

In [86]:

```
import pandas as pd
import numpy as np
from scipy import stats
from matplotlib import pyplot as plt
from scipy import stats
import seaborn as sns
from statsmodels.graphics.regressionplots import influence_plot
import statsmodels.formula.api as smf
import statsmodels.api as sm
import warnings
warnings.filterwarnings('ignore')
```

In [87]:

```
# Import Data
```



In [88]:

```
dt = pd.read_csv('50_Startups.csv')
dt
```

Out[88]:

| | R&D Spend | Administration | Marketing Spend | State | Profit |
|----|-----------|----------------|-----------------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 |
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 |

| | R&D Spend | Administration | Marketing Spend | State | Profit |
|----|-----------|----------------|-----------------|------------|----------|
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 |
| 49 | 0.00 | 116983.80 | 45173.06 | California | 14681.40 |

In [89]:

```
dt.head()
```

Out[89]:

| | R&D Spend | Administration | Marketing Spend | State | Profit |
|---|-----------|----------------|-----------------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |

In [90]:

```
# Data Understanding
```

In [91]:

```
dt.shape
```

Out[91]:

```
(50, 5)
```

In [92]:

```
dt.isna().sum()
```

Out[92]:

```
R&D Spend      0
Administration 0
Marketing Spend 0
State           0
Profit          0
dtype: int64
```

In [93]:

```
dt.dtypes
```

Out[93]:

```
R&D Spend      float64
Administration float64
Marketing Spend float64
State           object
Profit          float64
dtype: object
```

In [94]:

dt.describe

Out[94]:

```
<bound method NDFrame.describe of
pend      State      Profit      R&D Spend  Administration  Marketing S
0    165349.20    136897.80    471784.10    New York    192261.83
1    162597.70    151377.59    443898.53    California  191792.06
2    153441.51    101145.55    407934.54    Florida    191050.39
3    144372.41    118671.85    383199.62    New York    182901.99
4    142107.34    91391.77    366168.42    Florida    166187.94
5    131876.90    99814.71    362861.36    New York    156991.12
6    134615.46    147198.87    127716.82    California  156122.51
7    130298.13    145530.06    323876.68    Florida    155752.60
8    120542.52    148718.95    311613.29    New York    152211.77
9    123334.88    108679.17    304981.62    California  149759.96
10   101913.08    110594.11    229160.95    Florida    146121.95
11   100671.96    91790.61    249744.55    California  144259.40
12   93863.75    127320.38    249839.44    Florida    141585.52
13   91992.39    135495.07    252664.93    California  134307.35
14   119943.24    156547.42    256512.92    Florida    132602.65
15   114523.61    122616.84    261776.23    New York    129917.04
16   78013.11    121597.55    264346.06    California  126992.93
17   94657.16    145077.58    282574.31    New York    125370.37
18   91749.16    114175.79    294919.57    Florida    124266.90
19   86419.70    153514.11    0.00    New York    122776.86
20   76253.86    113867.30    298664.47    California  118474.03
21   78389.47    153773.43    299737.29    New York    111313.02
22   73994.56    122782.75    303319.26    Florida    110352.25
23   67532.53    105751.03    304768.73    Florida    108733.99
24   77044.01    99281.34    140574.81    New York    108552.04
25   64664.71    139553.16    137962.62    California  107404.34
26   75328.87    144135.98    134050.07    Florida    105733.54
27   72107.60    127864.55    353183.81    New York    105008.31
28   66051.52    182645.56    118148.20    Florida    103282.38
29   65605.48    153032.06    107138.38    New York    101004.64
30   61994.48    115641.28    91131.24    Florida    99937.59
31   61136.38    152701.92    88218.23    New York    97483.56
32   63408.86    129219.61    46085.25    California  97427.84
33   55493.95    103057.49    214634.81    Florida    96778.92
34   46426.07    157693.92    210797.67    California  96712.80
35   46014.02    85047.44    205517.64    New York    96479.51
36   28663.76    127056.21    201126.82    Florida    90708.19
37   44069.95    51283.14    197029.42    California  89949.14
38   20229.59    65947.93    185265.10    New York    81229.06
39   38558.51    82982.09    174999.30    California  81005.76
40   28754.33    118546.05    172795.67    California  78239.91
41   27892.92    84710.77    164470.71    Florida    77798.83
42   23640.93    96189.63    148001.11    California  71498.49
43   15505.73    127382.30    35534.17    New York    69758.98
44   22177.74    154806.14    28334.72    California  65200.33
45   1000.23    124153.04    1903.93    New York    64926.08
46   1315.46    115816.21    297114.46    Florida    49490.75
47   0.00    135426.92    0.00    California  42559.73
48   542.05    51743.15    0.00    New York    35673.41
49   0.00    116983.80    45173.06    California  14681.40>
```

In [95]:

```
dt = dt.rename({'R&D Spend':'RDS','Administration':'ADS','Marketing Spend':'MKTS'},axis=1)
dt
```

Out[95]:

| | RDS | ADS | MKTS | State | Profit |
|----|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 |
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 |

| | RDS | ADS | MKTS | State | Profit |
|----|----------|-----------|-----------|------------|----------|
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 |
| 49 | 0.00 | 116983.80 | 45173.06 | California | 14681.40 |

In [96]:

```
dt[dt.duplicated()] #no duplicated data
```

Out[96]:

| RDS | ADS | MKTS | State | Profit |
|-----|-----|------|-------|--------|
|-----|-----|------|-------|--------|

In [97]:

dt.describe

Out[97]:

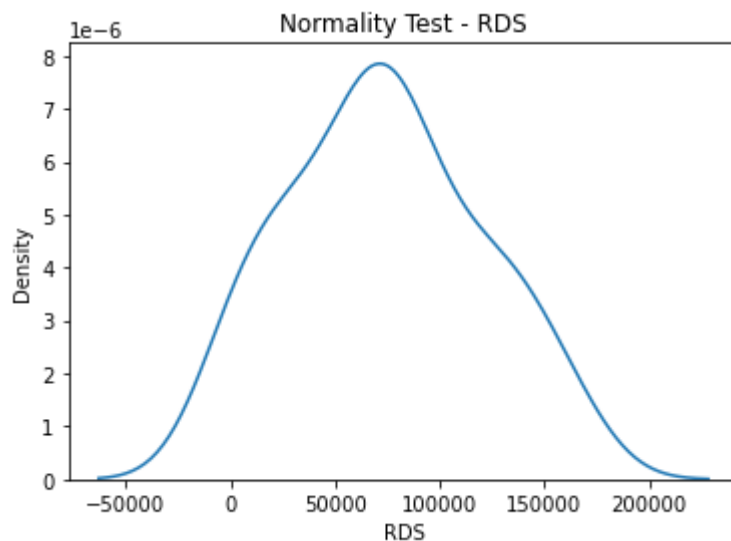
| <bound method NDFrame.describe of State | Profit | | RDS | ADS | MKTS |
|---|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 |
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 |
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 |
| 49 | 0.00 | 116983.80 | 45173.06 | California | 14681.40> |

In [98]:

```
# Normality test
```

In [99]:

```
sns.distplot(a=dt['RDS'],hist=False)
plt.title('Normality Test - RDS')
plt.show()
```



In [100]:

```
dt['RDS'].skew()
```

Out[100]:

0.164002172321177

In [101]:

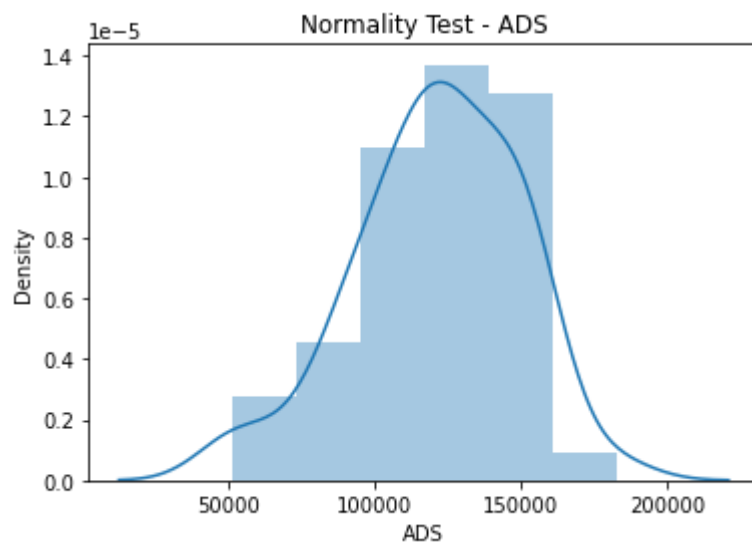
```
dt['RDS'].kurtosis()
```

Out[101]:

-0.7614645568424674

In [102]:

```
sns.distplot(a=dt['ADS'],hist=True)
plt.title('Normality Test - ADS')
plt.show()
```



In [103]:

```
dt['ADS'].skew()
```

Out[103]:

-0.4890248099671768

In [104]:

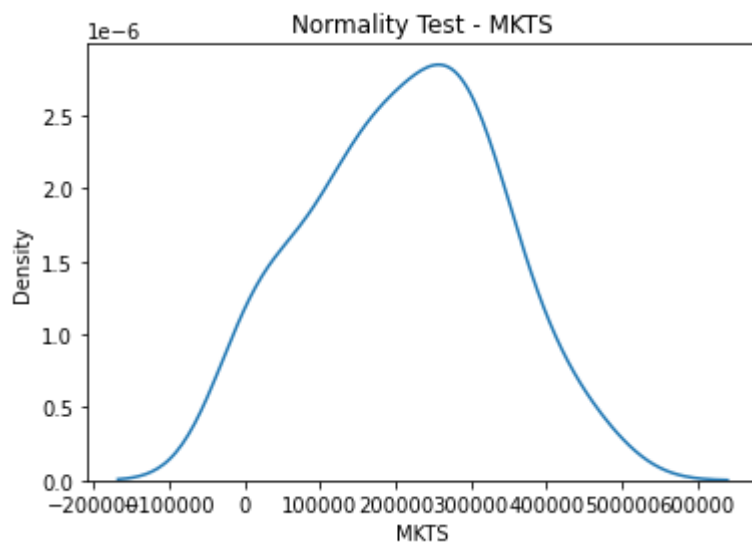
```
dt['ADS'].kurtosis()
```

Out[104]:

0.22507113536865386

In [105]:

```
sns.distplot(a=dt['MKTS'],hist=False)
plt.title('Normality Test - MKTS')
plt.show()
```



In [106]:

```
dt['MKTS'].skew()
```

Out[106]:

-0.04647226758360412

In [107]:

