Linear regression was used to test if median household income significantly predicted Vitamin Ventures’ web-based vitamin sales for 2020 and 2021.

Estimated median household income by ZIP Code was obtained from data available at census.gov/data. Web-based sales data for 2020 and 2021 was provided by Vitamin Ventures. Regression was performed using Python and plotted using Matplotlib.

The fitted regression model was: Median household income = 59.077 + 8.63x (web-based vitamin sales). The r\_value = .246 showed high correlation. Standard error = .194 showed high precision of the model.

 A p-value of 0.00 confirmed median household income significantly predicted web-based vitamin sales.