Results

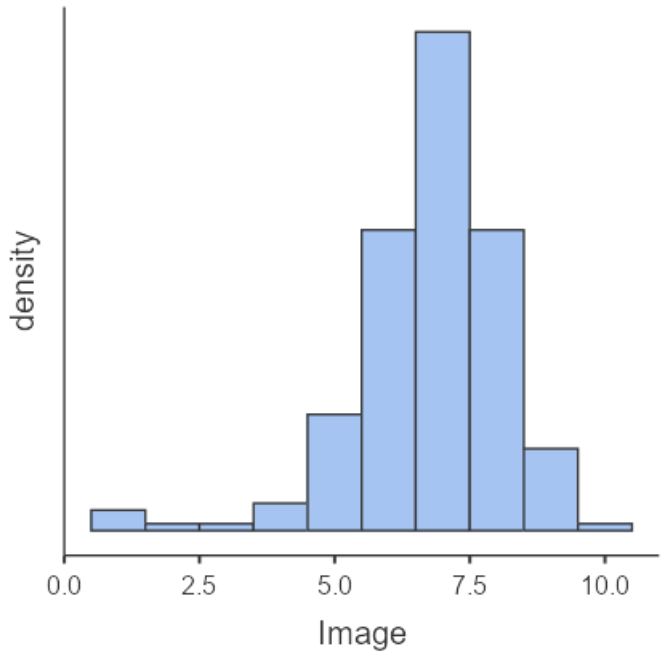
Descriptives

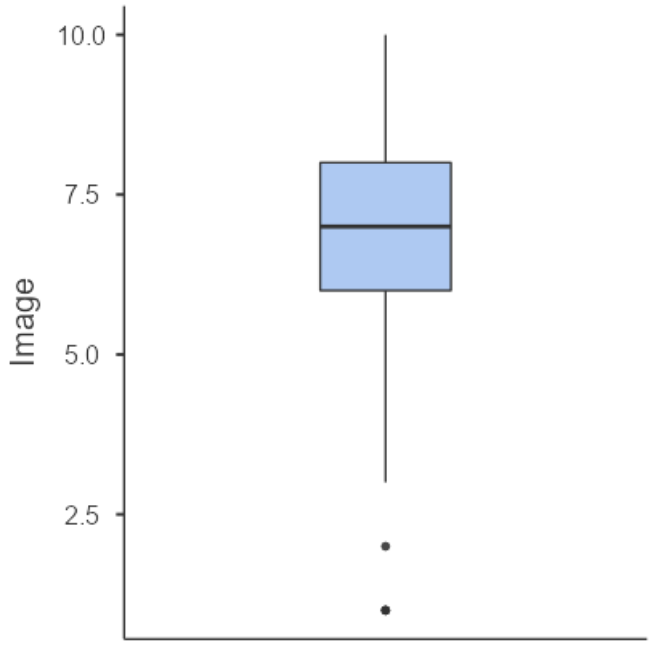
Descriptives

	Image
N	200
Missing	0
Mean	6.77
Std. error mean	0.0987
Median	7.00
Mode	7.00
Standard deviation	1.40
Variance	1.95
Range	9.00
Minimum	1.00
Maximum	10.0
Skewness	-1.29
Std. error skewness	0.172

