

Record Report

Report for Linear Model Linear_Regression_2'

Basic Summary

Call:

lm(formula = Avg_Sale_Amount ~ Customer_Segment + Avg_Num_Products_Purchased, data = the.data)

Residuals:

Min	1Q	Median	3Q
-663.8	-67.3	-1.9	70.7

Coefficients:

	Estimate	Std. Error	t Pr
(Intercept)	303.46	10.576	28.69
Customer_SegmentLoyalty Club Only	-149.36	8.973	-16.65
Customer_SegmentLoyalty Club and Credit Card	281.84	11.910	23.66
Customer_SegmentStore Mailing List	-245.42	9.768	-25.13
Avg_Num_Products_Purchased	66.98	1.515	44.21

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 137.48 on 2370 degrees of freedom

Multiple R-squared: 0.8369, Adjusted R-Squared: 0.8366

F-statistic: 3040 on 4 and 2370 degrees of freedom (DF), p-value <

Type II ANOVA Analysis

Response: Avg_Sale_Amount

	Sum Sq	DF	F value	P
Customer_Segment	28715078.96	3	506.4	< 2
Avg_Num_Products_Purchased	36939582.5	1	1954.31	< 2
Residuals	44796869.07	2370		

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Max
971.7

r(> t)
< 2.2e- *** 16
< 2.2e- *** 16
< 2.2e- *** 16
< 2.2e- *** 16
< 2.2e- *** 16

2.2e-16

r(>F)
.2e-16 ***
.2e-16 ***

