

Record

Report

1

Report for Linear Model Regressão_linear_variables_

2

Basic Summary

3

Call:

lm(formula = Avg.Sale.Amount ~ Customer.Segment + Store.Number + Responded.to.Last.Catalog + Avg.Num.Products.Purchased + X..Years.as.Customer, data = the.data)

4

Residuals:

5

Min	1Q	Median	3Q	Max
-665.19	-67.82	-2.17	70.42	975.25

6

Coeficientes:

7

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	435.318	104.854	4.152	3e-05	***
Customer.SegmentLoyalty Club Only	-150.224	8.971	-16.746	< 2.2e-16	***
Customer.SegmentLoyalty Club and Credit Card	282.455	11.897	23.743	< 2.2e-16	***
Customer.SegmentStore Mailing List	-243.279	9.816	-24.784	< 2.2e-16	***
Store.Number	-1.146	0.994	-1.153	0.2489	
Responded.to.Last.CatalogYes	-28.085	11.253	-2.496	0.01264	*
Avg.Num.Products.Purchased	66.787	1.515	44.082	< 2.2e-16	***
X..Years.as.Customer	-2.326	1.222	-1.904	0.05707	.

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

8

Erro padrão residual: 137.25 em 2367 graus de liberdade

R quadrada múltipla: 0.8376, R quadrada ajustada: 0.8372

F estatístico: 1745 em 7 e 2367 graus de liberdade (DF), valor p < 2.2e-16

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Type II ANOVA Analysis

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Response: Avg.Sale.Amount

	Sum Sq	DF	F value	Pr(>F)	
Customer.Segment	28425698.84	3	503.02	< 2.2e-16	***
Store.Number	25054.95	1	1.33	0.2489	
Responded.to.Last.Catalog	117319.82	1	6.23	0.01264	*
Avg.Num.Products.Purchased	36603783.15	1	1943.23	< 2.2e-16	***
X..Years.as.Customer	68263.47	1	3.62	0.05707	.
Residuals	44586209.93	2367			

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