

Multiple Regression Analysis

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Abstract

Introduction

Data

Methodology

Results

Table 1: Simple Regression of Sales on TV

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	7.03	0.46	15.36	0.00
TV	0.05	0.00	17.67	0.00

Table 2: Simple Regression of Sales on Radio

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	9.31	0.56	16.54	0.00
Radio	0.20	0.02	9.92	0.00

Table 3: Simple Regression of Sales on Newspaper

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	12.35	0.62	19.88	0.00
Newspaper	0.05	0.02	3.30	0.00

Conclusions

Table 4: Least Square Coefficient Estimates

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	2.94	0.31	9.42	0.00
TV	0.05	0.00	32.81	0.00
Radio	0.19	0.01	21.89	0.00
Newspaper	-0.00	0.01	-0.18	0.86

Table 5: Matrix of Correlation Coefficients

	TV	Radio	Newspaper	Sales
TV	1.00	0.05	0.06	0.78
Radio	0.05	1.00	0.35	0.58
Newspaper	0.06	0.35	1.00	0.23
Sales	0.78	0.58	0.23	1.00