

**The REG Procedure**  
**Model: MODEL1**  
**Dependent Variable: Item\_Outlet\_Sales**

**Item\_Type=Fruits and Vegetables**

<b>Number of Observations Read</b>	1232
<b>Number of Observations Used</b>	1232

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
<b>Model</b>	4	1340451820	335112955	155.41	<.0001
<b>Error</b>	1227	2645788011	2156306		
<b>Corrected Total</b>	1231	3986239831			

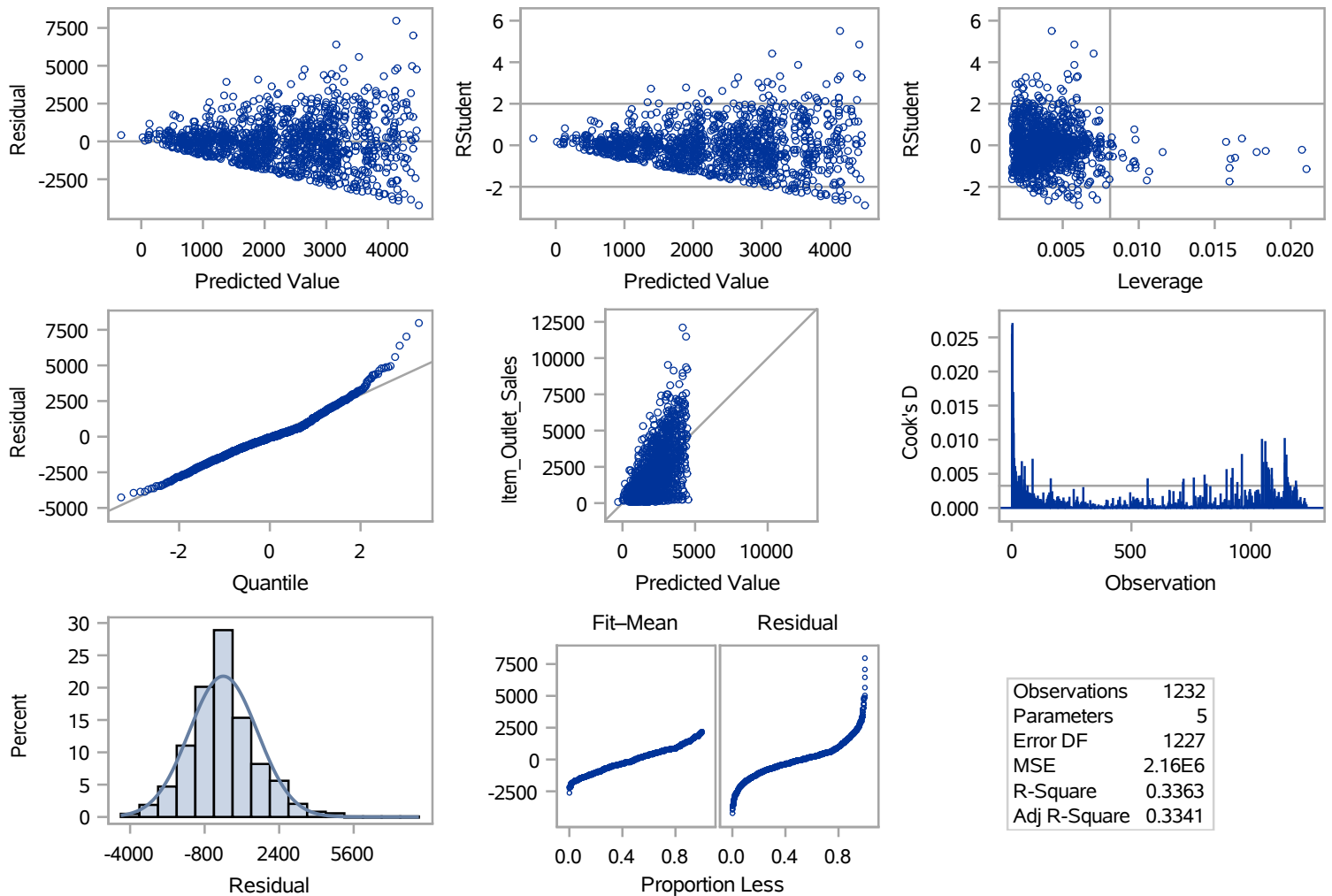
<b>Root MSE</b>	1468.43674	<b>R-Square</b>	0.3363
<b>Dependent Mean</b>	2289.00959	<b>Adj R-Sq</b>	0.3341
<b>Coeff Var</b>	64.15162		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr >  t
<b>Intercept</b>	1	196.69329	185.77863	1.06	0.2899
<b>fat1</b>	1	-37.80571	85.01056	-0.44	0.6566
<b>item_weight_2</b>	1	-1.13342	10.12230	-0.11	0.9109
<b>Item_Visibility</b>	1	-4247.22314	796.38559	-5.33	<.0001
<b>Item_MRP</b>	1	16.71564	0.70059	23.86	<.0001

