1. What is the correlation (R2 value) between sales and income?

The R2 shows a strong correlation (Value R2= 0,78) between sales and income. Hence the data adjust very well to the regression Model.

1. What is the correlation (R2 value) between customer ratings and product return rate?

The R2 shows a moderate correlation (Value R2= 0,69) between customer ratings and product rate.

1. What are the linear regression formulas to predict customer income from customer sales?

Y=0,011X – 722,142

Where:

Y is Customer Sales

X is Customer Income

1. Which customer do you predict has the highest income?

Jon Little from Illinois 558k per year.

1. Which product will be advertised the most?

Based on the customer estimated income, the database show that the marketing department can advertise plenty of sweaters as the can afford them.