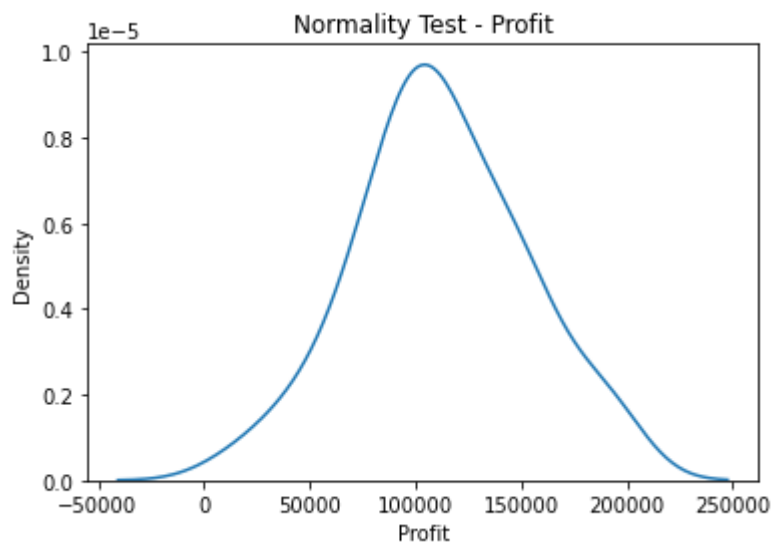
```
dt['MKTS'].kurtosis()
```

Out[107]:

-0.6717011281297514

In [108]:

```
sns.distplot(a=dt['Profit'],hist= False)  
plt.title('Normality Test - Profit')  
plt.show()
```



In [109]:

```
dt['Profit'].skew()
```

Out[109]:

0.023291019769116614

In [110]:

```
dt['Profit'].kurtosis()
```

Out[110]:

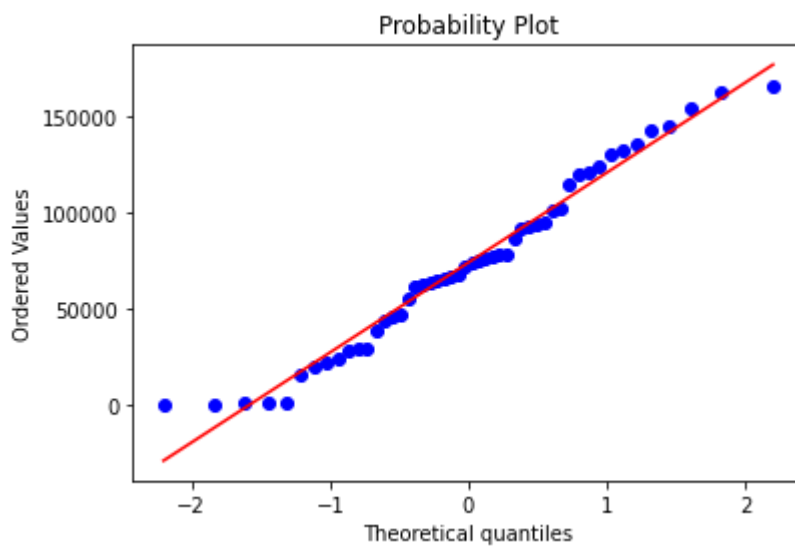
-0.06385888546853113

In [111]:

```
# Normality test using probplot
```

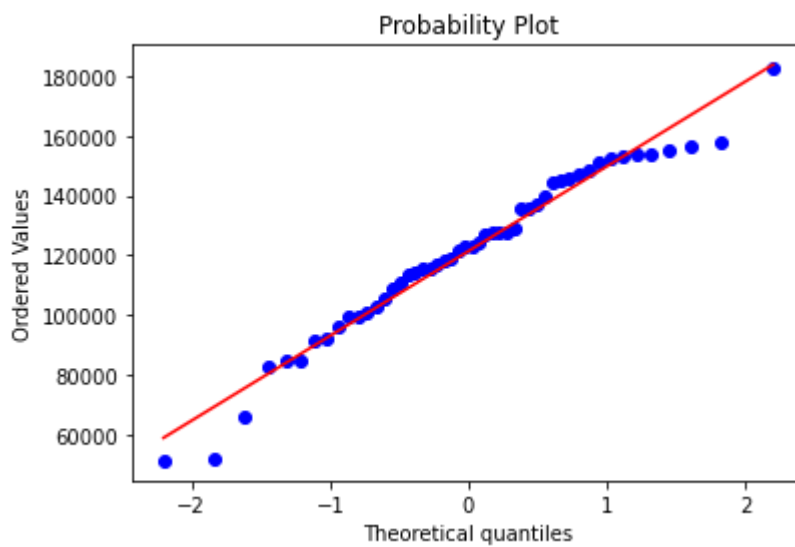
In [112]:

```
stats.probplot(x=dt[ 'RDS' ],dist='norm',plot=plt)  
plt.show()
```



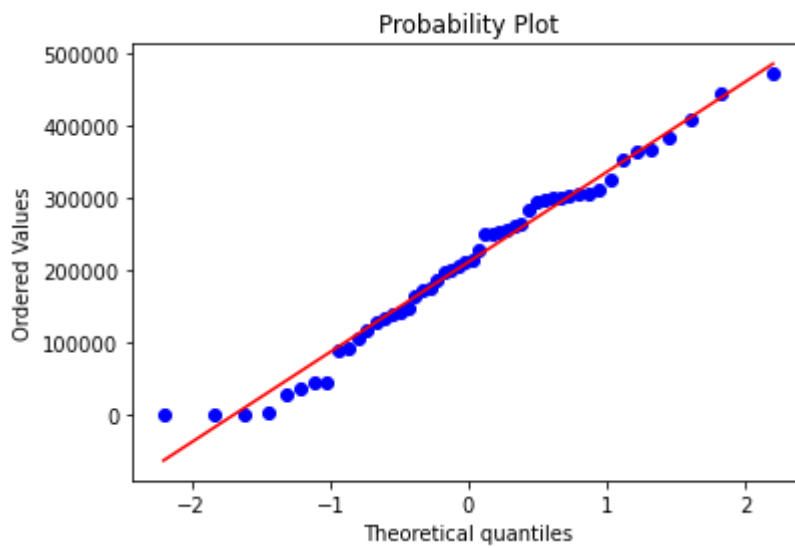
In [113]:

```
stats.probplot(x=dt[ 'ADS' ],dist='norm',plot=plt)  
plt.show()
```



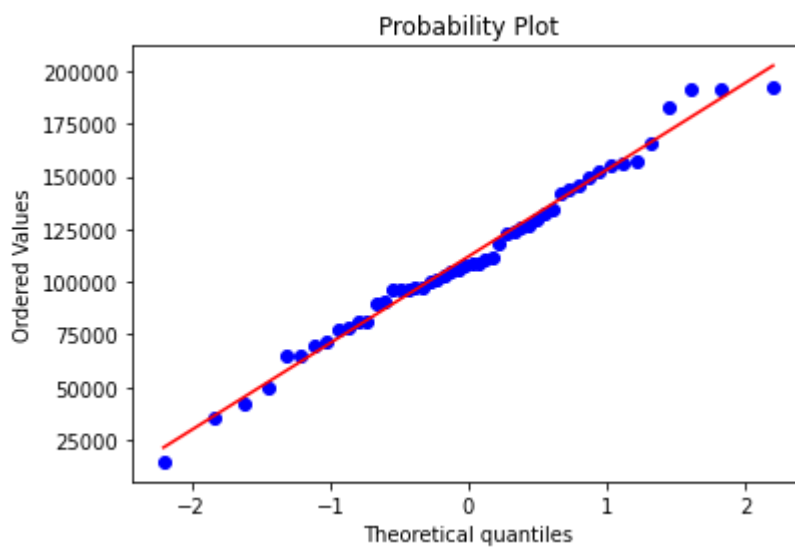
In [114]:

```
stats.probplot(x=dt['MKTS'],dist='norm',plot=plt)
plt.show()
```



In [115]:

```
stats.probplot(x=dt['Profit'],dist='norm',plot=plt)
plt.show()
```

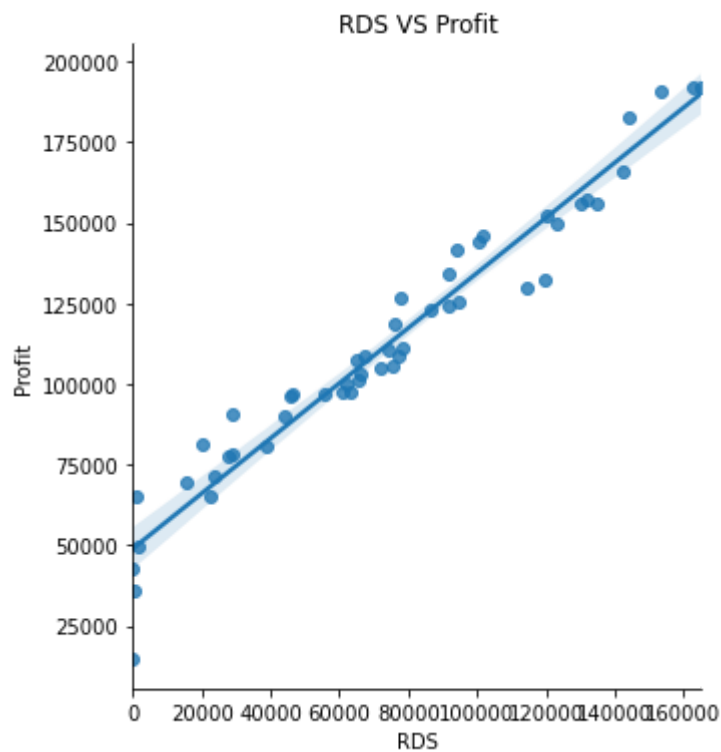


In [116]:

```
## Normality test is failed
#Linearity test
```

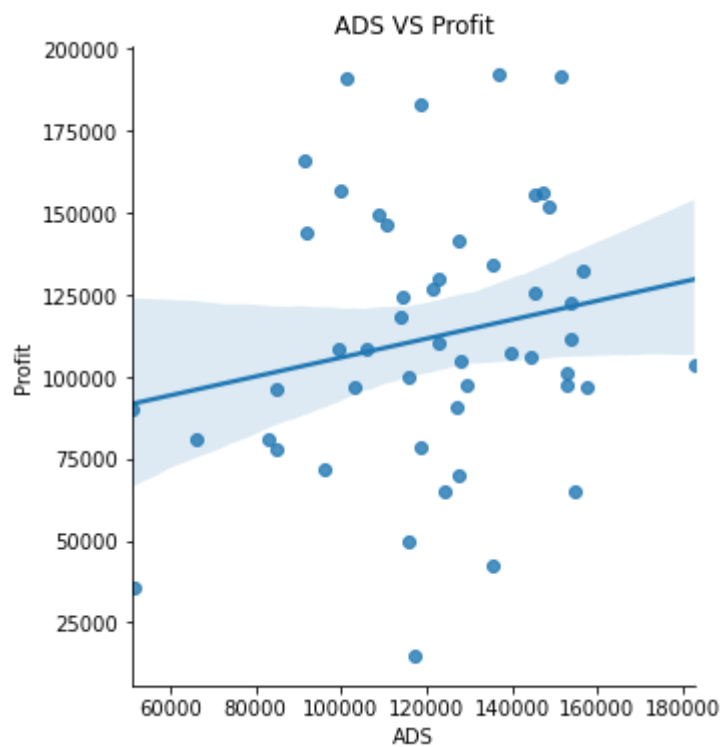
In [117]:

```
sns.lmplot(x='RDS',y='Profit',data=dt)
plt.title('RDS VS Profit')
plt.show()
```