Plots

Image





Descriptives

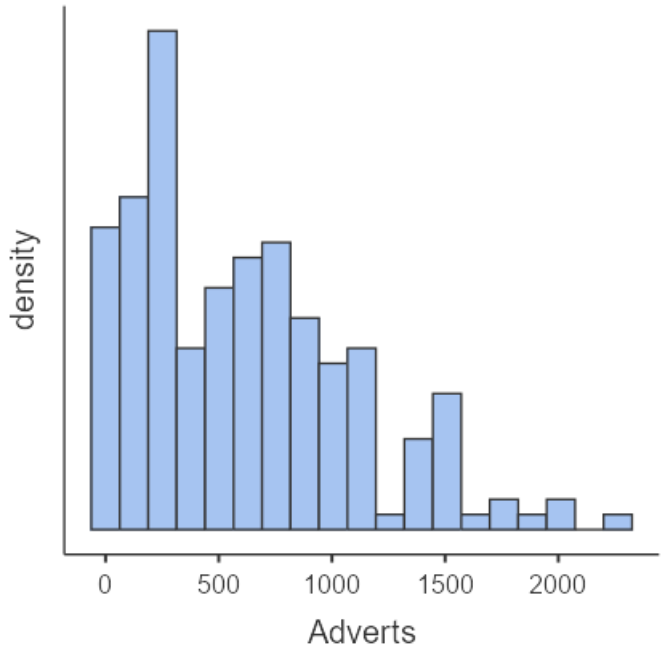
Descriptives

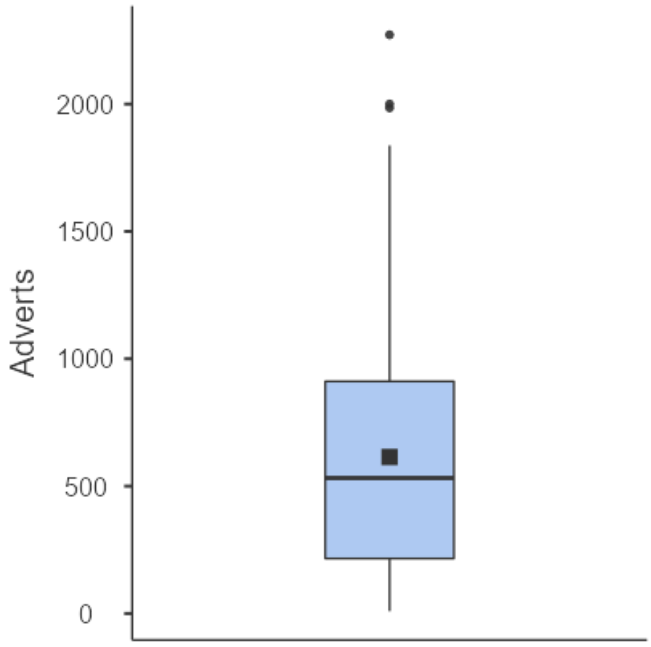
	Adverts	Sales	Airplay
N	200	200	200
Missing	0	0	0
Mean	614	193	27.5
Median	532	200	28.0
Mode	103 [a]	230	28.0
Sum	122882	38640	5500
Standard deviation	486	80.7	12.3
Variance	235861	6512	151
IQR	695	113	16.3
Range	2263	350	63.0
Minimum	9.10	10.0	0.00
Maximum	2272	360	63.0
Skewness	0.853	0.0439	0.0597
Std. error skewness	0.172	0.172	0.172
Kurtosis	0.236	-0.680	-0.0342
Std. error kurtosis	0.342	0.342	0.342
Shapiro-Wilk W	0.925	0.985	0.993
Shapiro-Wilk p	< .001	0.030	0.408

