MMM_MarketMixModeling_MultipleLinearRegression

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This is sample code for the task being done along with Rohan Mathur = https://github.com/RohanMathur17
https://github.com/digital-cognition-co-in/DigitalCognition/issues/24

```r
library(readr)
LungCapData <- read_csv("LungCapData.csv")
```

```
## Parsed with column specification:
## cols(
##   `LungCap(cc)` = col_double(),
##   `Age( years)` = col_double(),
##   `Height(inches)` = col_double(),
##   Smoke = col_character(),
##   Gender = col_character(),
##   Caesarean = col_character()
## )
```

```r
#View(LungCapData)
names(LungCapData);head(LungCapData)
```

```
## [1] "LungCap(cc)"    "Age( years)"     "Height(inches)" "Smoke"
## [5] "Gender"         "Caesarean"
```

```
## # A tibble: 6 x 6
##   `LungCap(cc)` `Age( years)` `Height(inches)` Smoke Gender Caesarean
##           <dbl>         <dbl>            <dbl> <chr> <chr>  <chr>
## 1          6.48             6             62.1 no    male   no
## 2         10.1             18             74.7 yes   female no
## 3          9.55            16             69.7 no    female yes
## 4         11.1             14             71   no    male   no
## 5          4.8              5             56.9 no    male   no
## 6          6.22            11             58.7 no    female no
```

```
#
```