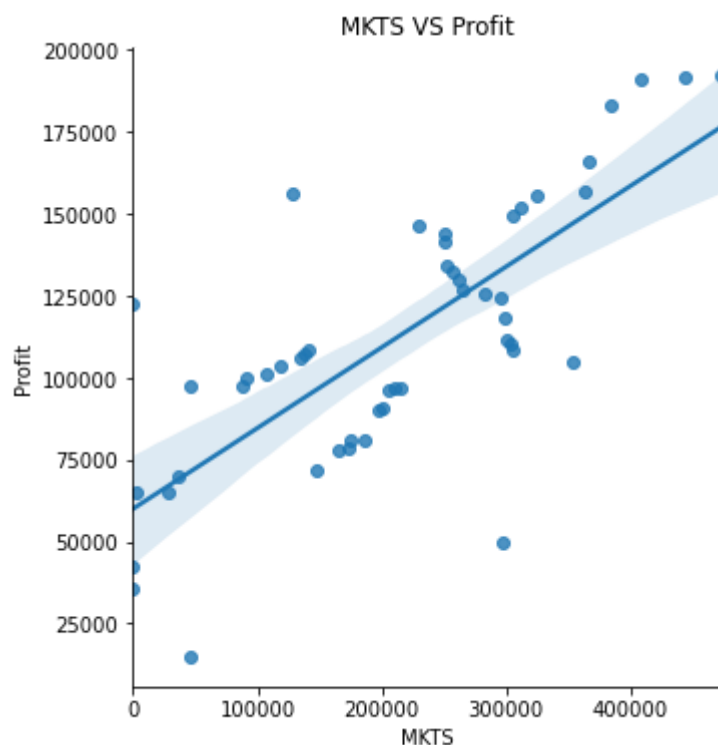
In [118]:

```
sns.lmplot(x='ADS',y='Profit',data=dt)
plt.title('ADS VS Profit')
plt.show()
```



In [119]:

```
sns.lmplot(x='MKTS',y='Profit',data=dt)
plt.title('MKTS VS Profit')
plt.show()
```



In [120]:

```
## Linearity test failed
#Correlation
```

In [121]:

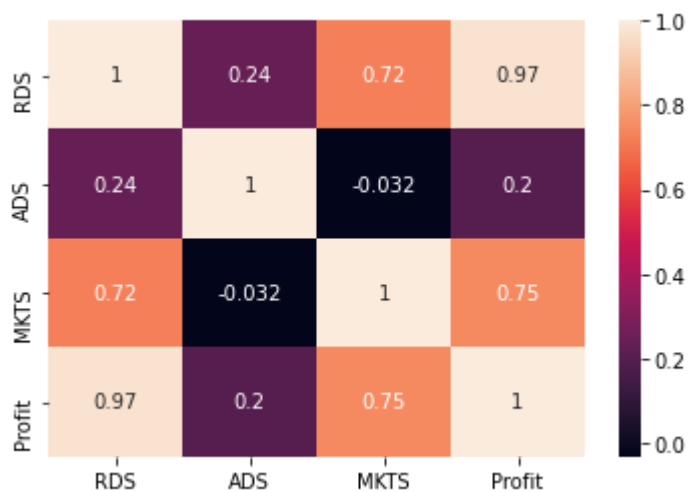
```
data_corr_matrix = dt.corr().round(3)
data_corr_matrix
```

Out[121]:

| | RDS | ADS | MKTS | Profit |
|--------|-------|--------|--------|--------|
| RDS | 1.000 | 0.242 | 0.724 | 0.973 |
| ADS | 0.242 | 1.000 | -0.032 | 0.201 |
| MKTS | 0.724 | -0.032 | 1.000 | 0.748 |
| Profit | 0.973 | 0.201 | 0.748 | 1.000 |

In [122]:

```
sns.heatmap(data=data_corr_matrix,annot=True)  
plt.show()
```



create a Reference data to understand how the x features should behave with y axis.

In [123]:

```
dt.shape
```

Out[123]:

(50, 5)

In [130]:

```
X = np.random.randn(81)  
y = 10 * X + np.random.randn(81)*2
```

In [131]:

```
X_df = pd.DataFrame(data=[X,y]).T
X_df.columns= ['X','y']
X_df
```

Out[131]:

| | X | y |
|-----|-----------|------------|
| 0 | 0.384607 | 8.306832 |
| 1 | 1.715146 | 19.617157 |
| 2 | -1.267898 | -15.639936 |
| 3 | -1.374264 | -13.596102 |
| 4 | -1.464365 | -14.069694 |
| ... | ... | ... |
| 76 | 1.548219 | 14.349363 |
| 77 | 0.226917 | -0.725109 |
| 78 | -0.767602 | -6.169057 |
| 79 | 0.190755 | 2.278621 |
| 80 | 0.686134 | 8.088709 |

81 rows × 2 columns

In [132]:

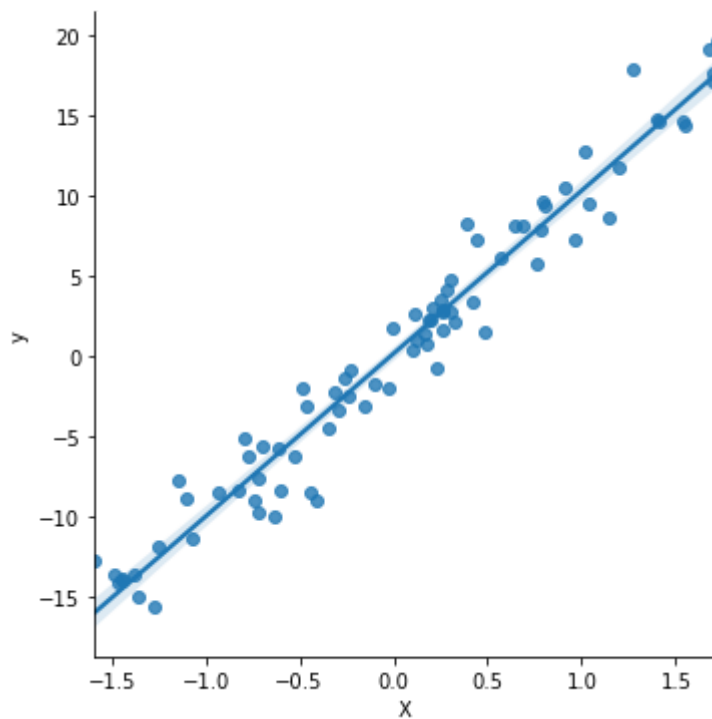
```
# 1. Linearity Test
```

In [133]:

```
sns.lmplot(x='X',y='y',data=X_df)
```

Out[133]:

<seaborn.axisgrid.FacetGrid at 0x2179e9a94c0>

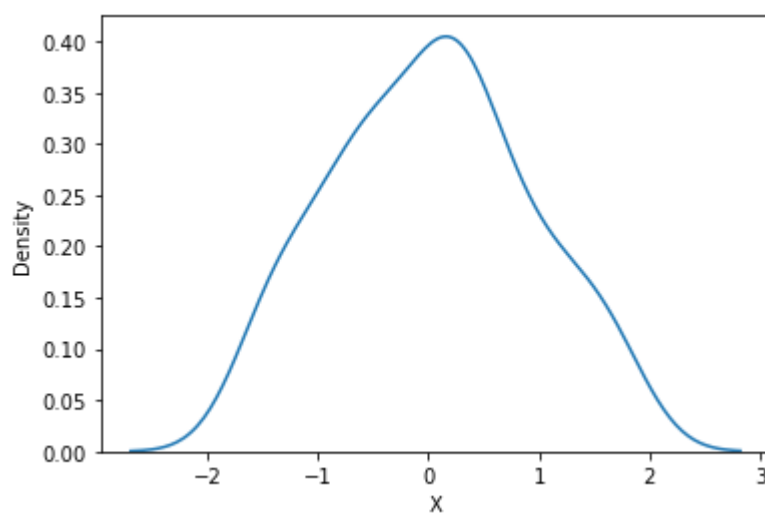


In [134]:

```
# 2. Normality Test
```

In [135]:

```
sns.distplot(a=X_df['X'],hist=False)  
plt.show()
```



In [136]:

```
X_df.skew()
```

Out[136]:

```
X    0.082954  
y    0.185472  
dtype: float64
```

In [137]:

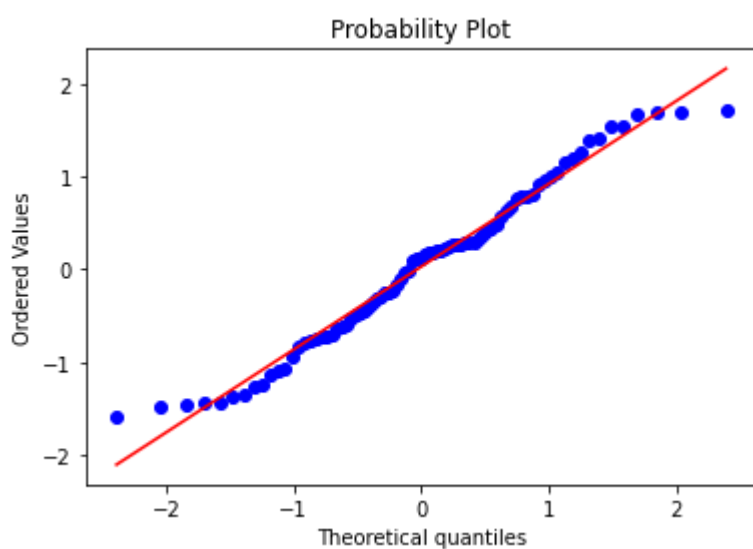
```
X_df.kurtosis()
```

Out[137]:

```
X   -0.747365  
y   -0.743023  
dtype: float64
```

In [138]:

```
stats.probplot(x = X_df['X'],dist='norm',plot=plt)  
plt.show()
```



In [139]:

```
## 3. Multicollinearity Test - Passed.  
## 4. AutoRegression Test - Passed.  
## 5. Homoscedasticity Test || 6. Zero Residual Mean Test
```

