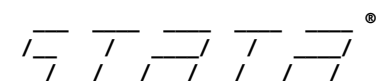


User: Jiayi
Project: Project 6-1



18.0
MP-Parallel Edition

Statistics and Data Science

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Notes:

1. Unicode is supported; see [help unicode advice](#).
2. More than 2 billion observations are allowed; see [help obs advice](#).
3. Maximum number of variables is set to 30,000 but can be increased; see [help set maxvar](#).

Running D:\stata18\profile.do ...

1 . import delimited "C:\Users\Administrator\Desktop\marketing_sales_data.csv", clear
(encoding automatically selected: ISO-8859-2)
(5 vars, 572 obs)

2 . describe

Contains data
Observations: 572
Variables: 5

Variable name	Storage type	Display format	Value label	Variable label
tv	str6	%9s		TV
radio	double	%10.0g		Radio
socialmedia	double	%10.0g		Social Media
influencer	str5	%9s		Influencer
sales	double	%10.0g		Sales

Sorted by:

Note: Dataset has changed since last saved.

3 . summarize

Variable	Obs	Mean	Std. dev.	Min	Max
tv	0				
radio	571	18.64647	9.65074	.1945765	48.87116
socialmedia	572	3.248471	2.195696	.0132301	11.26043
influencer	0				
sales	571	193.5169	90.51615	31.19941	358.4207

4 . list in 1/10

	tv	radio	socialm~a	influe~r	sales
1.	Low	1.2183539	1.2704439	Micro	90.054222
2.	Medium	14.949791	.27445075	Macro	222.74167
3.	Low	10.377258	.06198388	Mega	102.77479
4.	High	26.469274	7.0709451	Micro	328.23938
5.	High	36.876302	7.6186051	Mega	351.80733
6.	High	25.56191	5.4597181	Micro	261.96681
7.	High	37.263819	6.8865348	Nano	349.86158
8.	Low	13.187256	2.7663523	Macro	140.41529
9.	High	29.52017	2.3331574	Nano	264.59223
10.	Low	3.7732868	.1350743	Nano	55.674214

5 . graph matrix radio socialmedia sales, half

6 . mcolor(navy) msize(small)
command mcolor is unrecognized
r(199);

7 . graph matrix radio socialmedia sales, by(influencer
parentheses do not balance
r(198);

8 . graph matrix radio socialmedia sales, by(influencer)

9 . bysort tv: summarize sales

-> tv =

Variable	Obs	Mean	Std. dev.	Min	Max
sales	1	342.9134	.	342.9134	342.9134

-> tv = High

Variable	Obs	Mean	Std. dev.	Min	Max
sales	176	300.5296	30.66588	248.8024	358.4207

-> tv = Low

Variable	Obs	Mean	Std. dev.	Min	Max
sales	197	91.64684	32.44483	31.19941	147.0289

-> tv = Medium

Variable	Obs	Mean	Std. dev.	Min	Max
sales	197	199.0235	32.81466	142.4169	251.2415

10 . preserve

11 .

12 . collapse (mean) Meansales=sales, by(tv)

13 . list tv Meansales, clean noobs

```

      tv  Meansales
      High 342.91337
      Low  91.646843
      Medium 199.02346

```

14 .

15 . restore

16 . drop if missing(tv)
 (1 observation deleted)

```
17 . drop if missing(radio)
    (1 observation deleted)

18 . drop if missing(socialmedia)
    (0 observations deleted)

19 . drop if missing(influencer)
    (0 observations deleted)

20 . drop if missing(sales)
    (1 observation deleted)

21 . For tv (using Low as the reference category)
    command For not defined by For.ado
    r(199);

22 .
23 . gen tv_Medium = (tv == "Medium")

24 .
25 . gen tv_High = (tv == "High")

26 . regress sales tv_Medium tv_High radio social media influencer
    variable media not found
    r(111);

27 . regress sales tv_Medium tv_High radio socialmedia influencer
    no observations
    r(2000);

28 . regress tv sales
    no observations
    r(2000);

29 . estat vif
    last estimates not found
    r(301);

30 .
```