[a] More than one mode exists, only the first is reported

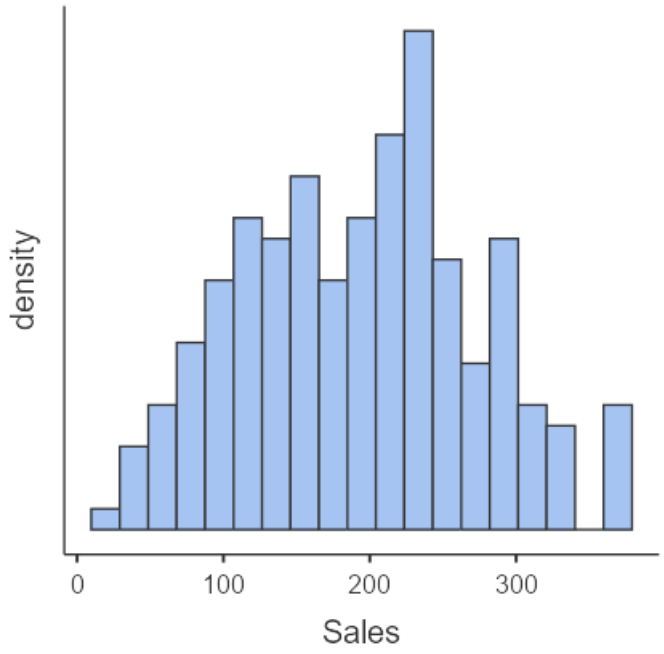
Plots

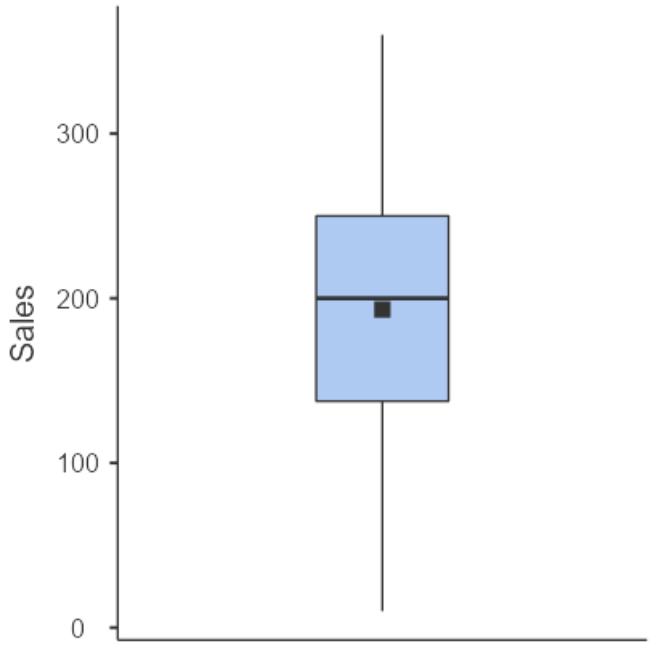
Adverts


density
0
500
1000
1500
2000
Adverts

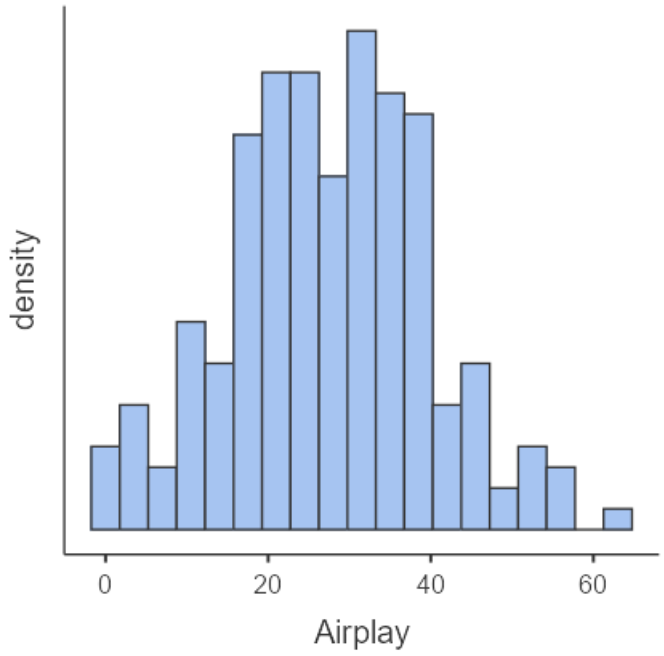

Adverts
2000
1500
1000
500
0

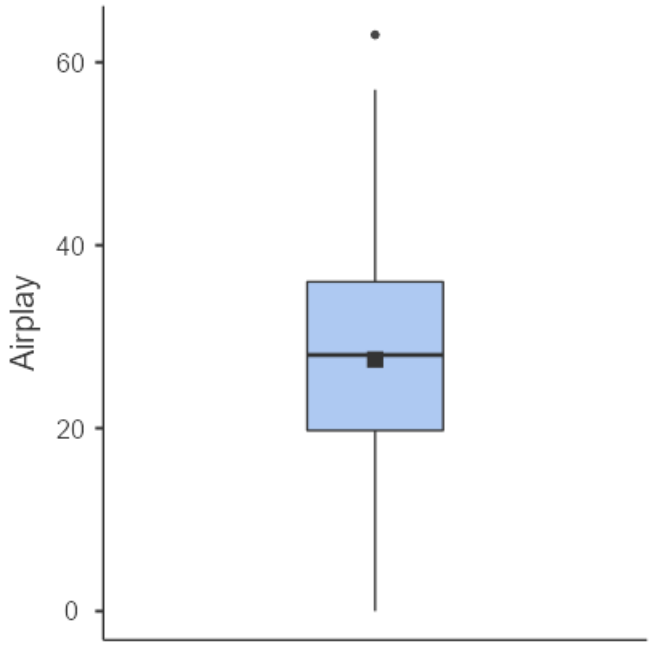
Sales





Airplay





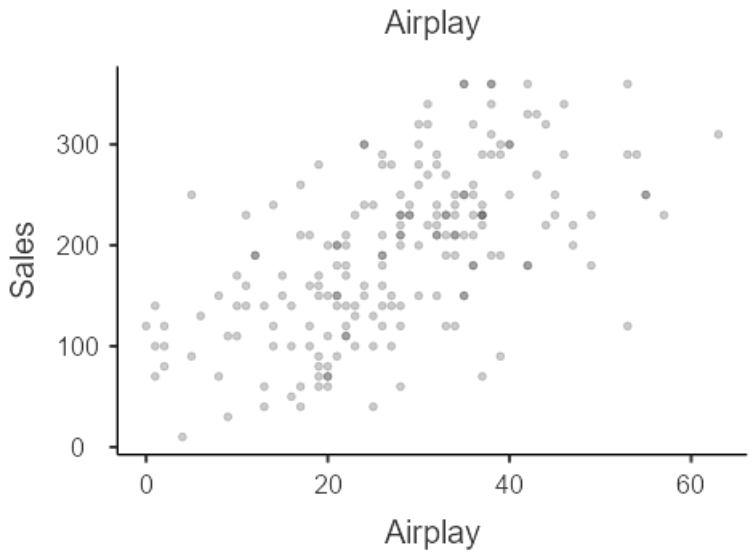
Relationships, Prediction, and Group Comparisons

