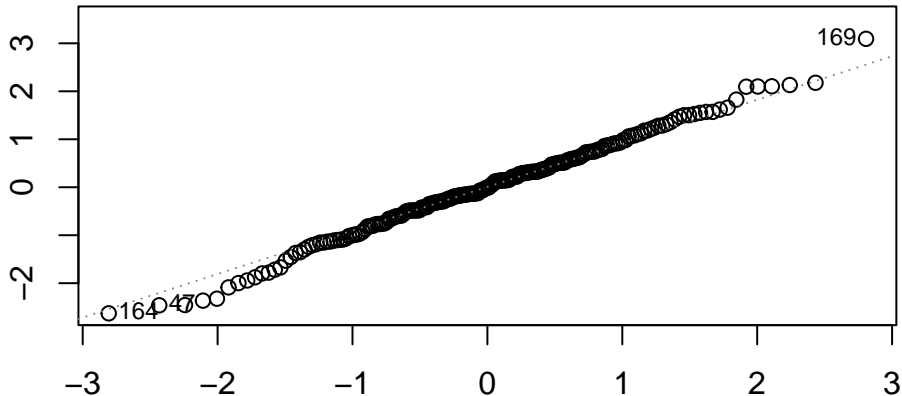


Normal Q-Q

Standardized residuals



Theoretical Quantiles
 $\text{lm}(\text{sales} \sim \text{adverts} + \text{airplay} + \text{image})$