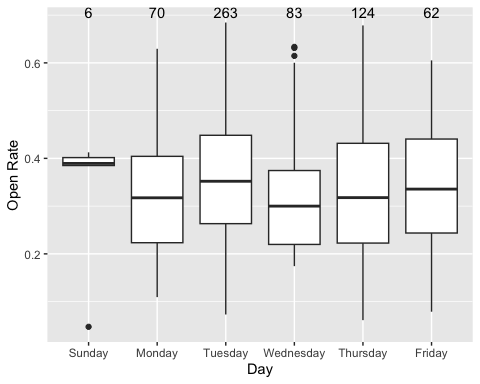
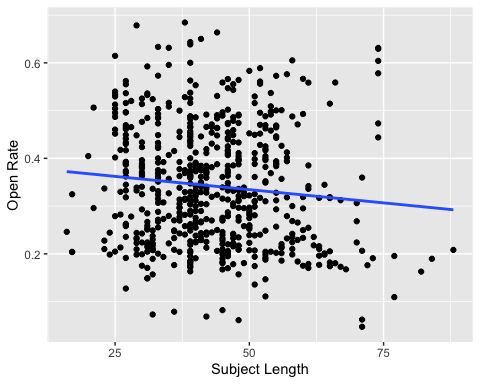
Email Report

Justin Wininger

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## `geom\_smooth()` using formula = 'y ~ x'



##   
## Call:  
## lm(formula = `Open Rate` ~ `Subject Length`, data = emails)  
##   
## Residuals:  
## Min 1Q Median 3Q Max   
## -0.28150 -0.10225 -0.01134 0.08949 0.33666   
##   
## Coefficients:  
## Estimate Std. Error t value Pr(>|t|)   
## (Intercept) 0.3900449 0.0187926 20.755 < 2e-16 \*\*\*  
## `Subject Length` -0.0011100 0.0004198 -2.644 0.00841 \*\*   
## ---  
## Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
##   
## Residual standard error: 0.1224 on 606 degrees of freedom  
## Multiple R-squared: 0.0114, Adjusted R-squared: 0.009772   
## F-statistic: 6.99 on 1 and 606 DF, p-value: 0.008408