The REG Procedure  
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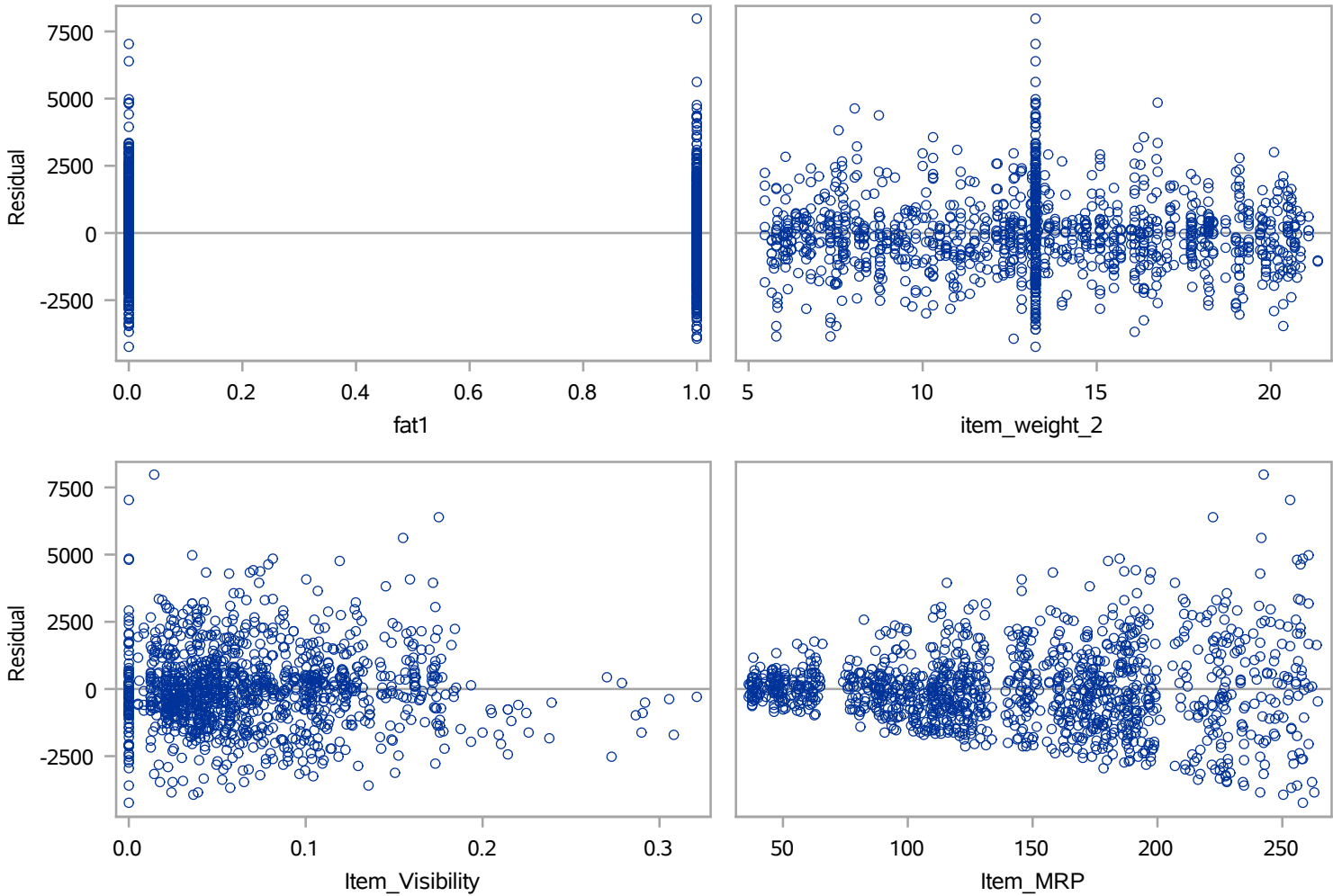
Item\_Type=Fruits and Vegetables