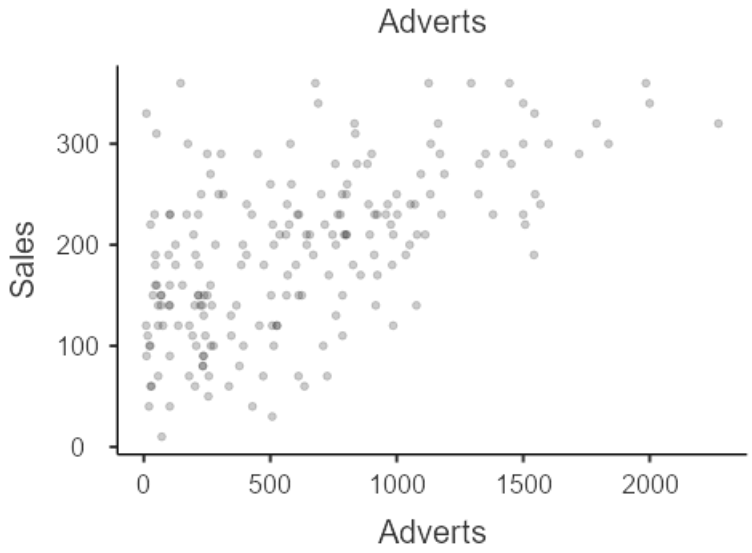
You have entered a numeric dependent variable and several numeric independent variables. Hence, linear regression analysis seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Linear Regression

- Drop your dependent variable in the box below Dependent Variable
- Drop your independent variables in the box below Covariates

Click on the link to learn more about this method!

