**If the linear regression coefficient of a predictor is 0.54 then what does it mean?**

Regression coefficients represent the mean change in the response variable for one unit of change in the predictor variable, with constant other predictor. Coefficient of predictor isolates the role of one variable from all of the others in model. This is also called as slope coefficients.

If we will take the sales quantity and revenue in a graph, and x-axis holds the sales quantity. Then one unit increase or decrease in sales quantity the revenue will increase or decrease by .54 units.