

Record

Report

1

Report for Linear Model Linear\_Regression\_2

2

Basic Summary

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Call:  
lm(formula = Avg\_Sale\_Amount ~ Customer\_Segment + Avg\_Num\_Products\_Purchased, data = inputs\$the.data)

4

Residuals:

5

Min	1Q	Median	3Q	Max
-663.8	-67.3	-1.9	70.7	971.7

6

Coefficients:

7

	Estimate	Std. Error	t value	Pr(> t )	
(Intercept)	303.46	10.576	28.69	< 2.2e-16	***
Customer_SegmentLoyalty Club Only	-149.36	8.973	-16.65	< 2.2e-16	***
Customer_SegmentLoyalty Club and Credit Card	281.84	11.910	23.66	< 2.2e-16	***
Customer_SegmentStore Mailing List	-245.42	9.768	-25.13	< 2.2e-16	***
Avg_Num_Products_Purchased	66.98	1.515	44.21	< 2.2e-16	***

Significance codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

8

Residual standard error: 137.48 on 2370 degrees of freedom  
Multiple R-squared: 0.8369, Adjusted R-Squared: 0.8366  
F-statistic: 3040 on 4 and 2370 DF, p-value: < 2.2e-16

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Type II ANOVA Analysis

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Response: Avg\_Sale\_Amount

	Sum Sq	DF	F value	Pr(>F)	
Customer_Segment	28715078.96	3	506.4	< 2.2e-16	***
Avg_Num_Products_Purchased	36939582.5	1	1954.31	< 2.2e-16	***
Residuals	44796869.07	2370			

Significance codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1