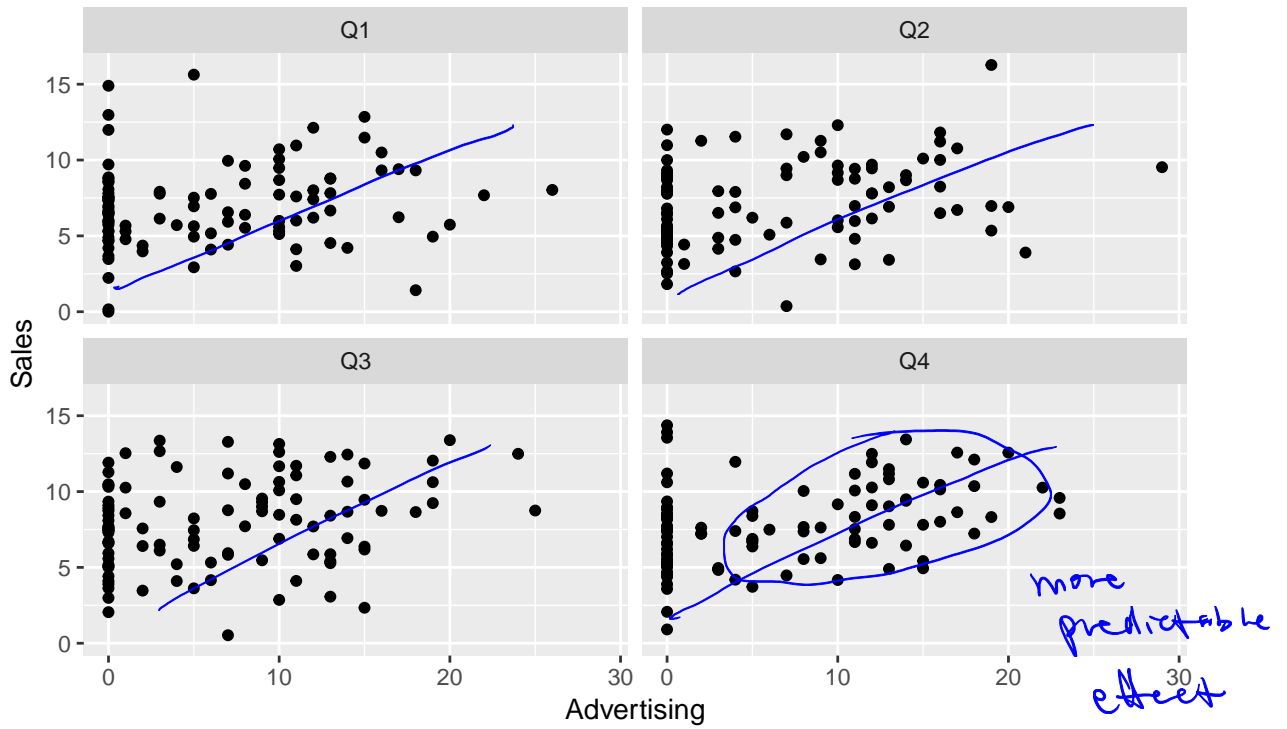## 2. Factor 변수 분석

by Urban

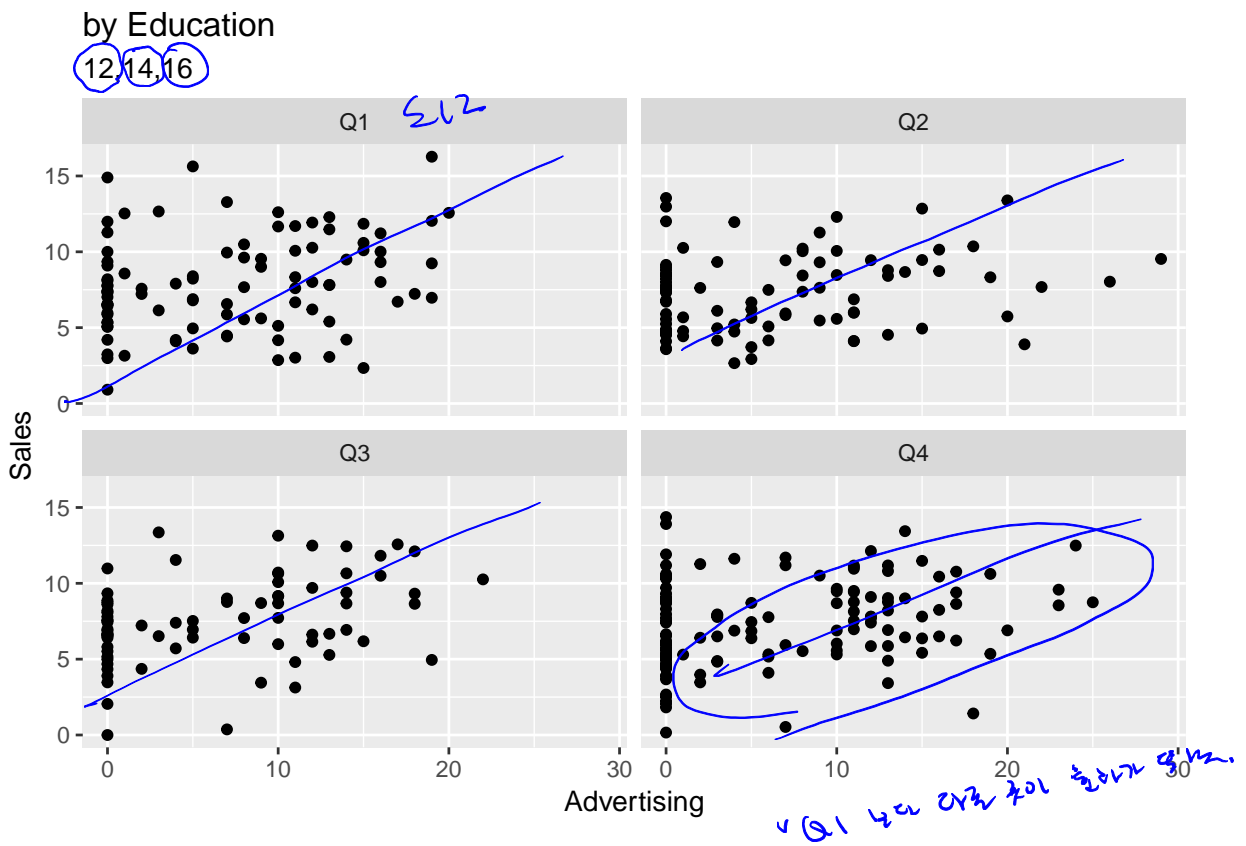### by US

3. Non-Factor 변수 분석

1) Mutate Factors
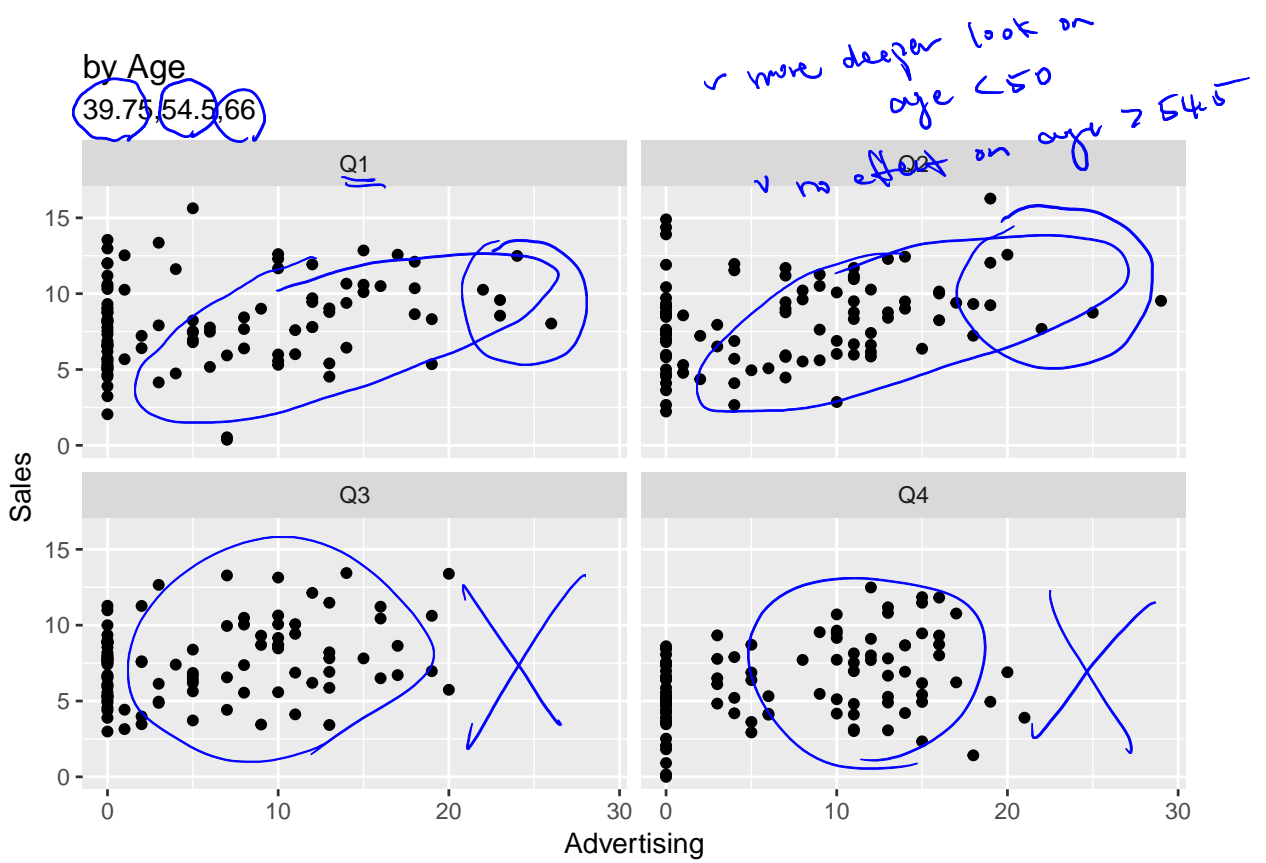
Method 1

Method 2

by Income
42.75,69,91

(handwritten annotations on figure: "more predictable effect")

by Age

39.75, 54.5, 66

v more deeper look on
age <50

v no effect on age >54.5

Q1 Q2

Sales

Advertising

Q3 Q4

by Education

12, 14, 16

Q1 ≤12 Q2

Sales

Q3 Q4

Advertising

v Q1 부터 다른 것이 들어가 등장한.

4

by Population

139,272,398.5