Scatter Plots of Bivariate Relationships - Dependent/Independent Variables





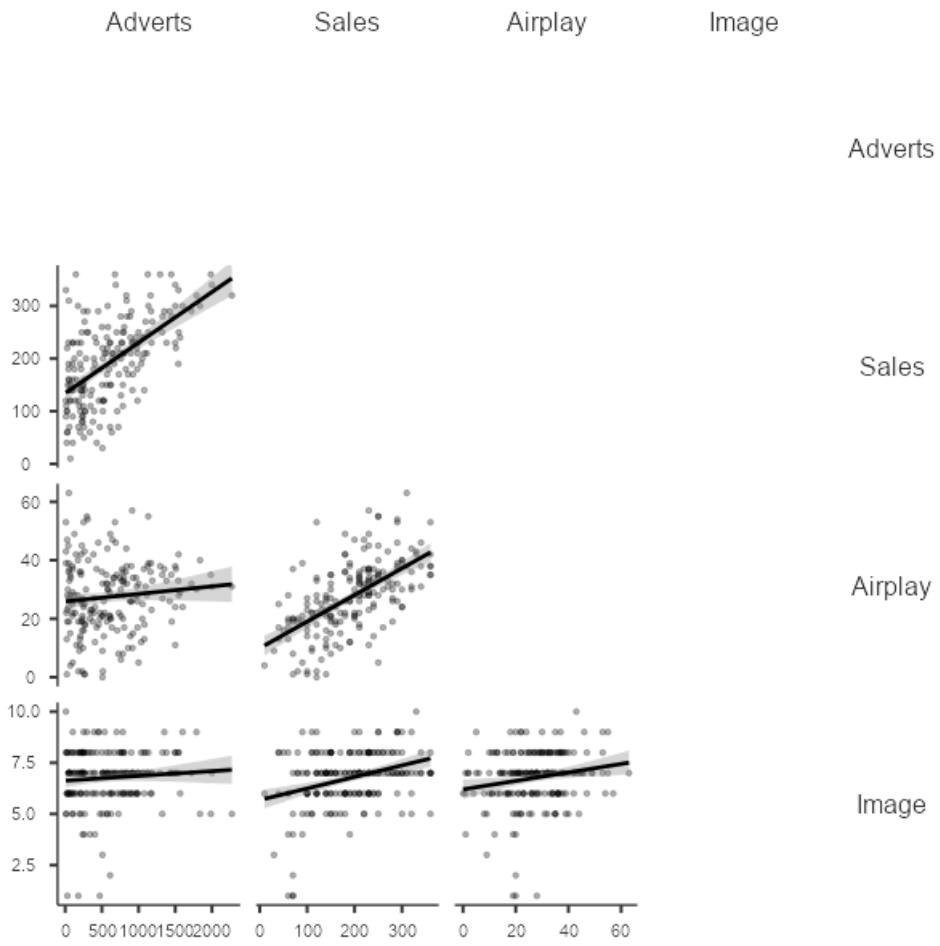
Correlation Matrix

Correlation Matrix

		Adverts	Sales	Airplay	Image
Adverts	Pearson's r	—			
	p-value	—			
	95% CI Upper	—			
	95% CI Lower	—			
	N	—			
Sales	Pearson's r	0.578 ***	—		
	p-value	< .001	—		
	95% CI Upper	0.664	—		
	95% CI Lower	0.478	—		
	N	200	—		
Airplay	Pearson's r	0.102	0.599 ***	—	
	p-value	0.151	< .001	—	
	95% CI Upper	0.237	0.681	—	
	95% CI Lower	-0.037	0.502	—	
	N	200	200	—	
Image	Pearson's r	0.081	0.326 ***	0.182 **	—
	p-value	0.256	< .001	0.010	—
	95% CI Upper	0.217	0.445	0.313	—
	95% CI Lower	-0.059	0.196	0.044	—
	N	200	200	200	—

Note. * p < .05, ** p < .01, *** p < .001

Plot



Linear Regression

Model Fit Measures

				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**F**	**df1**	**df2**	**p**
1	0.578	0.335	0.331	99.6	1	198	< .001
2	0.815	0.665	0.660	129.5	3	196	< .001

Model Comparisons

Comparison							
Model		**Model**	**ΔR^2**	**F**	**df1**	**df2**	**p**
1	-	2	0.330	96.4	2	196	< .001

Model Specific ResultsModel 1Model 2

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	< .001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

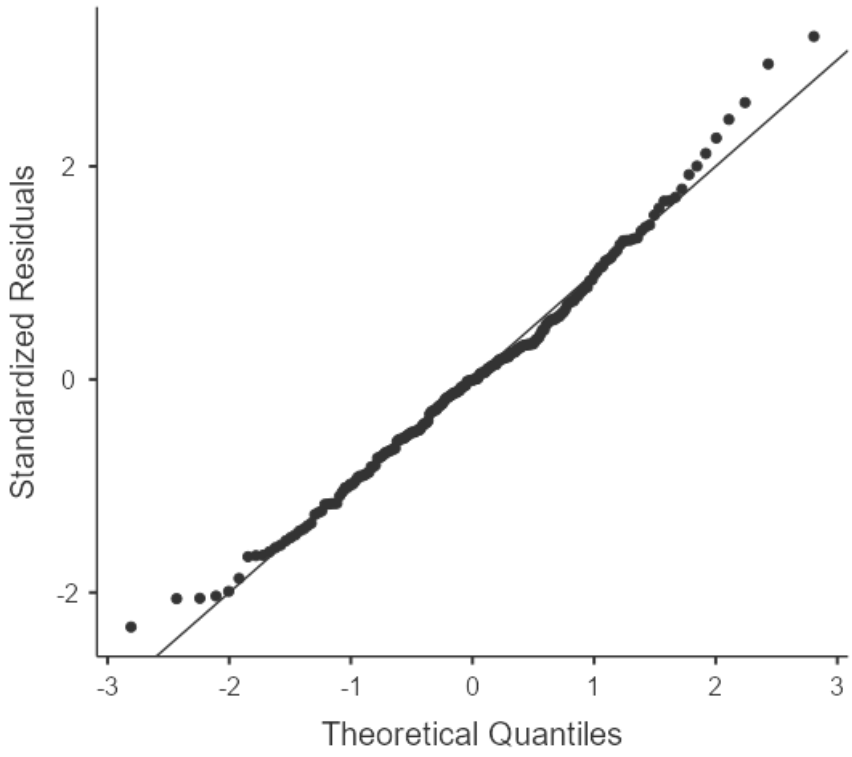
			95% Confidence Interval					95% Confidence Interval	
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**	**Stand. Estimate**	**Lower**	**Upper**
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001			
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578	0.464	0.693

