Q1)

A screenshot of a computer

Description automatically generated

Q2)

* Branch: Integer (but serves as an identifier), categorical variable. Scale: Nominal (branches are distinct labels without inherent order, though numbered sequentially).
* Sales\_X1: Numeric (continuous, as values include decimals like 3.4). Scale: Ratio (has a true zero, meaningful ratios, e.g., sales can be compared as doubles or halves).
* Advertising\_X2: Numeric (integer values but treated as continuous for analysis). Scale: Ratio (has a true zero, meaningful ratios, e.g., advertising spend can be zero and ratios make sense).
* Years\_X3: Numeric (integer). Scale: Ratio (has a true zero, meaningful ratios, e.g., years since an event can be zero and doubled).

Q3)

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Q4)

A screenshot of a computer

Description automatically generated

Q5)

A screenshot of a computer

Description automatically generated