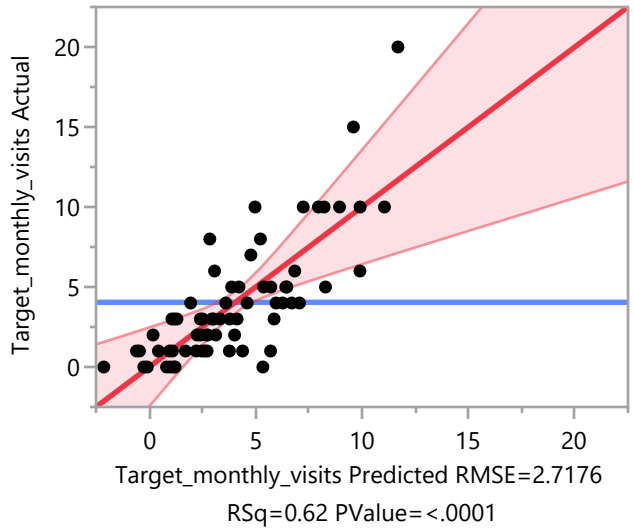
Response Target_monthly_visits

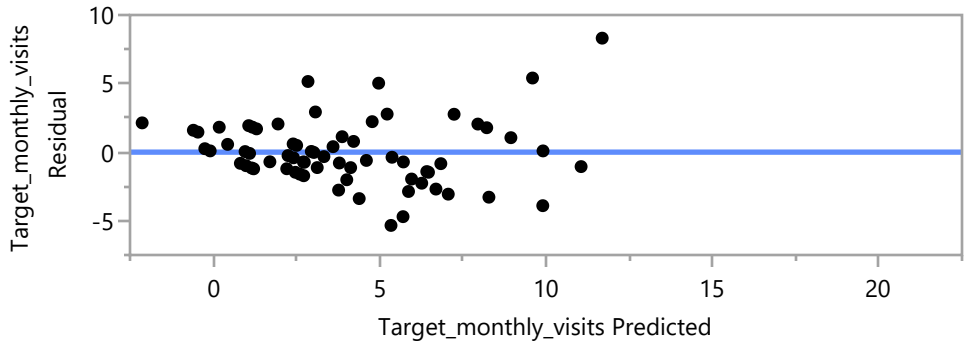
Actual by Predicted Plot



Effect Summary

Source	LogWorth
Coffee_buying_outside	2.284
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	2.151
Coffee_well_versed	2.096
Starbucks_satisfaction [In-store experience]	1.984
Highest Education_High School/GED	1.421
Starbucks_satisfaction [Drive thru]	1.034
Coffee_Liking	1.028
Imp_surroundings_of_shops	0.892
Gender	0.814
Imp_variety_of_flavours	0.806
Starbucks_satisfaction [Pickup]	0.754
Starbucks_rewards	0.640
Coffee_strong	0.554
Age_32 - 38	0.547
Imp_quality_of_coffee	0.521
Age_18 - 24	0.424

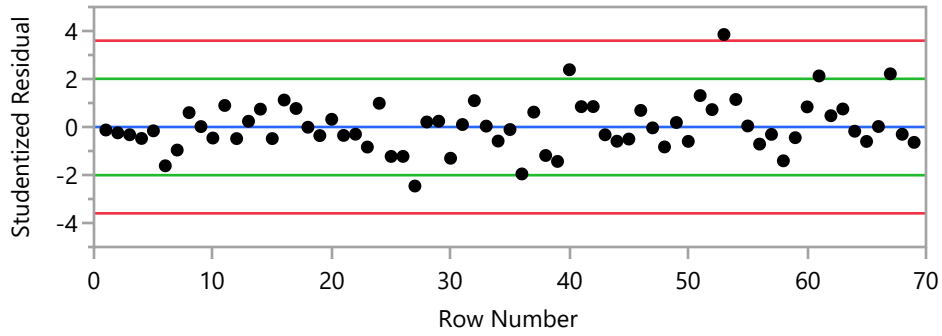
Residual by Predicted Plot



	PValue
	0.00520
	0.00707
	0.00801
	0.01037
	0.03797
	0.09241
	0.09385
	0.12829
	0.15347
	0.15649
	0.17625
	0.22910
	0.27953
	0.28386
	0.30153
	0.37661

Response Target_monthly_visits

Studentized Residuals



Externally studentized residuals with 95% simultaneous limits (Bonferroni) in red, individual limits in green.