Fit Diagnostics for Item\_Outlet\_Sales



The REG Procedure  
Model: MODEL1  
Dependent Variable: Item\_Outlet\_Sales  
Item\_Type=Fruits and Vegetables

Residual by Regressors for Item\_Outlet\_Sales



**The REG Procedure**  
**Model: MODEL1**  
**Dependent Variable: Item\_Outlet\_Sales**

Item\_Type=Household

<b>Number of Observations Read</b>	910
<b>Number of Observations Used</b>	910

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
<b>Model</b>	3	752602363	250867454	122.82	<.0001
<b>Error</b>	906	1850497029	2042491		
<b>Corrected Total</b>	909	2603099392			

<b>Root MSE</b>	1429.15751	<b>R-Square</b>	0.2891
<b>Dependent Mean</b>	2258.78430	<b>Adj R-Sq</b>	0.2868
<b>Coeff Var</b>	63.27109		

**Note:** Model is not full rank. Least-squares solutions for the parameters are not unique. Some statistics will be misleading. A reported DF of 0 or B means that the estimate is biased.

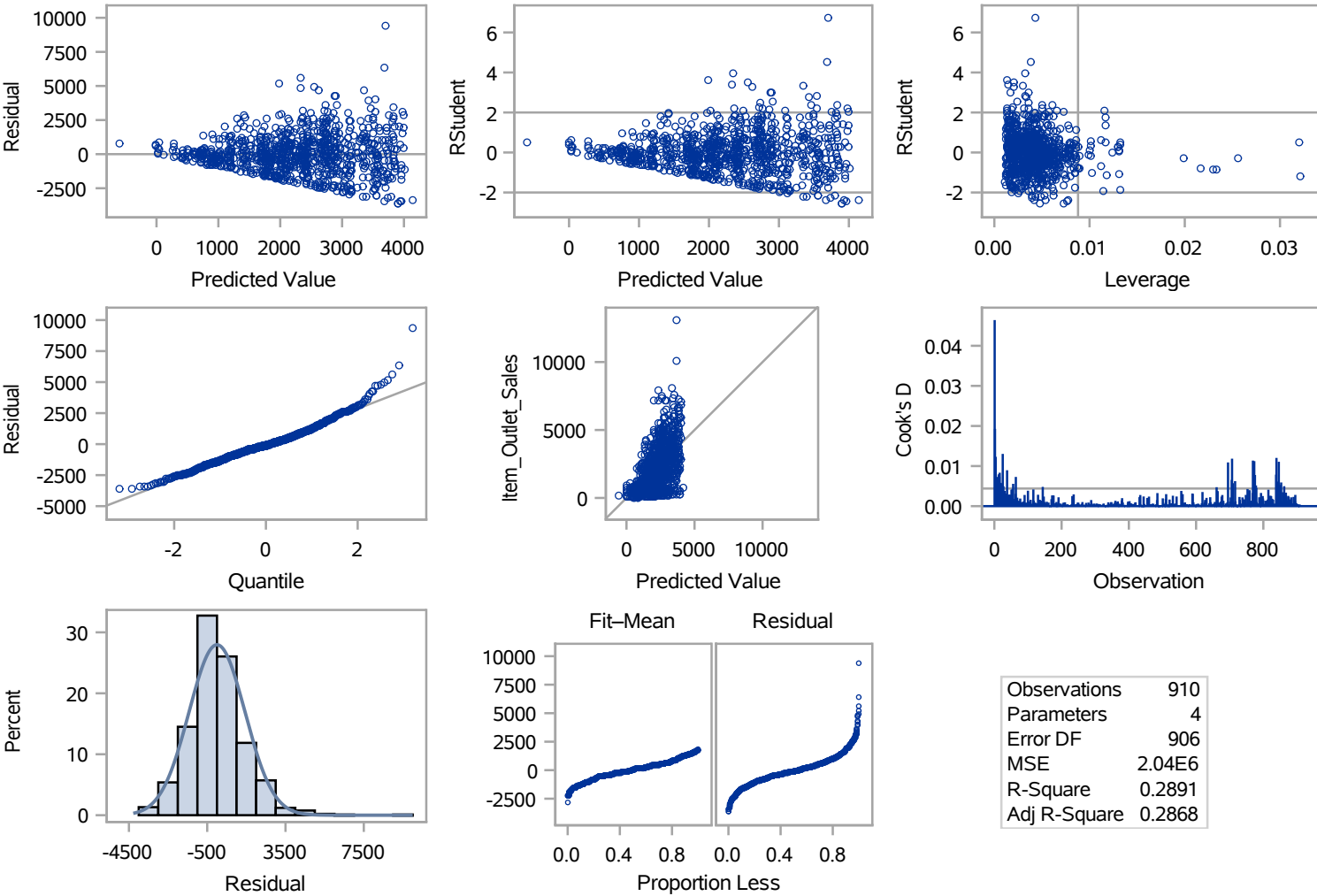
**Note:** The following parameters have been set to 0, since the variables are a linear combination of other variables as shown.

