**Information and Communication Technology**

The term information and communication technology (ICT) is generally accepted to mean all technologies that, combined, allow people and organizations to interact in the digital world, in our case with the Gems and Jewellery Industry.

**Variables**

1. Advertisement Expense

Advertisement Expense is a category in financial accounting that refers to the cost associated in promoting their business, like in newspapers, the internet, fliers, magazines, television, billboards and many others.

1. Communication Expense

Communication Expense is a category in financial accounting that refers to the cost associated in using communication and telephony technologies like the mobile phones, landlines and the internet.

**Objectives**

To see how the Sales is affected after the introduction of Information and Communication Technology in the Gems and Jewellery Industry.

**Data Analysis**

1. **PC Jewellers**

|  |  |  |  |
| --- | --- | --- | --- |
|  | PC Jewellers | | |
| Year | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| 2012 | 264100000 | 10800000 | 30,419,264,512 |
| 2013 | 261800000 | 23800000 | 40,184,193,574 |
| 2014 | 376400000 | 30650000 | 53,248,291,000 |
| 2015 | 464100000 | 41300000 | 63,485,164,000 |
| 2016 | 285000000 | 45100000 | 72,590,700,000 |
| 2017 | 222900000 | 40700000 | 80,994,400,000 |

Correlation

|  |  |  |  |
| --- | --- | --- | --- |
| PC Jewellers | | | |
|  | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| Advertisement Expenses (in INR) | 1 |  |  |
| Communication Expenses (in INR) | 0.275816 | 1 |  |
| Sales (in INR) | 0.034842 | 0.936056 | 1 |

Regression

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertisement Expenses Vs Sales | | | |  |  | |  | |  |  |
| SUMMARY OUTPUT | |  |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
| *Regression Statistics* | |  |  |  |  | |  | |  |  |
| Multiple R | 0.034842 |  |  |  |  | |  | |  |  |
| R Square | 0.001214 |  |  |  |  | |  | |  |  |
| Adjusted R Square | -0.24848 |  |  |  |  | |  | |  |  |
| Standard Error | 1.01E+08 |  |  |  |  | |  | |  |  |
| Observations | 6 |  |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
| ANOVA |  |  |  |  |  | |  | |  |  |
|  | *df* | *SS* | *MS* | *F* | | *Significance F* | |  |  |  |
| Regression | 1 | 4.95E+13 | 4.95E+13 | 0.004862 | 0.947758 | |  | |  |  |
| Residual | 4 | 4.07E+16 | 1.02E+16 |  |  | |  | |  |  |
| Total | 5 | 4.08E+16 |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | | *Upper 95%* | | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 3.03E+08 | 1.39E+08 | 2.180502 | 0.094691 | -8.3E+07 | | 6.89E+08 | | -8.3E+07 | 6.89E+08 |
| X Variable 1 | 0.000163 | 0.002337 | 0.069727 | 0.947758 | -0.00632 | | 0.006651 | | -0.00632 | 0.006651 |
|  |  |  |  |  |  | |  | |  |  |
| Conclusion  Value of R2 is 0.001214. Therefore, for PC Jewellers, advertisement expenses have negligible effect on sales of the company. As the advertisement expenses of the company increases more and more people would get to know about the offers and discount provided by the company overall increasing the sales of the company.  Communication Expenses Vs Sales | | | | | | | | | | |
| SUMMARY OUTPUT | |  |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
| *Regression Statistics* | |  |  |  |  | |  | |  |  |
| Multiple R | 0.936056 |  |  |  |  | |  | |  |  |
| R Square | 0.876202 |  |  |  |  | |  | |  |  |
| Adjusted R Square | 0.845252 |  |  |  |  | |  | |  |  |
| Standard Error | 5135902 |  |  |  |  | |  | |  |  |
| Observations | 6 |  |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
| ANOVA |  |  |  |  |  | |  | |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* | |  | |  |  |
| Regression | 1 | 7.47E+14 | 7.47E+14 | 28.31058 | 0.006002 | |  | |  |  |
| Residual | 4 | 1.06E+14 | 2.64E+13 |  |  | |  | |  |  |
| Total | 5 | 8.52E+14 |  |  |  | |  | |  |  |
|  |  |  |  |  |  | |  | |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | | *Upper 95%* | | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | -3905544 | 7076889 | -0.55187 | 0.610417 | -2.4E+07 | | 15743050 | | -2.4E+07 | 15743050 |
| X Variable 1 | 0.000633 | 0.000119 | 5.320769 | 0.006002 | 0.000303 | | 0.000963 | | 0.000303 | 0.000963 |

Conclusion

Value of R2 is 0.876202. Therefore, for PC Jewellers, communication expenses increase sales of the company. When most of the complaints and FAQs are sorted online through emails or telephonically, satisfying the customer and overall increasing the sales and making the customers loyal.

