

ISLR_Advertising

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Source of the code and the data is the Book = <http://faculty.marshall.usc.edu/gareth-james/ISL/>

```
library(readr)
ad_data <- read_csv("Advertising.csv")
```

```
## Warning: Missing column names filled in: 'X1' [1]
```

```
## Parsed with column specification:
```

```
## cols(
##   X1 = col_double(),
##   TV = col_double(),
##   Radio = col_double(),
##   Newspaper = col_double(),
##   Sales = col_double()
## )
```

```
attach(ad_data)
```

```
View(ad_data)
```

```
names(ad_data);head(ad_data)
```

```
## [1] "X1"      "TV"      "Radio"   "Newspaper" "Sales"
```

```
## # A tibble: 6 x 5
```

```
##       X1    TV Radio Newspaper Sales
##   <dbl> <dbl> <dbl>     <dbl> <dbl>
## 1     1  230.   37.8      69.2  22.1
## 2     2   44.5   39.3      45.1  10.4
## 3     3   17.2   45.9      69.3   9.3
## 4     4  152.   41.3      58.5  18.5
## 5     5  181.   10.8      58.4  12.9
## 6     6    8.7  48.9       75   7.2
```

```
#init_multiple_linear_m <- lm(LungCap_cc ~ Age_years + Height_inches)
```

```
#typeof(init_multiple_linear_m) # list
```

```
#class(init_multiple_linear_m) # lm - Linear Model
```

```
#summary(init_multiple_linear_m)
```

```
# the - Multiple R-squared:  0.843 -- 84.3% Variability in LUNG CAPACITY can be
```

```
# explained by the linear relationship between - Age_years + Height_inches and LUNG CAPACITY
```