Response Webstore_Spend

Whole Model

Actual by Predicted Plot

Webstore_Spend Predicted RMSE=63.144 RSq=0.49
PValue=<.0001

WEB_VISITS

Leverage Plot

WEB_VISITS Leverage, P<.0001

### Restaurant

Leverage Plot

Restaurant Leverage, P<.0001
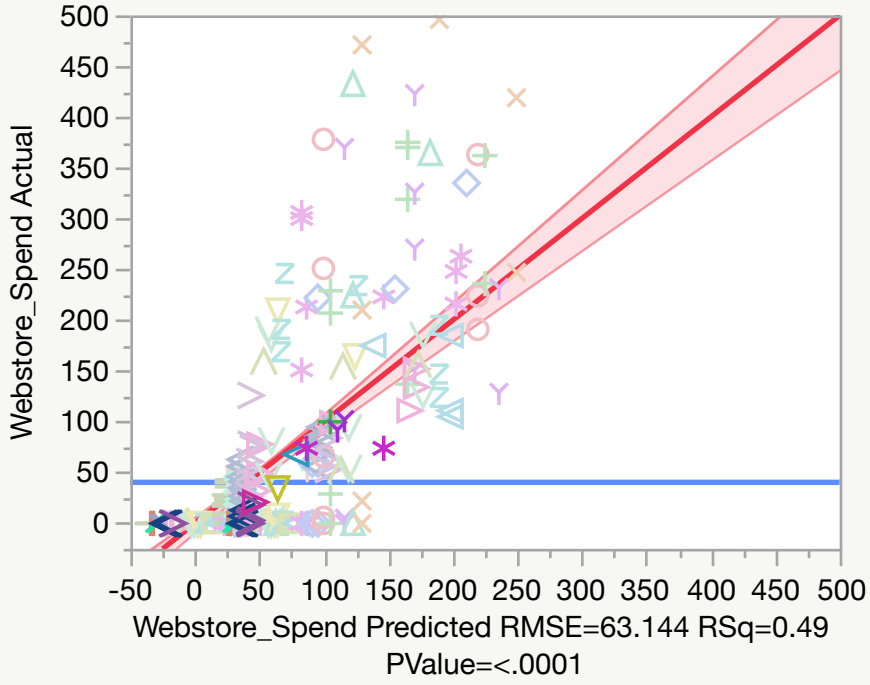
Effect Summary

Source	LogWorth		PValue
WEB_VISITS	48.151		0.00000
Restaurant	22.210		0.00000

Lack Of Fit

Source	DF	Sum of Squares	Mean Square	F Ratio
Lack Of Fit	133	772732.3	5810.02	1.7494
Pure Error	364	1208878.6	3321.10	Prob > F
Total Error	497	1981610.9		<.0001*
				Max RSq
				0.6863

Residual by Predicted Plot

Webstore_Spend Predicted
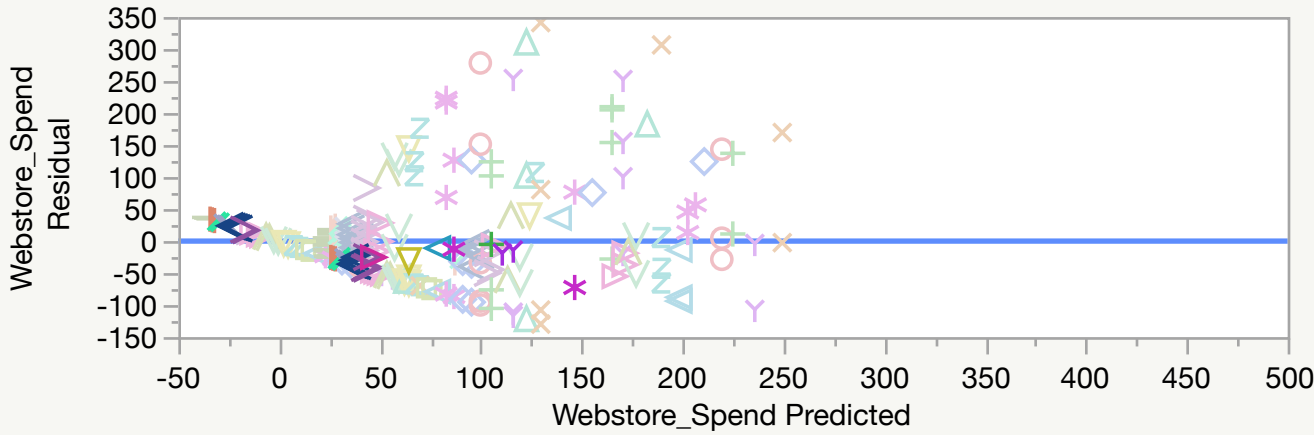
Summary of Fit

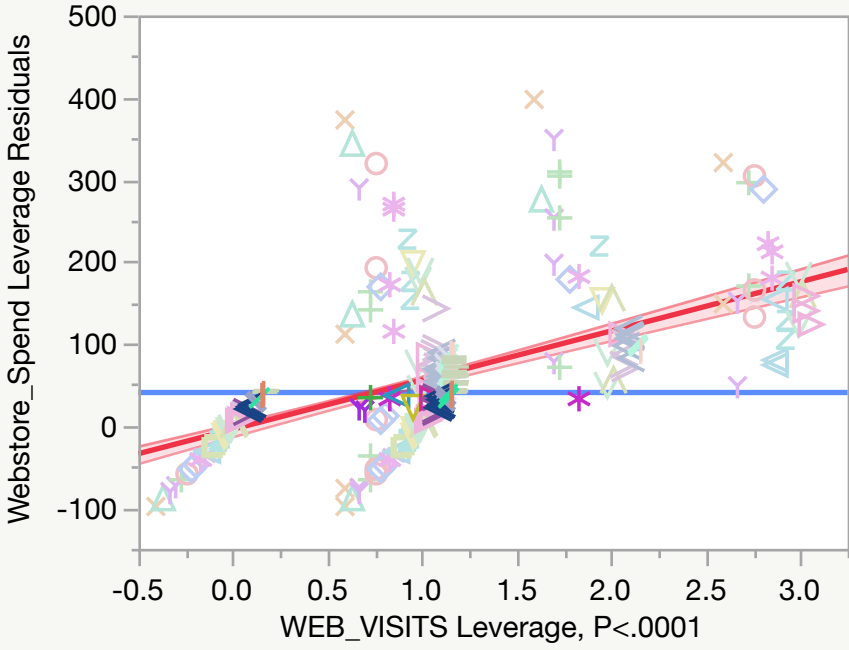|	
RSquare	0.485713
RSquare Adj	0.483644
Root Mean Square Error	63.14384
Mean of Response	40.474
Observations (or Sum Wgts)	500

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	2	1871513.8	935757	234.6935
Error	497	1981610.9	3987	Prob > F
C. Total	499	3853124.7		<.0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob>|t|
Intercept	-44.61138	5.113112	-8.72	<.0001*
WEB_VISITS	59.868745	3.6386	16.45	<.0001*
Restaurant	0.5449059	0.052552	10.37	<.0001*