In [140]:

```
# Model Building
```

In [141]:

```
X = X_df[['X']]  
y = X_df[['y']]
```

In [142]:

```
# sklearn training
```

In [143]:

```
from sklearn.linear_model import LinearRegression  
linear_model = LinearRegression() #Object Creation/Model Initialization  
linear_model.fit(X,y)
```

Out[143]:

LinearRegression()

In [144]:

```
linear_model.intercept_
```

Out[144]:

array([0.17592943])

In [145]:

```
linear_model.coef_
```

Out[145]:

array([[10.14155551]])

In [146]:

```
# Model Testing
```

In [147]:

```
y_prediction = linear_model.predict(X)
```

In [148]:

```
# Model Evaluation
```

In [149]:

```
y
```

Out[149]:

| | y |
|-----|------------|
| 0 | 8.306832 |
| 1 | 19.617157 |
| 2 | -15.639936 |
| 3 | -13.596102 |
| 4 | -14.069694 |
| ... | ... |
| 76 | 14.349363 |
| 77 | -0.725109 |
| 78 | -6.169057 |
| 79 | 2.278621 |
| 80 | 8.088709 |

81 rows × 1 columns

In [150]:

```
y_prediction
```

Out[150]:

```
array([[ 4.07644088],
       [17.57017614],
       [-12.6825248 ],
       [-13.76124778],
       [-14.67500844],
       [-4.77503559],
       [ 5.98338369],
       [ 7.90407094],
       [17.43011895],
       [ 3.07012549],
       [-6.24285239],
       [ 0.08063971],
       [-2.75127381],
       [13.08902277],
       [-6.88330392],
       [-2.18122959],
       [-15.93687092],
       [ 6.69890792],
       [14.49486578],
       [-1.43758074],
       [-7.28702606],
       [12.32496482],
       [-4.26453375],
       [-7.88114027],
       [-9.26006689],
       [ 1.8855998 ],
       [-3.94467261],
       [ 9.40011423],
       [ 8.24091466],
       [-0.14448755],
       [14.34636004],
       [-10.97113356],
       [ 2.13974587],
       [-2.46470982],
       [-7.11606617],
       [ 8.06729968],
       [ 9.92042582],
       [-3.03264448],
       [ 2.86628751],
       [ 2.79450745],
       [-13.59361284],
       [11.81064941],
       [15.80421696],
       [-12.53819473],
       [ 1.26920123],
       [-3.35558771],
       [-0.83473953],
       [ 5.11237366],
       [17.16389008],
       [10.68094313],
       [-5.1794653 ],
       [-6.04579724],
       [ 1.39654638],
       [ 8.34598413],
       [-14.51148359],
```

```
[ -2.3039884 ],
[  4.477364  ],
[ 10.44586125],
[ -7.14381239],
[ -5.92926769],
[  3.21879783],
[-14.51055011],
[-10.6681231 ],
[  3.48783058],
[ 17.44366983],
[  1.95509722],
[  4.61659172],
[-14.8692146 ],
[  2.82488111],
[ -8.17537962],
[  2.23561163],
[  2.68355246],
[  1.18178129],
[-11.39354836],
[ -4.55546293],
[  3.20767103],
[ 15.87727815],
[  2.47721936],
[ -7.60874483],
[  2.11048107],
[  7.13439212]])
```

In [151]:

```
error = y - y_prediction
error
```

Out[151]:

| | y |
|-----|-----------|
| 0 | 4.230391 |
| 1 | 2.046980 |
| 2 | -2.957411 |
| 3 | 0.165146 |
| 4 | 0.605315 |
| ... | ... |
| 76 | -1.527915 |
| 77 | -3.202328 |
| 78 | 1.439688 |
| 79 | 0.168140 |
| 80 | 0.954317 |

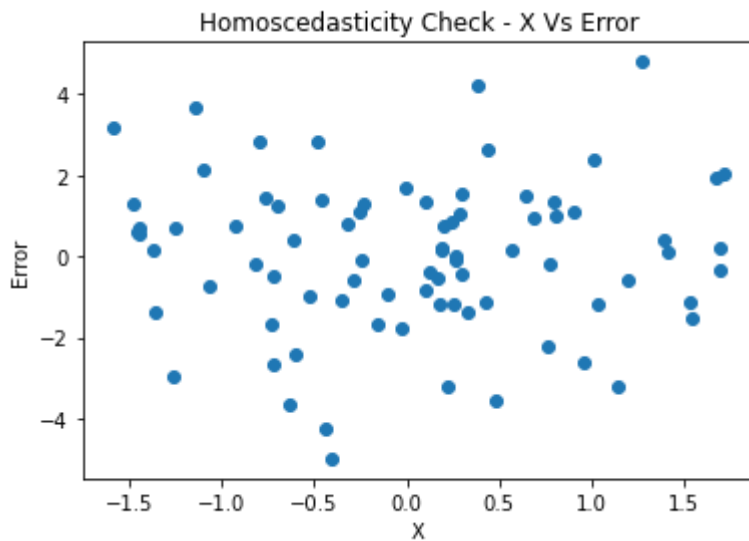
81 rows × 1 columns

In [152]:

```
## 5. Homoscedasticity Check
```


In [153]:

```
plt.scatter(x = X_df['X'],y = error)
plt.title('Homoscedasticity Check - X Vs Error')
plt.xlabel('X')
plt.ylabel('Error')
plt.show()
```

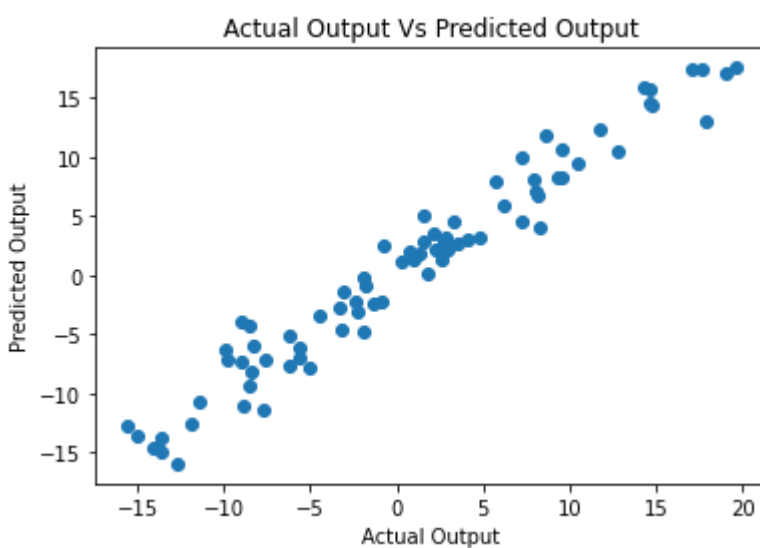


In [154]:

```
## 6. Zero Residual Mean Test
```

In [156]:

```
plt.scatter(x = y,y = y_prediction)
plt.title('Actual Output Vs Predicted Output')
plt.xlabel('Actual Output')
plt.ylabel('Predicted Output')
plt.show()
```



Zero residual Mean Test is Passed.

In [159]:

```
# Back to DATA
```

In [161]:

```
dt.head()
```

Out[161]:

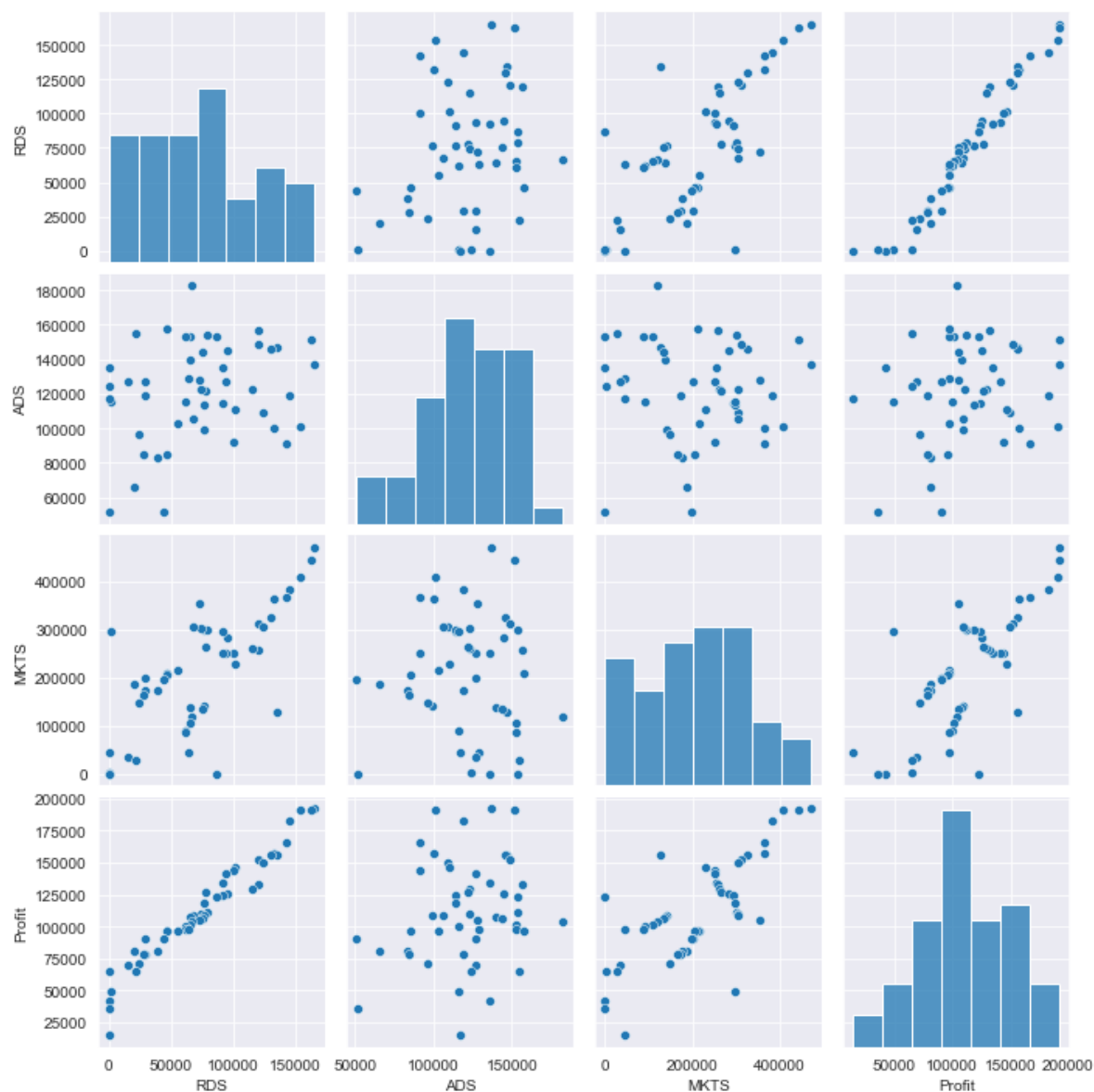
| | RDS | ADS | MKTS | State | Profit |
|---|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |

In [163]:

```

### FORMAT THE PLOT BACKGROUND AND SCATTERPLOTS FOR ALL VARIABLES
sns.set_style(style='darkgrid')
sns.pairplot(dt)
plt.show()

```



In [164]:

```

## Log Function

```

In [165]:

```
X_inputs = dt.copy()
X_inputs.head()
```

Out[165]:

| | RDS | ADS | MKTS | State | Profit |
|---|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |

In [166]:

```
X_inputs['log_RDS'] = np.log(X_inputs['RDS'])
X_inputs['log_ADS'] = np.log(X_inputs['ADS'])
X_inputs['log_MKTS'] = np.log(X_inputs['MKTS'])
X_inputs
```

Out[166]:

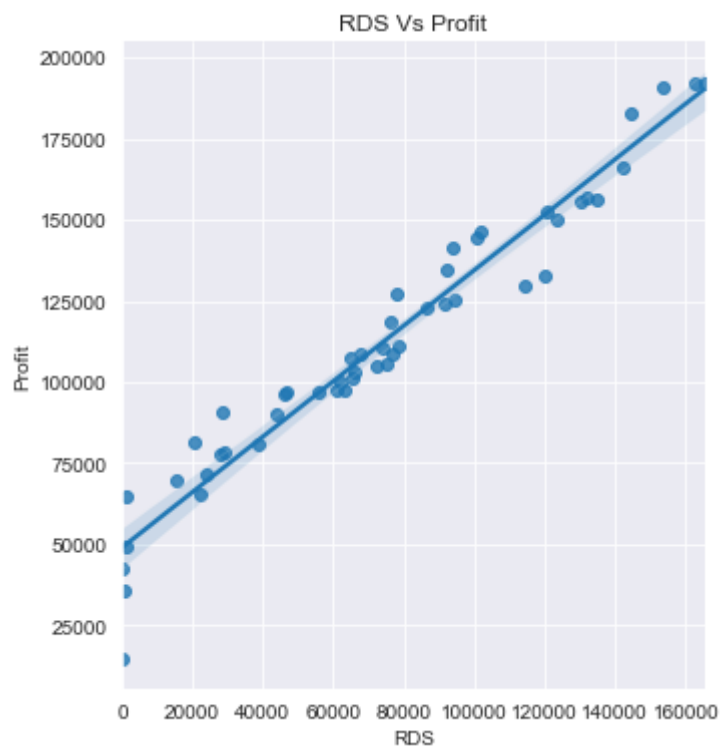
| | RDS | ADS | MKTS | State | Profit | log_RDS | log_ADS | log_MKTS |
|----|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 | 12.015815 | 11.826990 | 13.064277 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 | 11.999034 | 11.927533 | 13.003351 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 | 11.941075 | 11.524316 | 12.918862 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 | 11.880151 | 11.684117 | 12.856311 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 | 11.864338 | 11.422911 | 12.810849 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 | 11.789624 | 11.511071 | 12.801776 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 | 11.810178 | 11.899540 | 11.757571 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 | 11.777580 | 11.888138 | 12.688118 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 | 11.699758 | 11.909814 | 12.649518 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 | 11.722659 | 11.596155 | 12.628007 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 | 11.531876 | 11.613622 | 12.342180 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 | 11.519623 | 11.427265 | 12.428194 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 | 11.449600 | 11.754462 | 12.428574 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 | 11.429461 | 11.816691 | 12.439820 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 | 11.694774 | 11.961114 | 12.454934 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 | 11.648536 | 11.716820 | 12.475245 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 | 11.264632 | 11.708472 | 12.485014 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 | 11.458017 | 11.885024 | 12.551697 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 | 11.426814 | 11.645495 | 12.594458 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 | 11.366971 | 11.941548 | -inf |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 | 11.241823 | 11.642789 | 12.607076 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 | 11.269445 | 11.943236 | 12.610662 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 | 11.211747 | 11.718172 | 12.622541 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 | 11.120365 | 11.568843 | 12.627309 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 | 11.252132 | 11.505713 | 11.853495 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 | 11.076971 | 11.846201 | 11.834738 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 | 11.229619 | 11.878512 | 11.805969 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 | 11.185915 | 11.758727 | 12.774744 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 | 11.098190 | 12.115303 | 11.679695 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 | 11.091415 | 11.938403 | 11.581877 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 | 11.034801 | 11.658248 | 11.420056 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 | 11.020862 | 11.936243 | 11.387569 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 | 11.057359 | 11.769269 | 10.738248 |

| | RDS | ADS | MKTS | State | Profit | log_RDS | log_ADS | log_MKTS |
|----|----------|-----------|-----------|------------|----------|-----------|-----------|-----------|
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 | 10.924029 | 11.543042 | 12.276693 |
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 | 10.745616 | 11.968411 | 12.258654 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 | 10.736701 | 11.350964 | 12.233287 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 | 10.263389 | 11.752385 | 12.211691 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 | 10.693533 | 10.845117 | 12.191108 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 | 9.914902 | 11.096621 | 12.129543 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 | 10.559932 | 11.326380 | 12.072537 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 | 10.266544 | 11.683057 | 12.059865 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 | 10.236128 | 11.346998 | 12.010488 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 | 10.070735 | 11.474077 | 11.904975 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 | 9.648965 | 11.754948 | 10.478250 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 | 10.006844 | 11.949929 | 10.251843 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 | 6.907985 | 11.729270 | 7.551675 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 | 7.181942 | 11.659760 | 12.601873 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 | -inf | 11.816187 | -inf |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 | 6.295358 | 10.854047 | -inf |
| 49 | 0.00 | 116983.80 | 45173.06 | California | 14681.40 | -inf | 11.669791 | 10.718256 |

In [167]:

```
sns.lmplot(x='RDS',y='Profit',data=X_inputs)
plt.title('RDS Vs Profit')

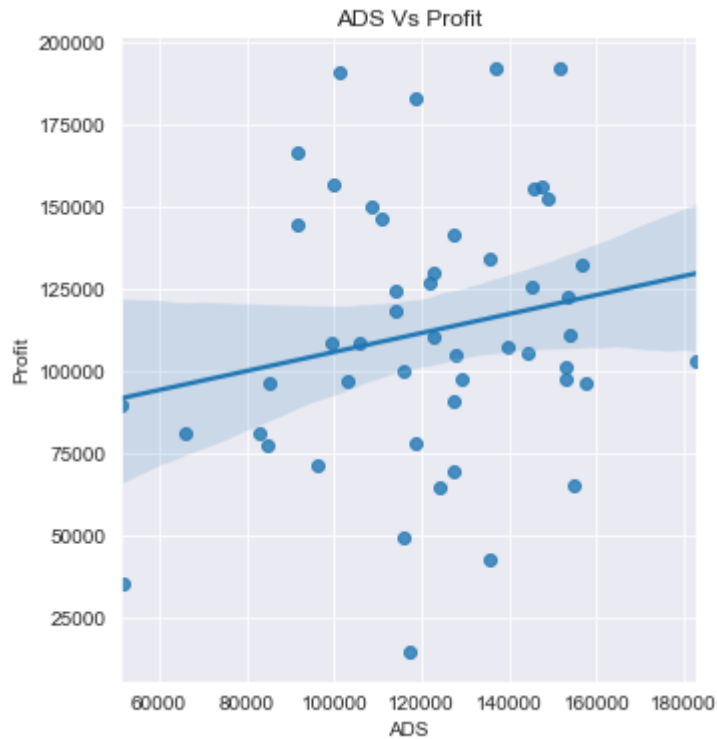
sns.lmplot(x='log_RDS',y='Profit',data=X_inputs)
plt.title('log_RDS Vs Profit')
plt.show()
```



In [168]:

```
sns.lmplot(x='ADS',y='Profit',data=X_inputs)
plt.title('ADS Vs Profit')

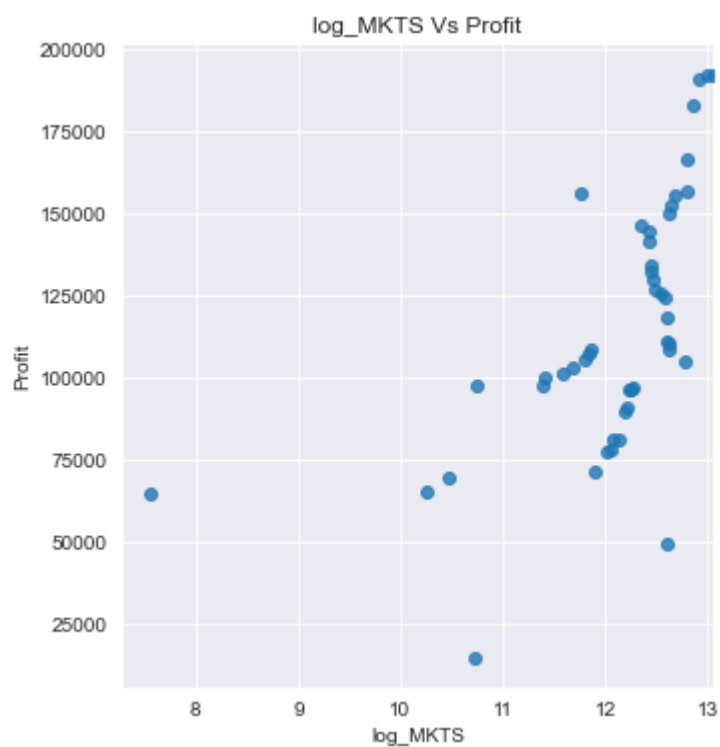
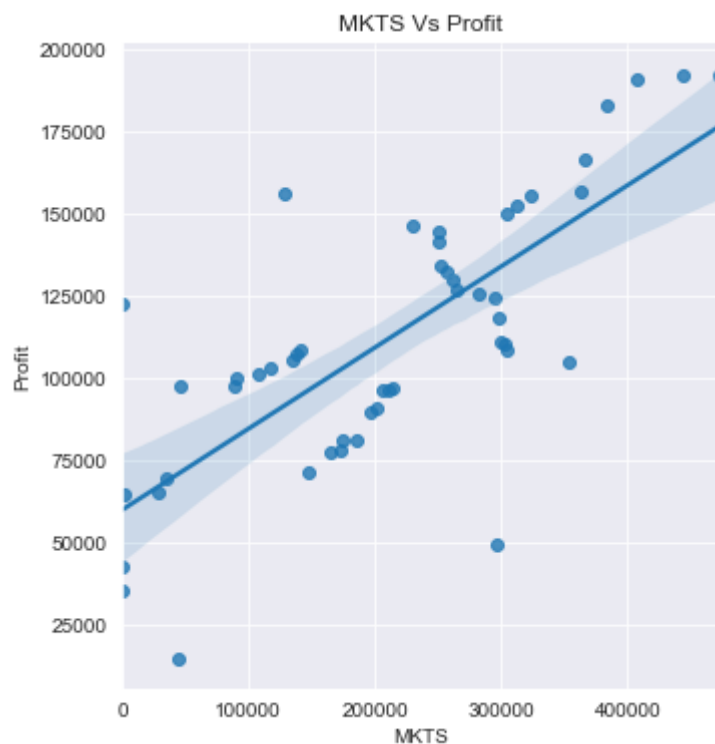
sns.lmplot(x='log_ADS',y='Profit',data=X_inputs)
plt.title('log_ADS Vs Profit')
plt.show()
```