Assumption Checks

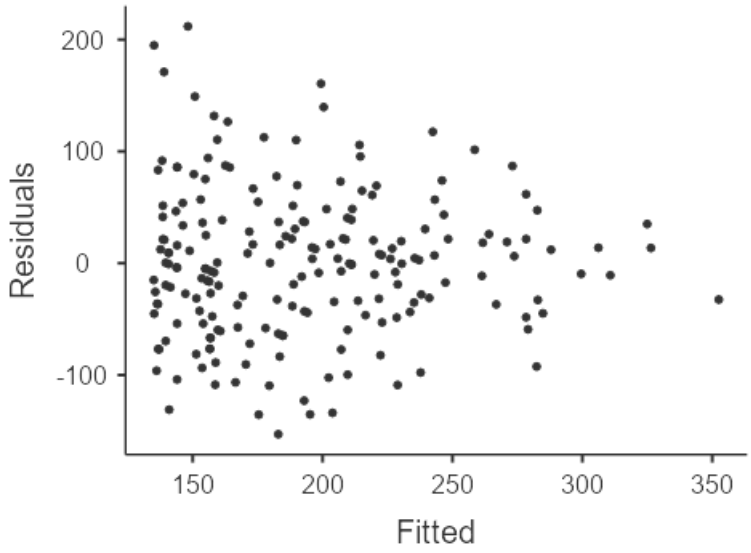
Normality Test (Shapiro-Wilk)

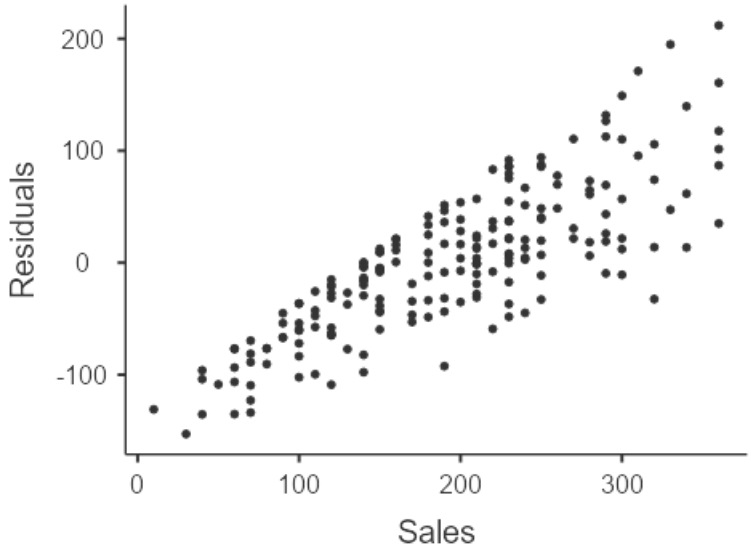
Statistic	p
0.990	0.176

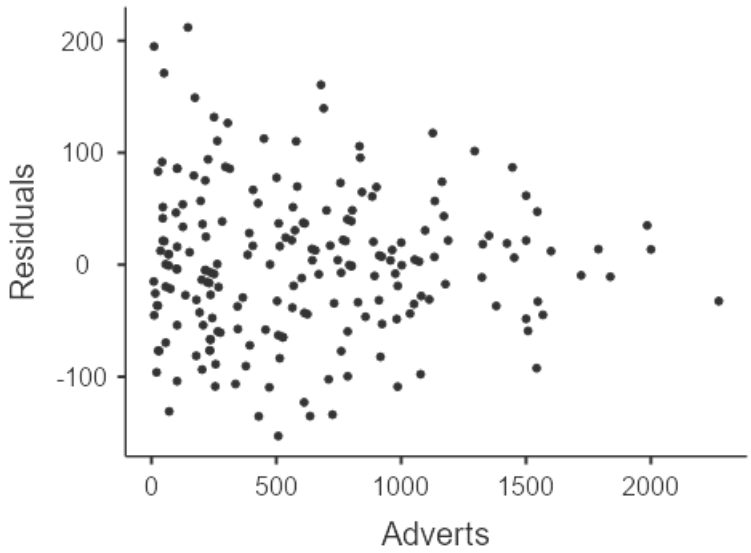
Q-Q Plot



Residuals Plots







Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	333332	1	333332	150.3	< .001
Airplay	325860	1	325860	147.0	< .001
Image	45853	1	45853	20.7	< .001
Residuals	434575	196	2217		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

