



FIGURE 3.5. For the Advertising data, a linear regression fit to sales using TV and radio as predictors. From the pattern of the residuals, we can see that there is a pronounced non-linear relationship in the data. The positive residuals (those visible above the surface), tend to lie along the 45-degree line, where TV and Radio budgets are split evenly. The negative residuals (most not visible), tend to lie away from this line, where budgets are more lopsided.