In [169]:

```
sns.lmplot(x='MKTS',y='Profit',data=X_inputs)
plt.title('MKTS Vs Profit')

sns.lmplot(x='log_MKTS',y='Profit',data=X_inputs)
plt.title('log_MKTS Vs Profit')
plt.show()
```



In [170]:

```
## Model Building
```

In [172]:

```
model = smf.ols('Profit~RDS+ADS+MKTS',data=dt).fit()
```

In [174]:

```
## Model Testing
```

In [173]:

```
model.params
```

Out[173]:

```
Intercept    50122.192990
RDS           0.805715
ADS          -0.026816
MKTS          0.027228
dtype: float64
```

In [175]:

```
#FINDING PVALUES AND TVALUES
print(model.tvalues, '\n', model.pvalues)
```

```
Intercept    7.626218
RDS          17.846374
ADS          -0.525507
MKTS          1.655077
dtype: float64
Intercept    1.057379e-09
RDS          2.634968e-22
ADS          6.017551e-01
MKTS          1.047168e-01
dtype: float64
```

In [176]:

```
#R SQUARED VALUE
model.rsquared, model.rsquared_adj
```

Out[176]:

```
(0.9507459940683246, 0.9475337762901719)
```

Simple linear regression model

In [178]:

```
slr_1 = smf.ols('Profit~ADS' ,data=dt).fit()
slr_1.tvalues,slr_1.pvalues
#ADS HAS MORE SIGNIFICANT PVALUE
slr_1.summary()
```

Out[178]:

OLS Regression Results

| | | | |
|--------------------------|------------------|----------------------------|---------|
| Dep. Variable: | Profit | R-squared: | 0.040 |
| Model: | OLS | Adj. R-squared: | 0.020 |
| Method: | Least Squares | F-statistic: | 2.015 |
| Date: | Wed, 23 Feb 2022 | Prob (F-statistic): | 0.162 |
| Time: | 14:12:10 | Log-Likelihood: | -599.63 |
| No. Observations: | 50 | AIC: | 1203. |
| Df Residuals: | 48 | BIC: | 1207. |
| Df Model: | 1 | | |
| Covariance Type: | nonrobust | | |

| | coef | std err | t | P> t | [0.025 | 0.975] |
|------------------|-----------|----------|-------|-------|----------|----------|
| Intercept | 7.697e+04 | 2.53e+04 | 3.040 | 0.004 | 2.61e+04 | 1.28e+05 |
| ADS | 0.2887 | 0.203 | 1.419 | 0.162 | -0.120 | 0.698 |

| | | | |
|-----------------------|-------|--------------------------|----------|
| Omnibus: | 0.126 | Durbin-Watson: | 0.099 |
| Prob(Omnibus): | 0.939 | Jarque-Bera (JB): | 0.110 |
| Skew: | 0.093 | Prob(JB): | 0.947 |
| Kurtosis: | 2.866 | Cond. No. | 5.59e+05 |

Notes:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

[2] The condition number is large, 5.59e+05. This might indicate that there are strong multicollinearity or other numerical problems.

In [179]:

```
slr_2 = smf.ols('Profit~MKTS', data=dt).fit()
slr_2.tvalues, slr_1.pvalues #MKTC HAS MORE SIGNIFICANT PVALUE
slr_2.summary()
```

Out[179]:

OLS Regression Results

| | | | |
|--------------------------|------------------|----------------------------|----------|
| Dep. Variable: | Profit | R-squared: | 0.559 |
| Model: | OLS | Adj. R-squared: | 0.550 |
| Method: | Least Squares | F-statistic: | 60.88 |
| Date: | Wed, 23 Feb 2022 | Prob (F-statistic): | 4.38e-10 |
| Time: | 14:12:29 | Log-Likelihood: | -580.18 |
| No. Observations: | 50 | AIC: | 1164. |
| Df Residuals: | 48 | BIC: | 1168. |
| Df Model: | 1 | | |
| Covariance Type: | nonrobust | | |

| | coef | std err | t | P> t | [0.025 | 0.975] |
|------------------|--------|----------|-------|-------|----------|----------|
| Intercept | 6e+04 | 7684.530 | 7.808 | 0.000 | 4.46e+04 | 7.55e+04 |
| MKTS | 0.2465 | 0.032 | 7.803 | 0.000 | 0.183 | 0.310 |

| | | | |
|-----------------------|--------|--------------------------|----------|
| Omnibus: | 4.420 | Durbin-Watson: | 1.178 |
| Prob(Omnibus): | 0.110 | Jarque-Bera (JB): | 3.882 |
| Skew: | -0.336 | Prob(JB): | 0.144 |
| Kurtosis: | 4.188 | Cond. No. | 4.89e+05 |

Notes:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

[2] The condition number is large, 4.89e+05. This might indicate that there are strong multicollinearity or other numerical problems.

In [181]:

```
slr_3= smf.ols('Profit~ADS+MKTS' ,data=dt).fit()
slr_3.tvalues,slr_1.pvalues #VARIABLES HAVE SIGNIFICANT PVALUES
slr_3.summary()
```

Out[181]:

OLS Regression Results

| | | | |
|--------------------------|------------------|----------------------------|----------|
| Dep. Variable: | Profit | R-squared: | 0.610 |
| Model: | OLS | Adj. R-squared: | 0.593 |
| Method: | Least Squares | F-statistic: | 36.71 |
| Date: | Wed, 23 Feb 2022 | Prob (F-statistic): | 2.50e-10 |
| Time: | 14:12:42 | Log-Likelihood: | -577.13 |
| No. Observations: | 50 | AIC: | 1160. |
| Df Residuals: | 47 | BIC: | 1166. |
| Df Model: | 2 | | |
| Covariance Type: | nonrobust | | |

| | coef | std err | t | P> t | [0.025 | 0.975] |
|------------------|-----------|----------|-------|-------|-----------|----------|
| Intercept | 2.022e+04 | 1.77e+04 | 1.143 | 0.259 | -1.54e+04 | 5.58e+04 |
| ADS | 0.3237 | 0.131 | 2.468 | 0.017 | 0.060 | 0.588 |
| MKTS | 0.2488 | 0.030 | 8.281 | 0.000 | 0.188 | 0.309 |

| | | | |
|-----------------------|--------|--------------------------|----------|
| Omnibus: | 6.584 | Durbin-Watson: | 1.279 |
| Prob(Omnibus): | 0.037 | Jarque-Bera (JB): | 6.524 |
| Skew: | -0.512 | Prob(JB): | 0.0383 |
| Kurtosis: | 4.443 | Cond. No. | 1.30e+06 |

Notes:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

[2] The condition number is large, 1.3e+06. This might indicate that there are strong multicollinearity or other numerical problems.

In [182]:

```
# Model validation techniques
```

In [183]:

```
## Two Techniques: 1. Collinearity Check
```

In [184]:

```
# 1) Collinearity Problem Check
# Calculate VIF = 1/(1-Rsquare) for all independent variables

rsq_r=smf.ols("RDS~ADS+MKTS",data=dt).fit().rsquared
vif_r=1/(1-rsq_r)

rsq_a=smf.ols("ADS~RDS+MKTS",data=dt).fit().rsquared
vif_a=1/(1-rsq_a)

rsq_m=smf.ols("MKTS~RDS+ADS",data=dt).fit().rsquared
vif_m=1/(1-rsq_m)

# Putting the values in Dataframe format
d1={'Variables':['RDS','ADS','MKTS'],'Vif':[vif_r,vif_a,vif_m]}
Vif_df=pd.DataFrame(d1)
Vif_df
```

Out[184]:

| | Variables | Vif |
|---|-----------|----------|
| 0 | RDS | 2.468903 |
| 1 | ADS | 1.175091 |
| 2 | MKTS | 2.326773 |

In [185]:

```
# NONE VARIABLE HAS VID>20 , NO COLLINEARITY, SO CONSIDER ALL VARIABLE IN REGRESSION EQUATI
```

In [188]:

```
## 2. Residual test
###Q-Q plot
```

In [189]:

```
import statsmodels.api as sm
qqplot = sm.qqplot(model.resid,line='q') #line = 45 to draw the diagonol line
plt.title('Normal Q-Q plot of residuals')
plt.show()
```



In [190]:

```
list(np.where(model.resid<-20000)) #OUTLIER DETECTION FROM ABOVE Q-Q PLOT OF RESIDUALS.
```

Out[190]:

```
[array([49], dtype=int64)]
```

In [191]:

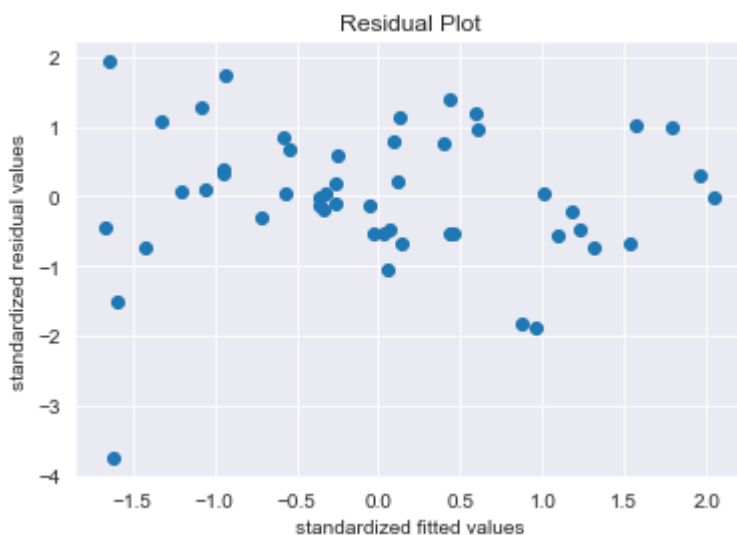
```
# Homoscedasticity or Heteroscedasticity
```

In [192]:

```
def standard_values( vals ):
    return (vals - vals.mean())/vals.std()
```

In [193]:

```
plt.scatter(standard_values(model.fittedvalues),standard_values(model.resid))
plt.title('Residual Plot')
plt.xlabel('standardized fitted values')
plt.ylabel('standardized residual values')
plt.show()
```