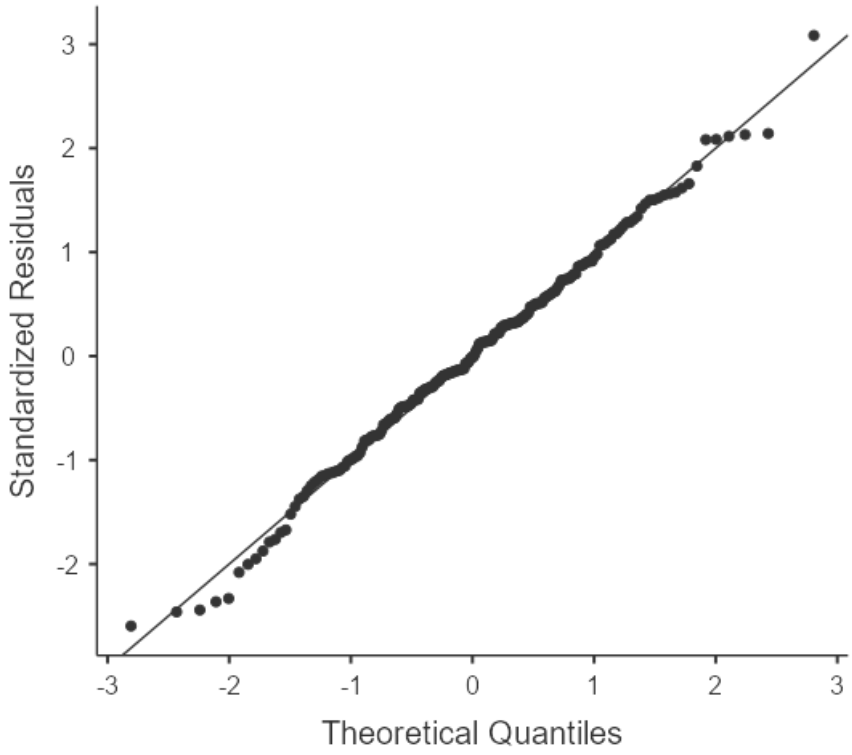
			95% Confidence Interval					95% Confidence Interval	
Predictor	Estimate	SE	Lower	Upper	t	p	Stand. Estimate	Lower	Upper
Intercept	-26.6130	17.35000	-60.8296	7.6037	-1.53	0.127			
Adverts	0.0849	0.00692	0.0712	0.0985	12.26	< .001	0.511	0.429	0.593
Airplay	3.3674	0.27777	2.8196	3.9152	12.12	< .001	0.512	0.429	0.595
Image	11.0863	2.43785	6.2786	15.8941	4.55	< .001	0.192	0.109	0.275

Assumption Checks

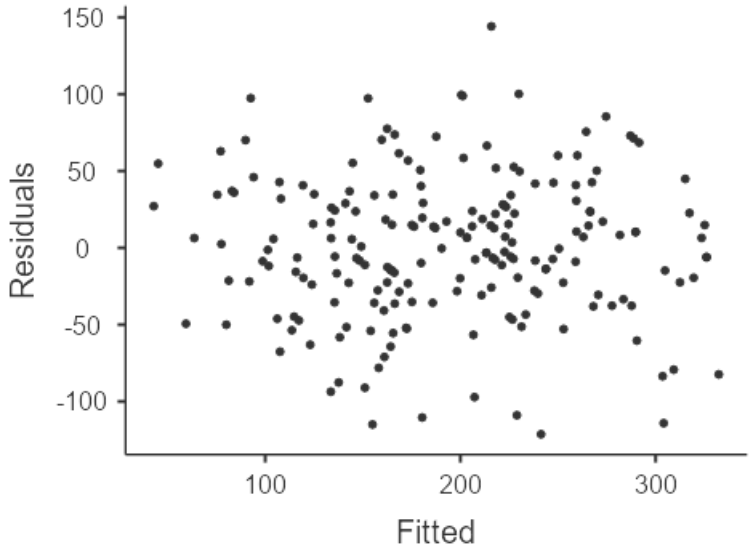
Normality Test (Shapiro-Wilk)