Summary of Fit

RSquare	0.619345
RSquare Adj	0.50222
Root Mean Square Error	2.717575
Mean of Response	4.043478
Observations (or Sum Wgts)	69

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	16	624.8383	39.0524	5.2879
Error	52	384.0313	7.3852	Prob > F
C. Total	68	1008.8696		<.0001*

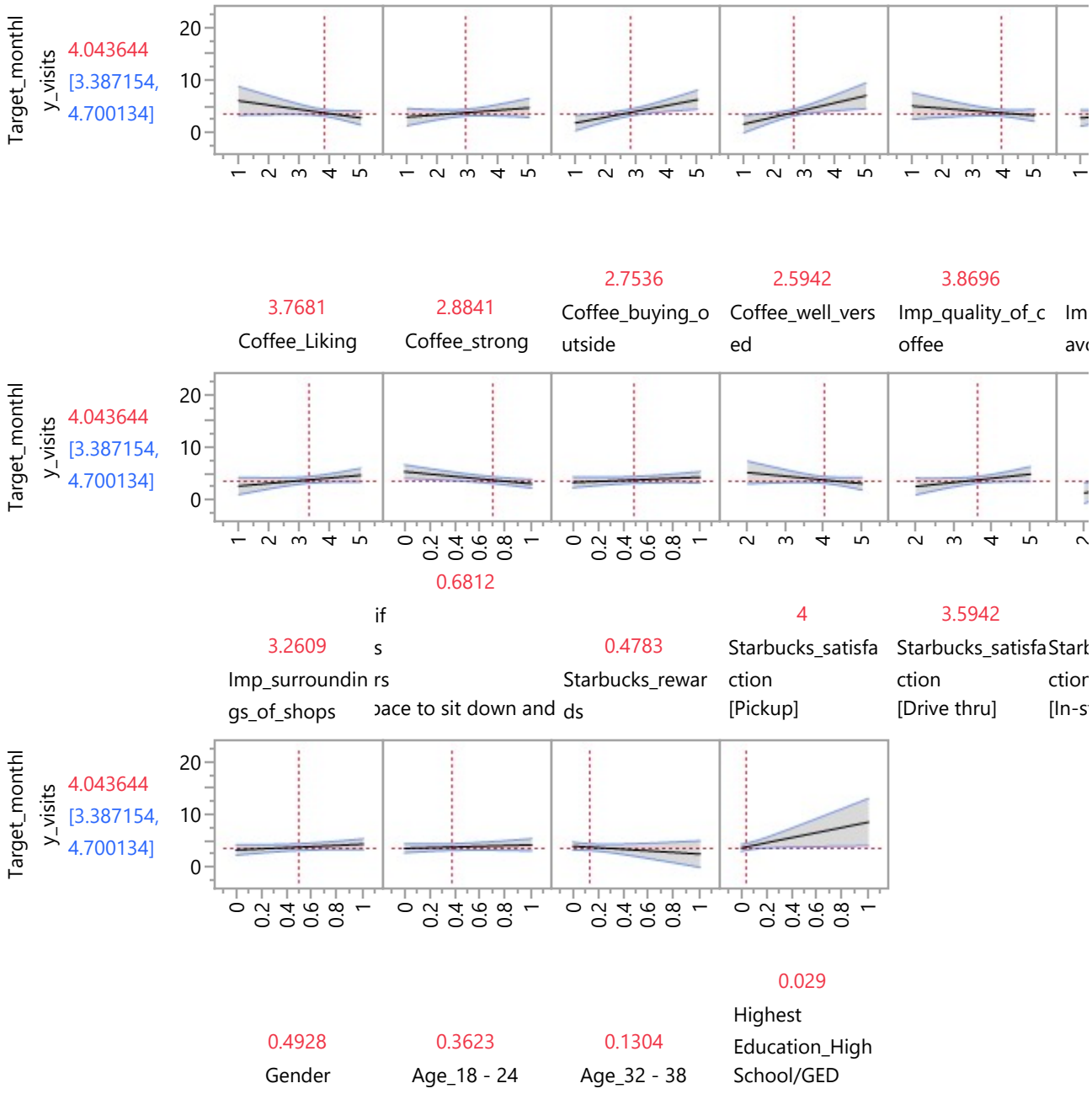
Parameter Estimates

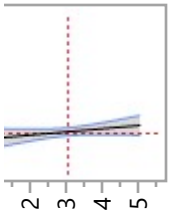
Term	Estimate	Std Error	t Ratio
Intercept	-6.814221	2.376136	-2.87
Coffee_Liking	-0.807855	0.473359	-1.71
Coffee_strong	0.4343982	0.397517	1.09
Coffee_buying_outside	1.0964918	0.375817	2.92
Coffee_well_versed	1.3374243	0.484956	2.76
Imp_quality_of_coffee	-0.436986	0.418761	-1.04
Imp_variety_of_flavours	0.5100967	0.35478	1.44
Imp_surroundings_of_shops	0.5099447	0.329952	1.55
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	-2.291639	0.817098	-2.80
Starbucks_rewards	0.9770618	0.802848	1.22
Starbucks_satisfaction [Pickup]	-0.698792	0.509678	-1.37
Starbucks_satisfaction [Drive thru]	0.7744465	0.451726	1.71
Starbucks_satisfaction [In-store experience]	1.2934197	0.486251	2.66
Gender	1.0981187	0.758092	1.45
Age_18 - 24	0.6724449	0.754027	0.89
Age_32 - 38	-1.509638	1.394116	-1.08
Highest Education_High School/GED	4.8405662	2.273117	2.13

	Prob>|t|
7	0.0060*
l	0.0939
9	0.2795
2	0.0052*
5	0.0080*
4	0.3015
4	0.1565
5	0.1283
)	0.0071*
2	0.2291
7	0.1762
l	0.0924
5	0.0104*
5	0.1535
9	0.3766
3	0.2839
3	0.0380*

Response Target_monthly_visits

Prediction Profiler





2.9855

p_variety_of_fl

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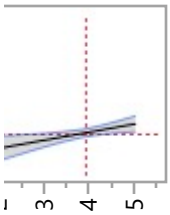

3.8986

ɔucks_satisfa

ı

tore experience]

Response Target_monthly_visits

Correlation of Estimates

Corr

	Intercept	Coffee_Liking	Coffee_
Intercept	1.0000	0.0281	-
Coffee_Liking	0.0281	1.0000	-
Coffee_strong	-0.2702	-0.4068	
Coffee_buying_outside	-0.1489	0.1047	-
Coffee_well_versed	0.0022	-0.4775	-
Imp_quality_of_coffee	-0.1617	-0.1395	-
Imp_variety_of_flavours	-0.0606	0.0461	
Imp_surroundings_of_shops	-0.2311	-0.2274	
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	0.0433	0.0142	
Starbucks_rewards	-0.0213	-0.3546	
Starbucks_satisfaction [Pickup]	-0.1586	-0.0185	
Starbucks_satisfaction [Drive thru]	-0.1364	-0.1070	
Starbucks_satisfaction [In-store experience]	-0.3328	0.0008	-
Gender	-0.3823	-0.2984	
Age_18 - 24	-0.1762	0.0859	-
Age_32 - 38	0.0172	-0.2478	
Highest Education_High School/GED	0.0372	0.0253	-

_strong	Coffee_buying_outside	Coffee_well_versed	Imp_quality_of_coffee	Imp_variety_of_flavours	Imp_surroundings_of_shops	Do
0.2702	-0.1489	0.0022	-0.1617	-0.0606	-0.2311	
0.4068	0.1047	-0.4775	-0.1395	0.0461	-0.2274	
1.0000	-0.1327	-0.0437	-0.0133	0.0398	0.1200	
0.1327	1.0000	-0.4948	0.1080	-0.2125	-0.2132	
0.0437	-0.4948	1.0000	-0.2139	0.2022	0.2367	
0.0133	0.1080	-0.2139	1.0000	-0.3799	-0.3921	
0.0398	-0.2125	0.2022	-0.3799	1.0000	0.0608	
0.1200	-0.2132	0.2367	-0.3921	0.0608	1.0000	
0.0091	0.1732	-0.1657	0.0366	-0.0313	-0.1935	
0.2068	-0.0635	0.0224	0.2315	-0.1252	0.0583	
0.0609	0.1457	-0.0780	-0.0501	-0.1876	-0.0348	
0.0370	-0.0772	-0.0110	-0.0295	-0.0397	0.0273	
0.0588	0.0468	0.0513	0.0433	-0.0837	0.1294	
0.2670	-0.1740	0.2501	0.0360	0.0797	0.2293	
0.0513	-0.1142	0.1644	-0.1236	0.2105	0.0704	
0.1353	-0.2904	0.3468	-0.0937	0.3779	-0.0260	
0.0548	0.0420	-0.1489	0.0863	-0.1845	0.0226	

you care if the Starbucks location offers an inviting space to sit down and spend time?	Starbucks_rewards	Starbucks_satisfactior
	0.0433	-0.0213
	0.0142	-0.3546
	0.0091	0.2068
	0.1732	-0.0635
	-0.1657	0.0224
	0.0366	0.2315
	-0.0313	-0.1252
	-0.1935	0.0583
	1.0000	0.1827
	0.1827	1.0000
	0.1673	-0.0829
	-0.1153	-0.1033
	-0.3446	-0.0199
	-0.2202	0.1550
	0.0134	-0.1070
	0.1263	0.2316
	0.0133	-0.0552

ı [Pickup] Starbucks_satisfaction	[Drive thru] Starbucks_satisfaction	[In-store experience]	Gender	Age_18 - 24	Age_32 - 38	High
-0.1586	-0.1364	-0.3328	-0.3823	-0.1762	0.0172	
-0.0185	-0.1070	0.0008	-0.2984	0.0859	-0.2478	
0.0609	0.0370	-0.0588	0.2670	-0.0513	0.1353	
0.1457	-0.0772	0.0468	-0.1740	-0.1142	-0.2904	
-0.0780	-0.0110	0.0513	0.2501	0.1644	0.3468	
-0.0501	-0.0295	0.0433	0.0360	-0.1236	-0.0937	
-0.1876	-0.0397	-0.0837	0.0797	0.2105	0.3779	
-0.0348	0.0273	0.1294	0.2293	0.0704	-0.0260	
0.1673	-0.1153	-0.3446	-0.2202	0.0134	0.1263	
-0.0829	-0.1033	-0.0199	0.1550	-0.1070	0.2316	
1.0000	-0.3288	-0.4685	-0.0918	-0.0992	-0.0911	
-0.3288	1.0000	-0.1136	0.0446	-0.0487	-0.0493	
-0.4685	-0.1136	1.0000	0.2009	0.0535	-0.1379	
-0.0918	0.0446	0.2009	1.0000	0.0803	0.0779	
-0.0992	-0.0487	0.0535	0.0803	1.0000	0.2816	
-0.0911	-0.0493	-0.1379	0.0779	0.2816	1.0000	
0.0733	-0.0239	0.0267	-0.0324	-0.0519	-0.4553	

est Education_High School/GED
0.0372
0.0253
-0.0548
0.0420
-0.1489
0.0863
-0.1845
0.0226
0.0133
-0.0552
0.0733
-0.0239
0.0267
-0.0324
-0.0519
-0.4553
1.0000