Stat 159 Homework 2

Simple Regression Analysis

Andrea Widjaja

Oct 07, 2016

Abstract

In this report we reproduce the main results displayed in section 3.1 Simple Linear Regression (ch.3) of the book *An Introduction to Statistical Learning.*

Introduction

The overall goal is to provide advice on how to improve sales of the particular product. Association..

Data

Methodology

Results

Conclusions

Is there a relationship between advertising budget and sales? How strong is the relationship between advertising budget and sales? Which media contribute to sales? tv?

$$sales = \beta_0 + \beta_1 * TV$$
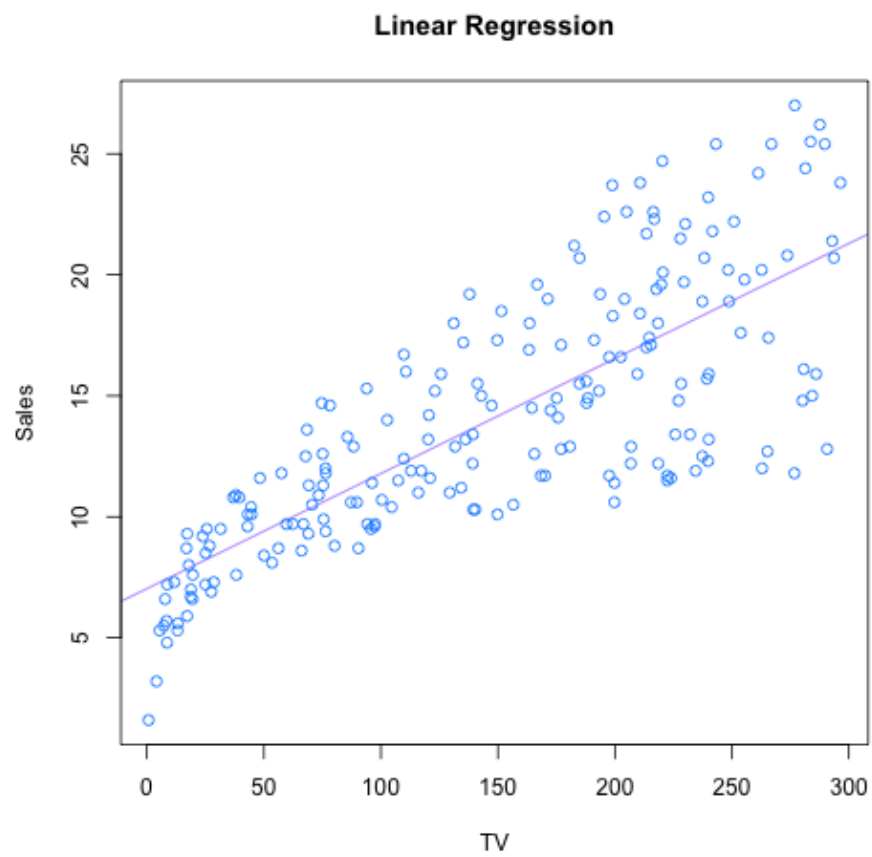
linear relationship, regressing Y onto X:

$$Y = \beta_0 + \beta_1 X$$

Figure 1: TV Sales Scatterplot