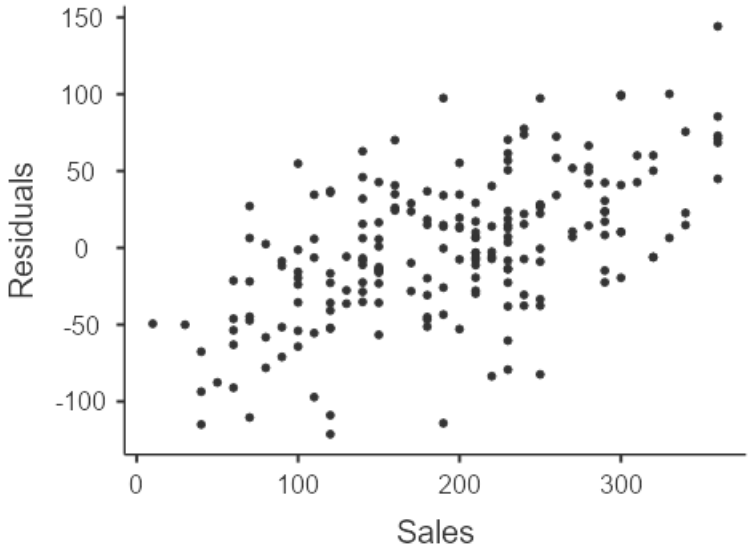
Statistic	p
0.995	0.725

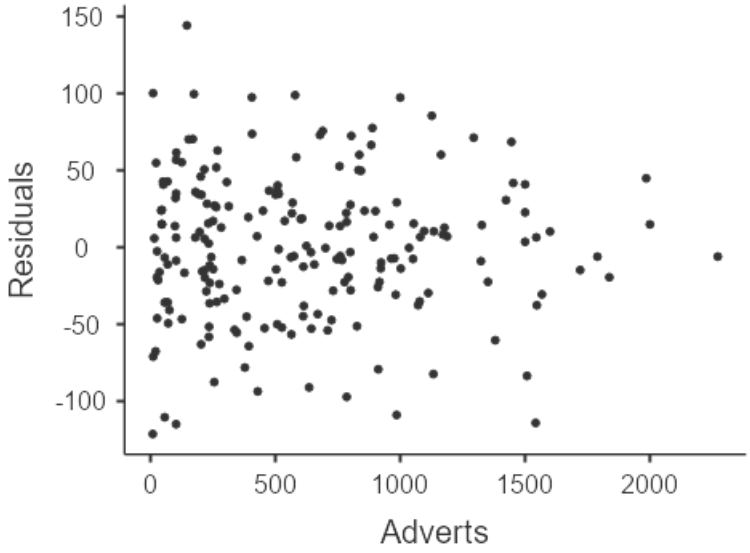
Q-Q Plot

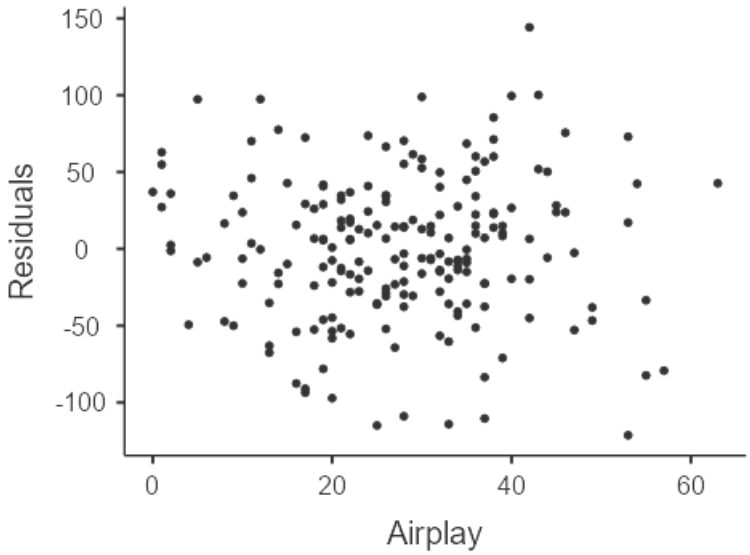


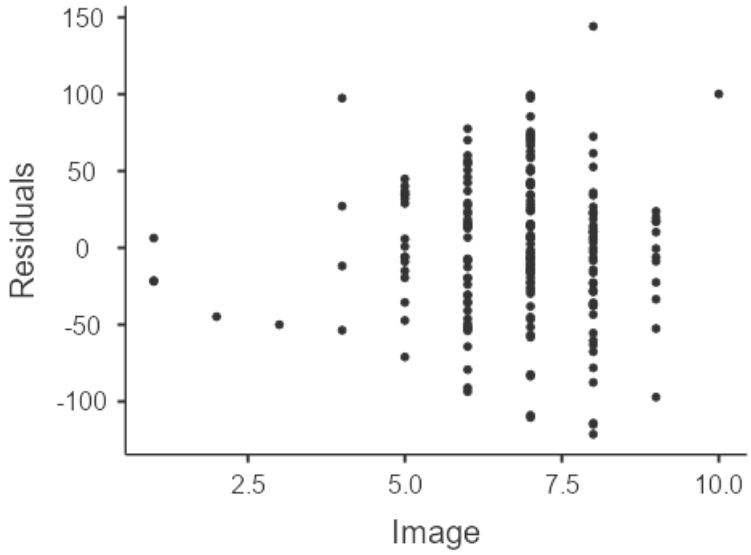
Residuals Plots




Residuals
150
100
50
0
-50
-100
0
100
200
300
Sales


Residuals
150
100
50
0
-50
-100
0
500
1000
1500
2000
Adverts


Residuals
150
100
50
0
-50
-100
0
20
40
60
Airplay



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[1] The jamovi project (2021). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

[3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from https://cran.r-project.org/package=car.