fat1 = 0

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr >  t
<b>Intercept</b>	1	385.03777	197.90217	1.95	0.0520
<b>fat1</b>	0	0	.	.	.
<b>item_weight_2</b>	1	4.59779	10.39768	0.44	0.6585
<b>Item_Visibility</b>	1	-4825.62203	910.26499	-5.30	<.0001
<b>Item_MRP</b>	1	14.10827	0.76076	18.55	<.0001

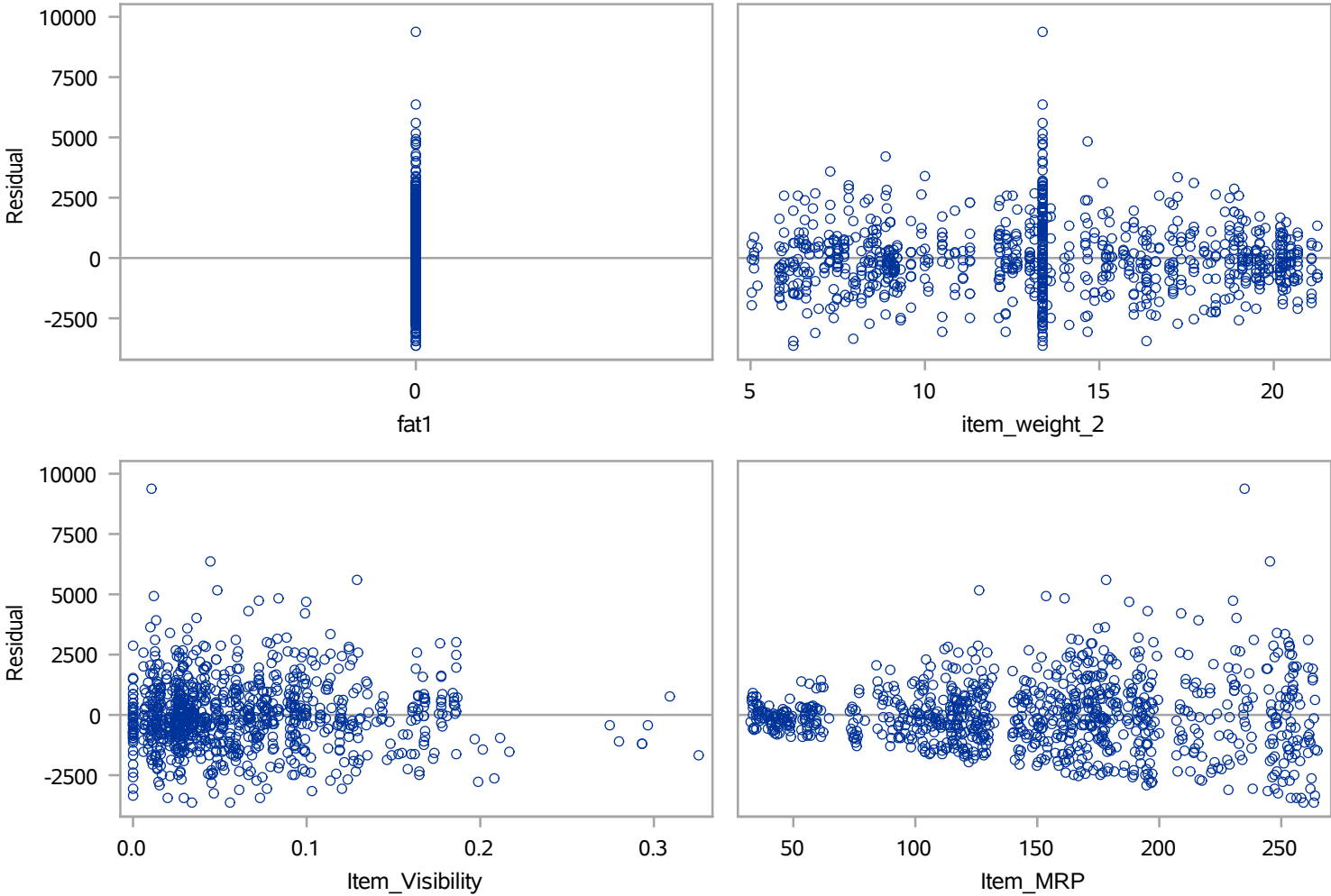
The REG Procedure  
Model: MODEL1  
Dependent Variable: Item\_Outlet\_Sales  
Item\_Type=Household

Fit Diagnostics for Item\_Outlet\_Sales



The REG Procedure  
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Dependent Variable: Item\_Outlet\_Sales  
Item\_Type=Household

