|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | |  | |
| **Lab Exercise 9 – October 2021** | | | | | | | |  | |
| Programme | | : | BTech | Semester | : | FS 2021-22 | | | |
| Course Title | | : | Foundations of Data Analytics | Code | : | 3505 | | | |
| Class Nbr(s) | : | CH2020211001158 | | | |
| Faculty(s) | | : | Dr. B. Radhika Selvamani | Slot |  | L33+L34 | | | |
| Date | | : | 10/18/2021 |  |  |  | | | |
| **Introduction Data Tables**  **Question A** | | | | | | | | |  |
| **Q.No.** | **Question Description** | | | | | | **Marks** | | | |  |
|  | Use the dataset markting from the datarium package.  The sales of a product and the advertisement index in facebook, youtube and newspaper have been provided. The column sales is to be predicted using each of the other column as a predictor. Build the linear regression model for each variable and plot the same. Write your observations based on the visuals. | | | | | | **2** | | | |  |
| 2. | Discuss the correlation coefficient of each of the predictor to the response variable ‘sales’. | | | | | | 2 | | | |  |
| 3. | Summarize the model fit and compare the Residual standard error, multiple R2 and the F1 statistics of each of the column when used to predict the response variable. Write your observations. Rank the variables with respect to their predictability of the response variables. | | | | | | 2 | | | |  |
| 4. |  | | | | | |  | | | |  |
| 5. |  | | | | | |  | | | |  |