1. **Rajesh Exports**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Rajesh Exports | | |
| Year | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| 2012 | 110,311,021 | 1,527,628 | 2.572E+11 |
| 2013 | 57,945,143 | 1,716,232 | 3.1874E+11 |
| 2014 | 216,584,444 | 1,848,044 | 2.35354E+11 |
| 2015 | 68,557,031 | 2,353,872 | 3.79193E+11 |
| 2016 | 57,481,461 | 2,813,378 | 386,186,200,000.00 |
| 2017 | 40,410,137 | 1,478,403 | 2,421,320,000,000.00 |

Correlation

|  |  |  |  |
| --- | --- | --- | --- |
| Rajesh Exports | | | |
|  | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| Advertisement Expenses (in INR) | 1 |  |  |
| Communication Expenses (in INR) | -0.15978 | 1 |  |
| Sales (in INR) | -0.43777 | -0.3928 | 1 |

Regression

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertisement Expenses Vs Sales | | | |  |  |  |  |  |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.437771 |  |  |  |  |  |  |  |
| R Square | 0.191643 |  |  |  |  |  |  |  |
| Adjusted R Square | -0.01045 |  |  |  |  |  |  |  |
| Standard Error | 65791468 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 4.1E+15 | 4.1E+15 | 0.948309 | 0.385292 |  |  |  |
| Residual | 4 | 1.73E+16 | 4.33E+15 |  |  |  |  |  |
| Total | 5 | 2.14E+16 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 1.14E+08 | 35196043 | 3.239882 | 0.031677 | 16311155 | 2.12E+08 | 16311155 | 2.12E+08 |
| X Variable 1 | -3.3E-05 | 3.41E-05 | -0.97381 | 0.385292 | -0.00013 | 6.15E-05 | -0.00013 | 6.15E-05 |
|  |  |  |  |  |  |  |  |  |
| Conclusion  Value of R2 is 0.191643. Therefore, for Rajesh Exports, advertisement expenses have negligible effect on sales of the company. One of reason is that they have a wholesale network in India, where Jewellery are bought in large quantity, and they even don’t try to target the general public.  Communication Expenses Vs Sales | | | | | | | | |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.392801 |  |  |  |  |  |  |  |
| R Square | 0.154293 |  |  |  |  |  |  |  |
| Adjusted R Square | -0.05713 |  |  |  |  |  |  |  |
| Standard Error | 539009 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 2.12E+11 | 2.12E+11 | 0.72977 | 0.441101 |  |  |  |
| Residual | 4 | 1.16E+12 | 2.91E+11 |  |  |  |  |  |
| Total | 5 | 1.37E+12 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 2115447 | 288350.2 | 7.33638 | 0.001838 | 1314858 | 2916035 | 1314858 | 2916035 |
| X Variable 1 | -2.4E-07 | 2.8E-07 | -0.85427 | 0.441101 | -1E-06 | 5.38E-07 | -1E-06 | 5.38E-07 |

Conclusion

Value of R2 is 0.154293. Therefore, for Rajesh Exports, communication expenses have negligible effect on sales of the company. Because of producing a higher quality products, customer never got a chance to file a complaint or any query even when they have high sales.

1. **TBZ Jeweller**

|  |  |  |  |
| --- | --- | --- | --- |
|  | TBZ Jeweller | | |
| Year | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| 2012 | 356703000 | 14406000 | 13,854,700,000.00 |
| 2013 | 535602000 | 16186000 | 16,494,200,000.00 |
| 2014 | 441806000 | 25929000 | 18,177,400,000.00 |
| 2015 | 633146000 | 27996000 | 19,337,300,000.00 |
| 2016 | 508654000 | 16804000 | 16,543,100,000.00 |
| 2017 | 374147000 | 16821000 | 16,998,200,000.00 |

Correlation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TBZ Jewellers | | | | |
|  | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| Advertisement Expenses (in INR) | 1 |  |  |
| Communication Expenses (in INR) | 0.568246 | 1 |  |
| Sales (in INR) | 0.675796 | 0.874598308 | 1 |

Regression

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertisement Expenses Vs Sales | | | |  |  |  |  |  |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.675796 |  |  |  |  |  |  |  |
| R Square | 0.4567 |  |  |  |  |  |  |  |
| Adjusted R Square | 0.320875 |  |  |  |  |  |  |  |
| Standard Error | 86496275 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 2.52E+16 | 2.52E+16 | 3.362417 | 0.140624 |  |  |  |
| Residual | 4 | 2.99E+16 | 7.48E+15 |  |  |  |  |  |
| Total | 5 | 5.51E+16 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | -1.7E+08 | 3.55E+08 | -0.48571 | 0.652577 | -1.2E+09 | 8.13E+08 | -1.2E+09 | 8.13E+08 |
| X Variable 1 | 0.038302 | 0.020888 | 1.833689 | 0.140624 | -0.01969 | 0.096296 | -0.01969 | 0.096296 |
|  |  |  |  |  |  |  |  |  |
| Conclusion | | | | |  |  |  |  |
| Value of R2 is 0.4567. Therefore, for TBZ Jewellers, advertisement expenses affect the sales of the company to some extent. As TBZ is a well-known brand so they don’t need to advertise their products and their sales also never comes down.  Communication Expenses Vs Sales | | | | | | | | |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.874598 |  |  |  |  |  |  |  |
| R Square | 0.764922 |  |  |  |  |  |  |  |
| Adjusted R Square | 0.706153 |  |  |  |  |  |  |  |
| Standard Error | 3110912 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 1.26E+14 | 1.26E+14 | 13.01564 | 0.022602 |  |  |  |
| Residual | 4 | 3.87E+13 | 9.68E+12 |  |  |  |  |  |
| Total | 5 | 1.65E+14 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | -2.6E+07 | 12760101 | -2.04669 | 0.110104 | -6.2E+07 | 9311770 | -6.2E+07 | 9311770 |
| X Variable 1 | 0.00271 | 0.000751 | 3.60772 | 0.022602 | 0.000624 | 0.004796 | 0.000624 | 0.004796 |

Conclusion

Value of R2 is 0.764922. In case of TBZ

1. **Gitanjali Gems**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Gitanjali Gems | | |
| Year | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| 2012 | 709720000 | 8070000 | 77554700000 |
| 2013 | 571990000 | 9440000 | 1.03807E+11 |
| 2014 | 1,401,560,000.00 | 60000000 | 73,430,300,000.00 |
| 2015 | 936350000 | 87170000 | 71579300000 |
| 2016 | 656210000 | 88700000 | 1.07507E+11 |
| 2017 | 1,171,760,000.00 | 110430000 | 1.04648E+11 |

Correlation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Gitanjali Gems | | | | |
|  | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| Advertisement Expenses (in INR) | 1 |  |  |
| Communication Expenses (in INR) | 0.484886096 | 1 |  |
| Sales (in INR) | -0.407780272 | 0.185372019 | 1 |

Regression

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertisement Expenses Vs Sales | | | |  |  |  |  |  |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.40778 |  |  |  |  |  |  |  |
| R Square | 0.166285 |  |  |  |  |  |  |  |
| Adjusted R Square | -0.04214 |  |  |  |  |  |  |  |
| Standard Error | 3.32E+08 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 8.81E+16 | 8.81E+16 | 0.797801 | 0.422233 |  |  |  |
| Residual | 4 | 4.42E+17 | 1.1E+17 |  |  |  |  |  |
| Total | 5 | 5.3E+17 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 1.6E+09 | 7.87E+08 | 2.033659 | 0.111746 | -5.8E+08 | 3.78E+09 | -5.8E+08 | 3784995383 |
| X Variable 1 | -0.00771 | 0.008636 | -0.8932 | 0.422233 | -0.03169 | 0.016263 | -0.03169 | 0.016263479 |
|  |  |  |  |  |  |  |  |  |
| Conclusion  Value of R2 is 0.166285. Therefore, for Gitanjali Jewellers, communication expenses have negligible effect on sales of the company.  Communication Expenses Vs Sales | | | | | | | | |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.185372 |  |  |  |  |  |  |  |
| R Square | 0.034363 |  |  |  |  |  |  |  |
| Adjusted R Square | -0.20705 |  |  |  |  |  |  |  |
| Standard Error | 47524244 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 3.21E+14 | 3.21E+14 | 0.142342 | 0.725127 |  |  |  |
| Residual | 4 | 9.03E+15 | 2.26E+15 |  |  |  |  |  |
| Total | 5 | 9.36E+15 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | 18804336 | 1.13E+08 | 0.167063 | 0.875426 | -2.9E+08 | 3.31E+08 | -2.9E+08 | 331316002.3 |
| X Variable 1 | 0.000466 | 0.001235 | 0.377283 | 0.725127 | -0.00296 | 0.003896 | -0.00296 | 0.003895798 |

Conclusion

Value of R2 is 0.034363. Therefore, for Gitanjali Jewellers, communication expenses have negligible effect on sales of the company.

1. **Tara Jewels**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Tara Jewels | | |
| Year | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| 2012 | 32,788,286 | 6,327,114 | 12,799,000,000.00 |
| 2013 | 11,520,591 | 5,671,473 | 13,836,000,000.00 |
| 2014 | 33,735,980 | 6,911,602 | 14,171,400,000.00 |
| 2015 | 25,863,176 | 5,594,588 | 14,141,600,000.00 |
| 2016 | 8,266,732 | 4,241,530 | 13,627,800,000.00 |
| 2017 | 394,242 | 3,220,931 | 11,894,800,000.00 |

Correlation

|  |  |  |  |
| --- | --- | --- | --- |
| Tara Jewels | | | |
|  | Advertisement Expenses (in INR) | Communication Expenses (in INR) | Sales (in INR) |
| Advertisement Expenses (in INR) | 1 |  |  |
| Communication Expenses (in INR) | 0.917105 | 1 |  |
| Sales (in INR) | 0.488298 | 0.636669 | 1 |

Regression

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Advertisement Expenses Vs Sales | | | |  |  |  |  |  |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.488298 |  |  |  |  |  |  |  |
| R Square | 0.238435 |  |  |  |  |  |  |  |
| Adjusted R Square | 0.048043 |  |  |  |  |  |  |  |
| Standard Error | 13599118 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 2.32E+14 | 2.32E+14 | 1.25234 | 0.325767 |  |  |  |
| Residual | 4 | 7.4E+14 | 1.85E+14 |  |  |  |  |  |
| Total | 5 | 9.71E+14 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | -8.3E+07 | 91215212 | -0.91132 | 0.413679 | -3.4E+08 | 1.7E+08 | -3.4E+08 | 1.7E+08 |
| X Variable 1 | 0.007597 | 0.006789 | 1.11908 | 0.325767 | -0.01125 | 0.026445 | -0.01125 | 0.026445 |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Conclusion  Value of R2 is 0.238435. Therefore, for Tara Jewellers, communication expenses have negligible effect on sales of the company.  Communication Expenses Vs Sales | | | | | | | | |
| SUMMARY OUTPUT | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |
| Multiple R | 0.636669 |  |  |  |  |  |  |  |
| R Square | 0.405347 |  |  |  |  |  |  |  |
| Adjusted R Square | 0.256683 |  |  |  |  |  |  |  |
| Standard Error | 1176789 |  |  |  |  |  |  |  |
| Observations | 6 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |
| Regression | 1 | 3.78E+12 | 3.78E+12 | 2.72661 | 0.174033 |  |  |  |
| Residual | 4 | 5.54E+12 | 1.38E+12 |  |  |  |  |  |
| Total | 5 | 9.32E+12 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |
| Intercept | -7681628 | 7893236 | -0.97319 | 0.385565 | -3E+07 | 14233508 | -3E+07 | 14233508 |
| X Variable 1 | 0.00097 | 0.000587 | 1.651245 | 0.174033 | -0.00066 | 0.002601 | -0.00066 | 0.002601 |

Conclusion

Value of R2 is 0.405347. Therefore, for Tara Jewellers, communication expenses affect sales of the company to some extent.

**Overall Conclusion**

As the Industry try to invest more and more money in the ICT sector they sales of gems and Jewellery increases all over India.