Residual by Regressors for Item\_Outlet\_Sales



**The REG Procedure**  
**Model: MODEL1**  
**Dependent Variable: Item\_Outlet\_Sales**

**Item\_Type=Snack Foods**

<b>Number of Observations Read</b>	1200
<b>Number of Observations Used</b>	1200

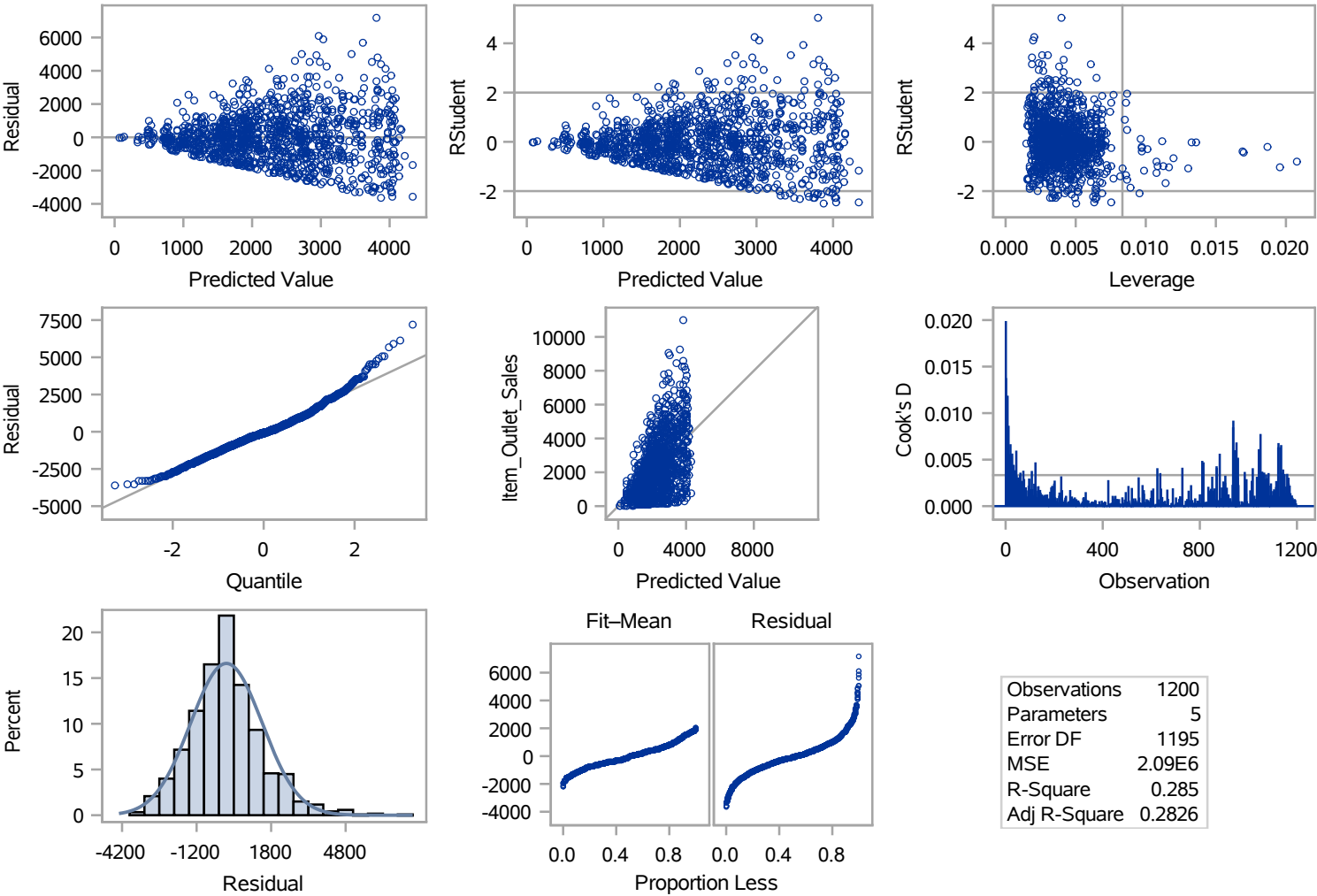
<b>Analysis of Variance</b>					
<b>Source</b>	<b>DF</b>	<b>Sum of Squares</b>	<b>Mean Square</b>	<b>F Value</b>	<b>Pr &gt; F</b>
<b>Model</b>	4	993463533	248365883	119.07	<.0001
<b>Error</b>	1195	2492557264	2085822		
<b>Corrected Total</b>	1199	3486020798			

<b>Root MSE</b>	1444.23751	<b>R-Square</b>	0.2850
<b>Dependent Mean</b>	2277.32174	<b>Adj R-Sq</b>	0.2826
<b>Coeff Var</b>	63.41825		

<b>Parameter Estimates</b>					
<b>Variable</b>	<b>DF</b>	<b>Parameter Estimate</b>	<b>Standard Error</b>	<b>t Value</b>	<b>Pr &gt;  t </b>
<b>Intercept</b>	1	325.48479	195.99015	1.66	0.0970
<b>fat1</b>	1	21.45723	87.53002	0.25	0.8064
<b>item_weight_2</b>	1	0.98432	10.29610	0.10	0.9239
<b>Item_Visibility</b>	1	-4156.75502	821.76015	-5.06	<.0001
<b>Item_MRP</b>	1	15.10209	0.72360	20.87	<.0001

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