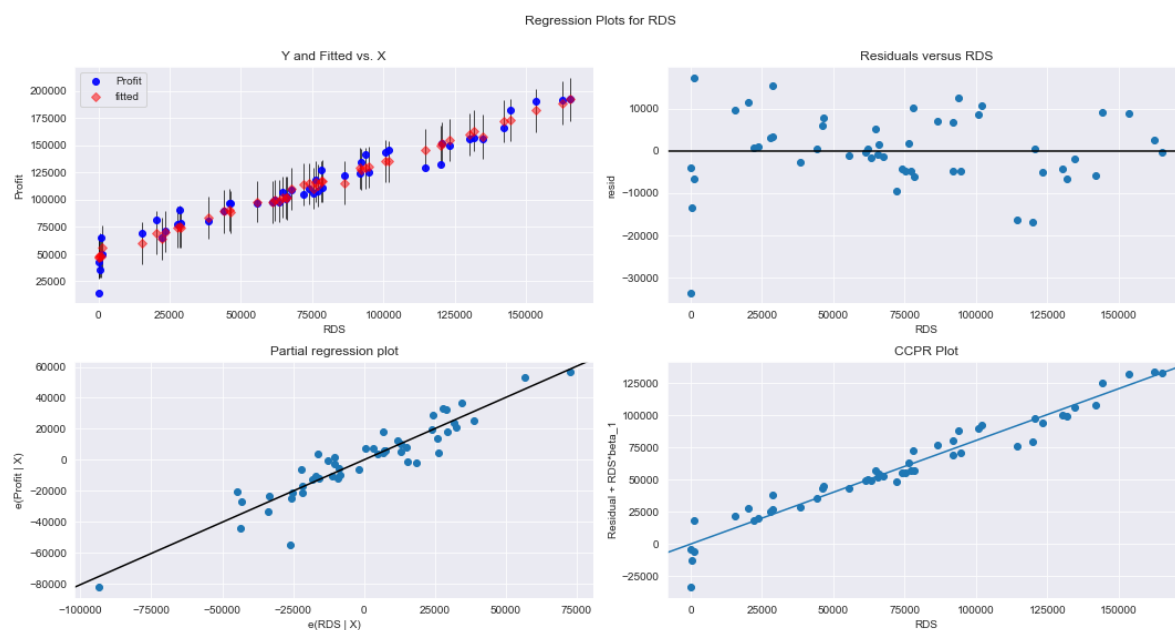


In [194]:

```
## Residuals Vs Regressor
```

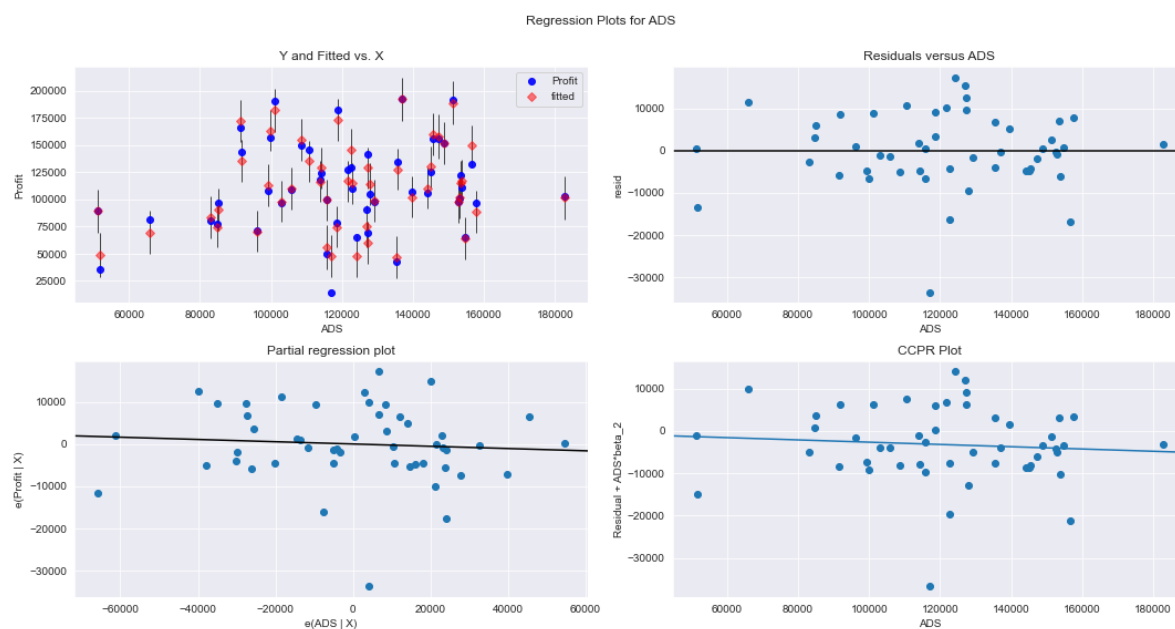
In [195]:

```
fig = plt.figure(figsize=(15,8))
fig = sm.graphics.plot_regress_exog(model, 'RDS', fig=fig)
plt.show()
```



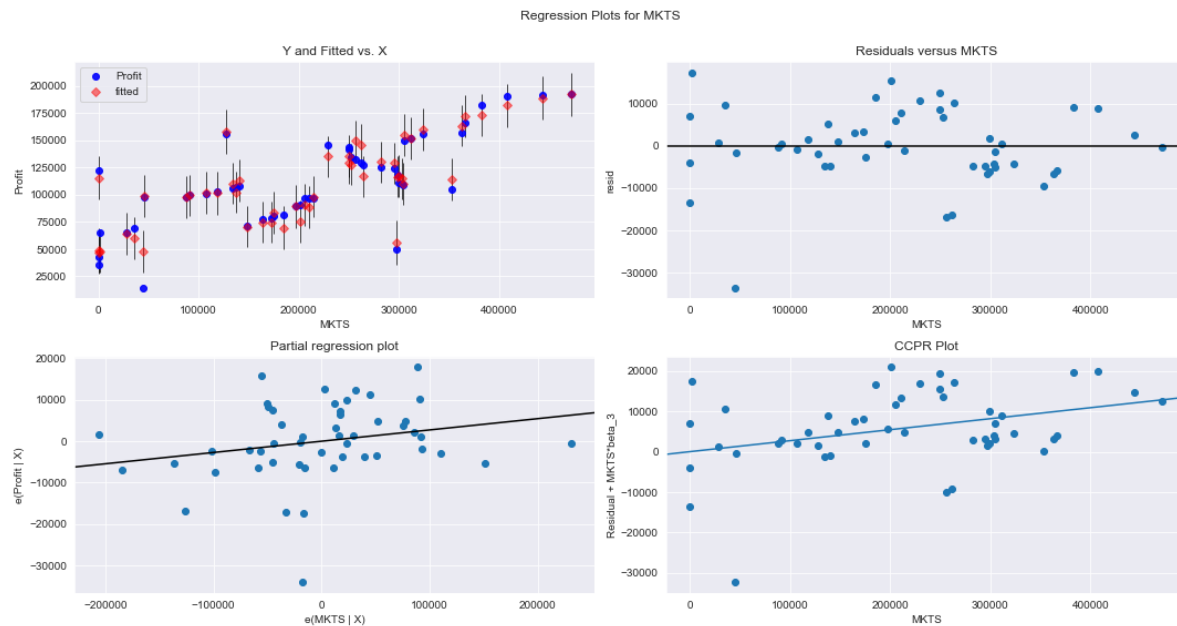
In [196]:

```
fig = plt.figure(figsize=(15,8))
sm.graphics.plot_regress_exog(model, 'ADS', fig=fig)
plt.show()
```



In [197]:

```
fig=plt.figure(figsize=(15,8))
sm.graphics.plot_regress_exog(model, 'MKTS',fig=fig)
plt.show()
```



In [198]:

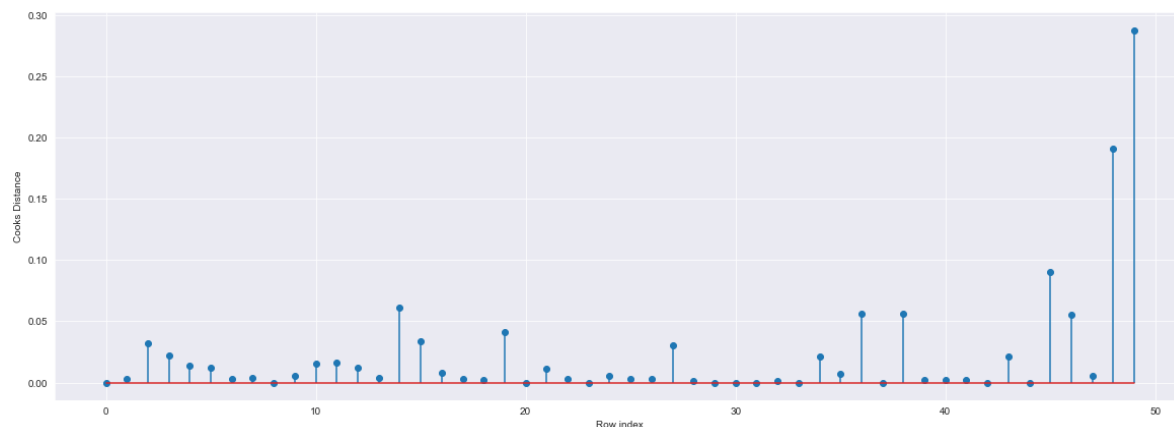
```
# Checking outliers or influencers
```

In [199]:

```
model_influence = model.get_influence()
(c, _) = model_influence.cooks_distance
```

In [201]:

```
#Plot the influencers values using stem plot
fig = plt.subplots(figsize=(20, 7))
plt.stem(np.arange(len(dt)), np.round(c, 3))
plt.xlabel('Row index')
plt.ylabel('Cooks Distance')
plt.show()
```



In [202]:

```
#index and value of influencer where c is more than .5  
(np.argmax(c), np.max(c))
```

Out[202]:

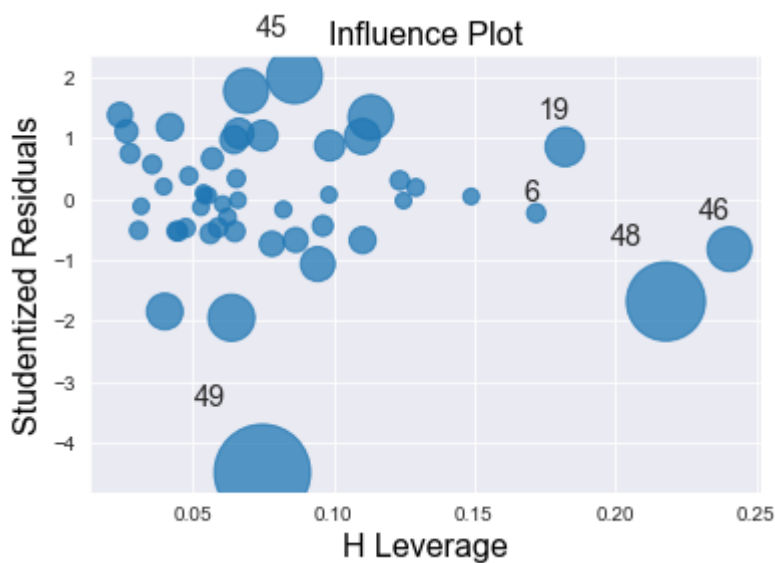
```
(49, 0.28808229275432634)
```

In [203]:

```
## 2. Leverage value
```

In [205]:

```
from statsmodels.graphics.regressionplots import influence_plot  
influence_plot(model)  
plt.show()
```



In [206]:

```
dt.shape
```

Out[206]:

```
(50, 5)
```

In [207]:

```
k = dt.shape[1]  
n = dt.shape[0]  
leverage_cutoff = 3*((k + 1)/n)  
leverage_cutoff
```

Out[207]:

```
0.36
```

In [208]:

```
dt[dt.index.isin([49])]
```

Out[208]:

| | RDS | ADS | MKTS | State | Profit |
|----|-----|----------|----------|------------|---------|
| 49 | 0.0 | 116983.8 | 45173.06 | California | 14681.4 |

Improving the model

In [209]:

```
dt1 = dt.copy()
dt1
```

Out[209]:

| | RDS | ADS | MKTS | State | Profit |
|----|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 |
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 |

| | RDS | ADS | MKTS | State | Profit |
|-----------|------------|------------|-------------|--------------|---------------|
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 |
| 49 | 0.00 | 116983.80 | 45173.06 | California | 14681.40 |

In [210]:

```
dt2=dt1.drop(dt1.index[[49]],axis=0).reset_index(drop=True)
dt2
```

Out[210]:

| | RDS | ADS | MKTS | State | Profit |
|----|-----------|-----------|-----------|------------|-----------|
| 0 | 165349.20 | 136897.80 | 471784.10 | New York | 192261.83 |
| 1 | 162597.70 | 151377.59 | 443898.53 | California | 191792.06 |
| 2 | 153441.51 | 101145.55 | 407934.54 | Florida | 191050.39 |
| 3 | 144372.41 | 118671.85 | 383199.62 | New York | 182901.99 |
| 4 | 142107.34 | 91391.77 | 366168.42 | Florida | 166187.94 |
| 5 | 131876.90 | 99814.71 | 362861.36 | New York | 156991.12 |
| 6 | 134615.46 | 147198.87 | 127716.82 | California | 156122.51 |
| 7 | 130298.13 | 145530.06 | 323876.68 | Florida | 155752.60 |
| 8 | 120542.52 | 148718.95 | 311613.29 | New York | 152211.77 |
| 9 | 123334.88 | 108679.17 | 304981.62 | California | 149759.96 |
| 10 | 101913.08 | 110594.11 | 229160.95 | Florida | 146121.95 |
| 11 | 100671.96 | 91790.61 | 249744.55 | California | 144259.40 |
| 12 | 93863.75 | 127320.38 | 249839.44 | Florida | 141585.52 |
| 13 | 91992.39 | 135495.07 | 252664.93 | California | 134307.35 |
| 14 | 119943.24 | 156547.42 | 256512.92 | Florida | 132602.65 |
| 15 | 114523.61 | 122616.84 | 261776.23 | New York | 129917.04 |
| 16 | 78013.11 | 121597.55 | 264346.06 | California | 126992.93 |
| 17 | 94657.16 | 145077.58 | 282574.31 | New York | 125370.37 |
| 18 | 91749.16 | 114175.79 | 294919.57 | Florida | 124266.90 |
| 19 | 86419.70 | 153514.11 | 0.00 | New York | 122776.86 |
| 20 | 76253.86 | 113867.30 | 298664.47 | California | 118474.03 |
| 21 | 78389.47 | 153773.43 | 299737.29 | New York | 111313.02 |
| 22 | 73994.56 | 122782.75 | 303319.26 | Florida | 110352.25 |
| 23 | 67532.53 | 105751.03 | 304768.73 | Florida | 108733.99 |
| 24 | 77044.01 | 99281.34 | 140574.81 | New York | 108552.04 |
| 25 | 64664.71 | 139553.16 | 137962.62 | California | 107404.34 |
| 26 | 75328.87 | 144135.98 | 134050.07 | Florida | 105733.54 |
| 27 | 72107.60 | 127864.55 | 353183.81 | New York | 105008.31 |
| 28 | 66051.52 | 182645.56 | 118148.20 | Florida | 103282.38 |
| 29 | 65605.48 | 153032.06 | 107138.38 | New York | 101004.64 |
| 30 | 61994.48 | 115641.28 | 91131.24 | Florida | 99937.59 |
| 31 | 61136.38 | 152701.92 | 88218.23 | New York | 97483.56 |
| 32 | 63408.86 | 129219.61 | 46085.25 | California | 97427.84 |
| 33 | 55493.95 | 103057.49 | 214634.81 | Florida | 96778.92 |

| | RDS | ADS | MKTS | State | Profit |
|-----------|------------|------------|-------------|--------------|---------------|
| 34 | 46426.07 | 157693.92 | 210797.67 | California | 96712.80 |
| 35 | 46014.02 | 85047.44 | 205517.64 | New York | 96479.51 |
| 36 | 28663.76 | 127056.21 | 201126.82 | Florida | 90708.19 |
| 37 | 44069.95 | 51283.14 | 197029.42 | California | 89949.14 |
| 38 | 20229.59 | 65947.93 | 185265.10 | New York | 81229.06 |
| 39 | 38558.51 | 82982.09 | 174999.30 | California | 81005.76 |
| 40 | 28754.33 | 118546.05 | 172795.67 | California | 78239.91 |
| 41 | 27892.92 | 84710.77 | 164470.71 | Florida | 77798.83 |
| 42 | 23640.93 | 96189.63 | 148001.11 | California | 71498.49 |
| 43 | 15505.73 | 127382.30 | 35534.17 | New York | 69758.98 |
| 44 | 22177.74 | 154806.14 | 28334.72 | California | 65200.33 |
| 45 | 1000.23 | 124153.04 | 1903.93 | New York | 64926.08 |
| 46 | 1315.46 | 115816.21 | 297114.46 | Florida | 49490.75 |
| 47 | 0.00 | 135426.92 | 0.00 | California | 42559.73 |
| 48 | 542.05 | 51743.15 | 0.00 | New York | 35673.41 |

In [211]:

```
fnl_data = smf.ols('Profit~ADS+RDS+MKTS',data=dt2).fit()
fnl_data.summary()
```

Out[211]:

OLS Regression Results

| | | | |
|--------------------------|------------------|----------------------------|----------|
| Dep. Variable: | Profit | R-squared: | 0.961 |
| Model: | OLS | Adj. R-squared: | 0.959 |
| Method: | Least Squares | F-statistic: | 372.8 |
| Date: | Wed, 23 Feb 2022 | Prob (F-statistic): | 8.85e-32 |
| Time: | 14:20:15 | Log-Likelihood: | -506.28 |
| No. Observations: | 49 | AIC: | 1021. |
| Df Residuals: | 45 | BIC: | 1028. |
| Df Model: | 3 | | |
| Covariance Type: | nonrobust | | |

| | coef | std err | t | P> t | [0.025 | 0.975] |
|------------------|-----------|----------|--------|-------|----------|----------|
| Intercept | 5.238e+04 | 5542.657 | 9.451 | 0.000 | 4.12e+04 | 6.35e+04 |
| ADS | -0.0222 | 0.043 | -0.518 | 0.607 | -0.109 | 0.064 |
| RDS | 0.7830 | 0.038 | 20.470 | 0.000 | 0.706 | 0.860 |
| MKTS | 0.0252 | 0.014 | 1.825 | 0.075 | -0.003 | 0.053 |

| | | | |
|-----------------------|--------|--------------------------|----------|
| Omnibus: | 0.082 | Durbin-Watson: | 1.598 |
| Prob(Omnibus): | 0.960 | Jarque-Bera (JB): | 0.232 |
| Skew: | -0.082 | Prob(JB): | 0.890 |
| Kurtosis: | 2.706 | Cond. No. | 1.41e+06 |

Notes:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

[2] The condition number is large, 1.41e+06. This might indicate that there are strong multicollinearity or other numerical problems.

In [213]:

```
# R squared values
```

In [212]:

```
fnl_data.rsquared ,fnl_data.rsquared_adj
```

Out[212]:

(0.9613162435129847, 0.9587373264138503)

In [214]:

```
# Predicting for new data
```

In [215]:

```
new_data=pd.DataFrame({'RDS':50000,"ADS":90000,"MKTS":180000},index=[0])  
new_data
```

Out[215]:

| | RDS | ADS | MKTS |
|---|-------|-------|--------|
| 0 | 50000 | 90000 | 180000 |

In [216]:

```
## For manual Prediction
```

In [217]:

```
fnl_data.predict(new_data)
```

Out[217]:

```
0      94076.462322  
dtype: float64
```

In [219]:

```
pred_y=fnl_data.predict(dt2)
pred_y
```

Out[219]:

```
0    190716.676999
1    187537.122227
2    180575.526396
3    172461.144642
4    170863.486721
5    162582.583177
6    157741.338633
7    159347.735318
8    151328.826941
9    154236.846778
10   135507.792682
11   135472.855621
12   129355.599449
13   127780.129139
14   149295.404796
15   145937.941975
16   117437.627921
17   130408.626295
18   129129.234457
19   116641.003121
20   117097.731866
21   117911.019038
22   115248.217796
23   110603.139045
24   114051.073877
25   103398.054385
26   111547.638935
27   114916.165026
28   103027.229434
29   103057.621761
30   100656.410227
31    99088.213693
32   100325.741335
33    98962.303136
34    90552.307809
35    91709.288672
36    77080.554255
37    90722.503244
38    71433.021956
39    85147.375646
40    76625.510303
41    76492.145175
42    72492.394974
43    62592.049718
44    67025.731107
45    50457.297206
46    58338.443625
47    49375.776655
48    51658.096812
dtype: float64
```

In [223]:

```
## Table containing R^2 value
```

In [222]:

```
d2={'Prep_Models':['Model','Fnl_Model'],'Rsquared':[model.rsquared,fnl_data.rsquared]}  
table=pd.DataFrame(d2)  
table
```

Out[222]:

| | Prep_Models | Rsquared |
|---|-------------|----------|
| 0 | Model | 0.950746 |
| 1 | Fnl_Model | 0.961316 |

In []: