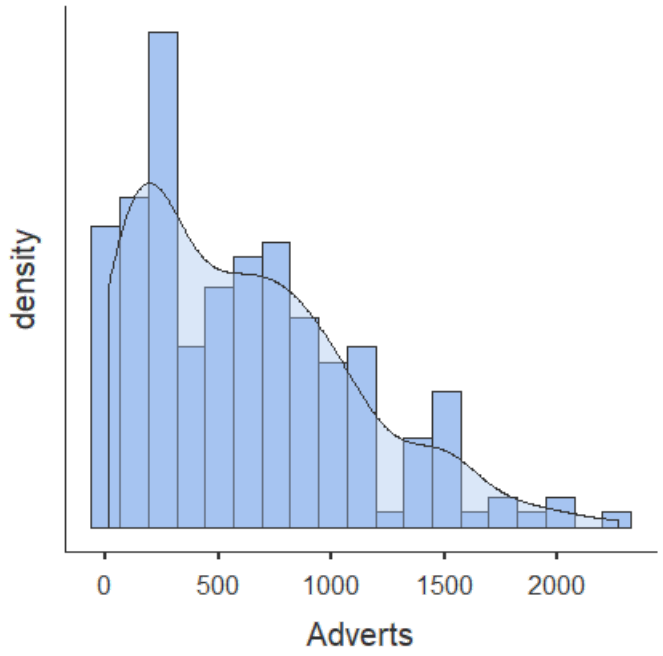
Descriptives

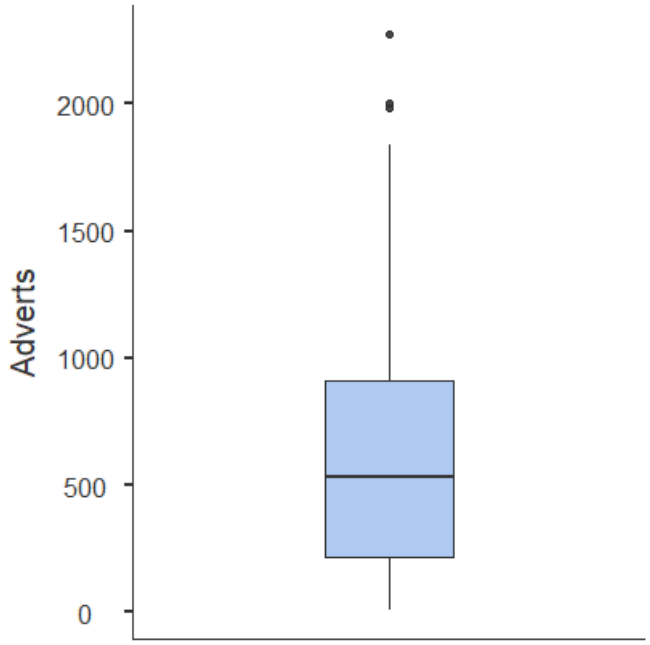
Descriptives

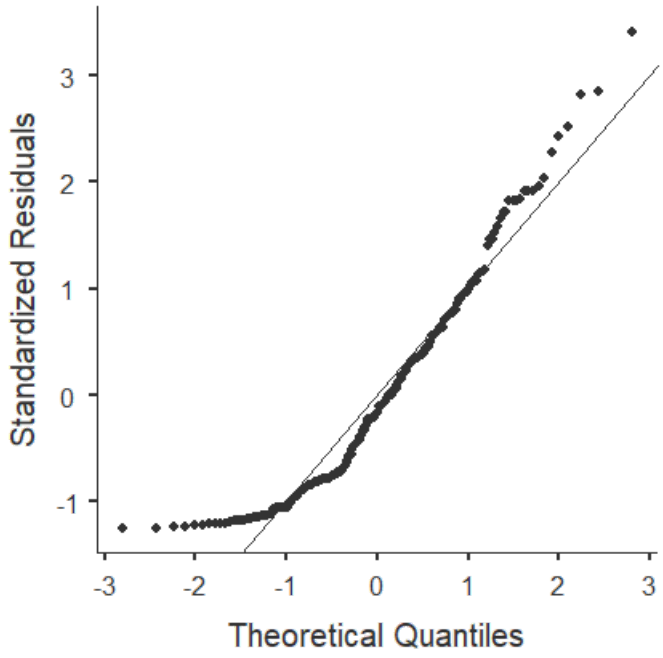
	Adverts	Sales	Airplay	Image
N	200	200	200	200
Missing	0	0	0	0
Mean	614	193	27.5	6.77
Median	532	200	28.0	7.00
Standard deviation	486	80.7	12.3	1.40
Minimum	9.10	10.0	0.00	1.00
Maximum	2272	360	63.0	10.0
Skewness	0.853	0.0439	0.0597	-1.29
Std. error skewness	0.172	0.172	0.172	0.172
Shapiro-Wilk p	< .001	0.030	0.408	< .001

Plots

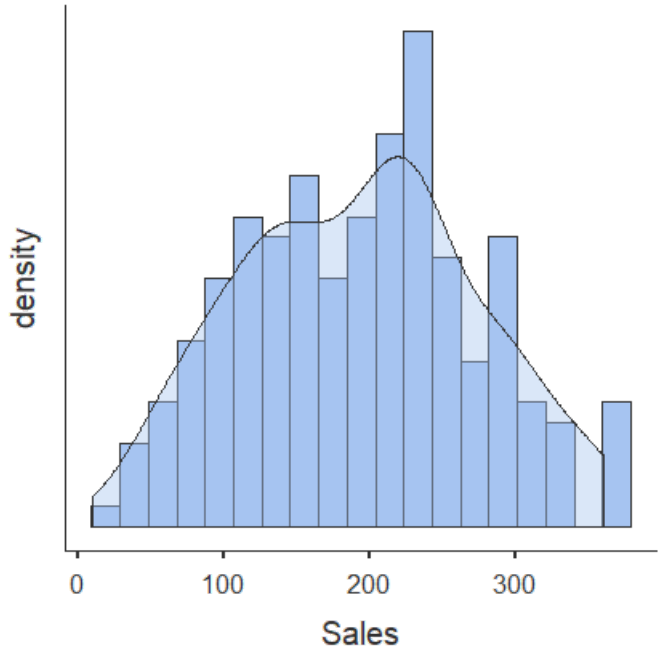
Adverts

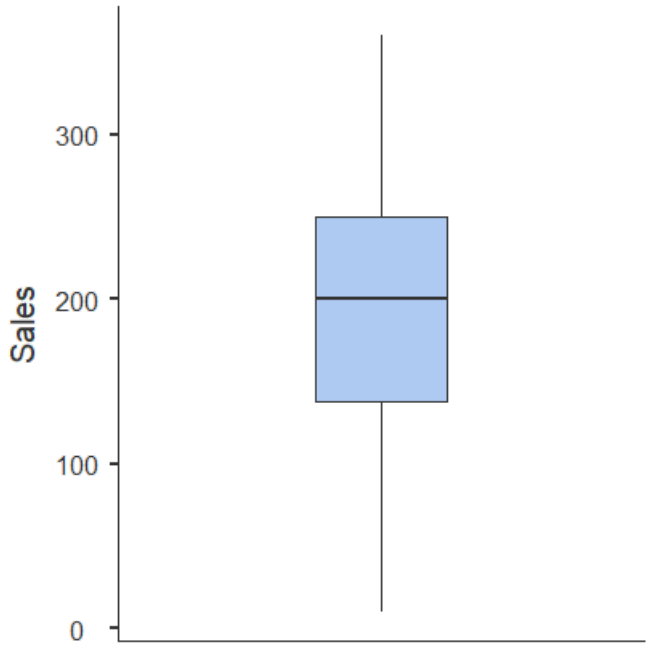


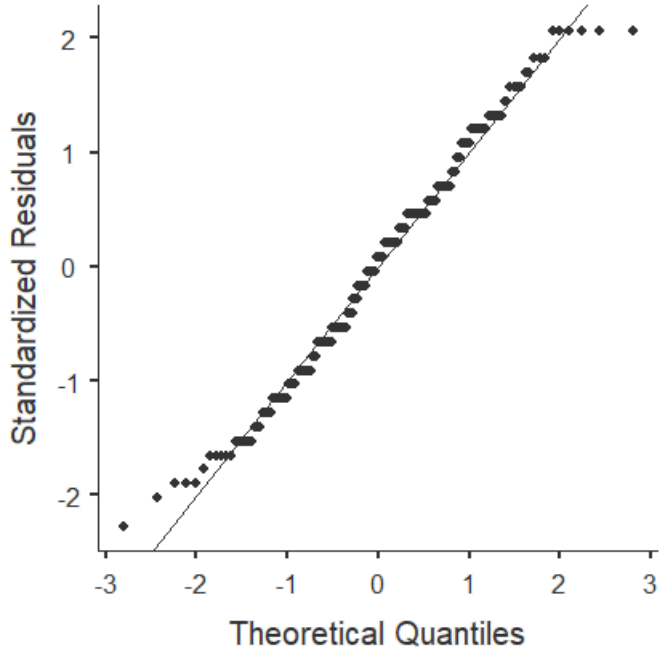

Adverts
2000
1500
1000
500
0


Standardized Residuals
3
2
1
0
-1
-3
-2
-1
0
1
2
3
Theoretical Quantiles

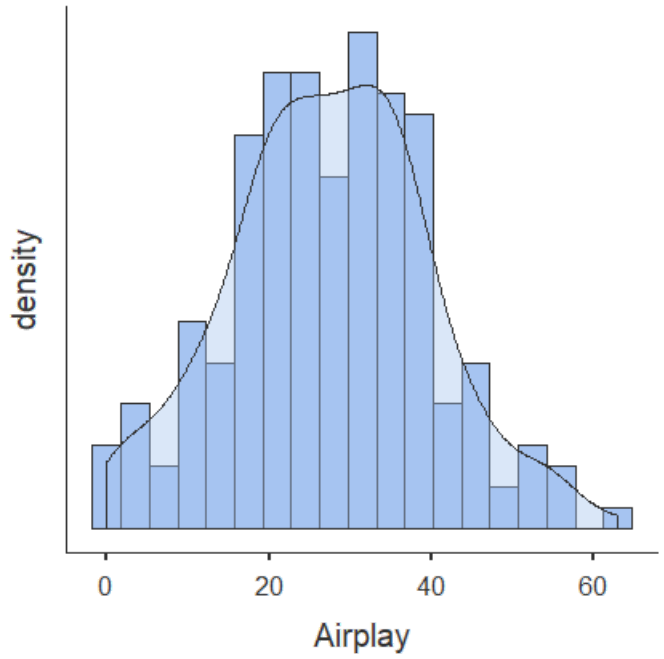
Sales

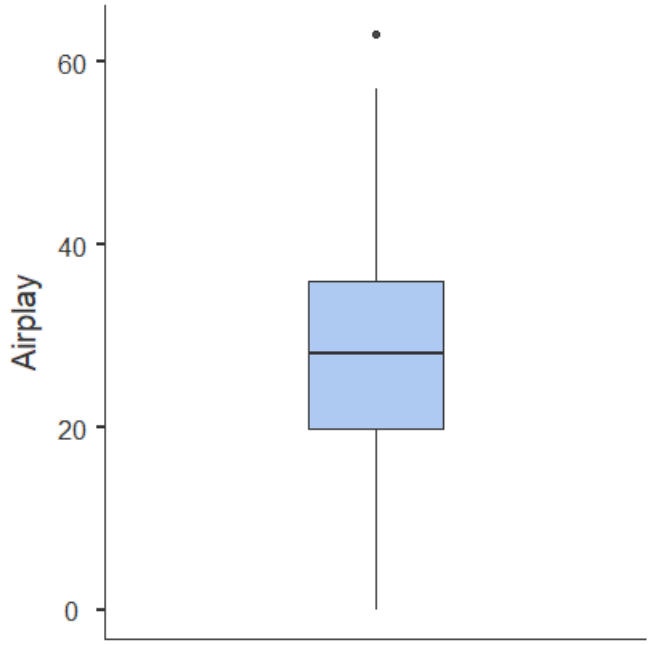

density
0
100
200
300
Sales

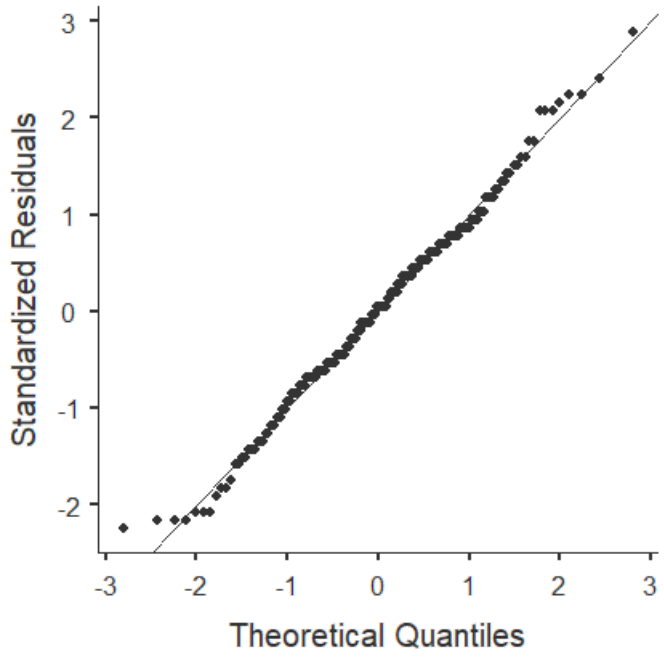

Sales
300
200
100
0


Standardized Residuals
2
1
0
-1
-2
-3
-2
-1
0
1
2
3
Theoretical Quantiles

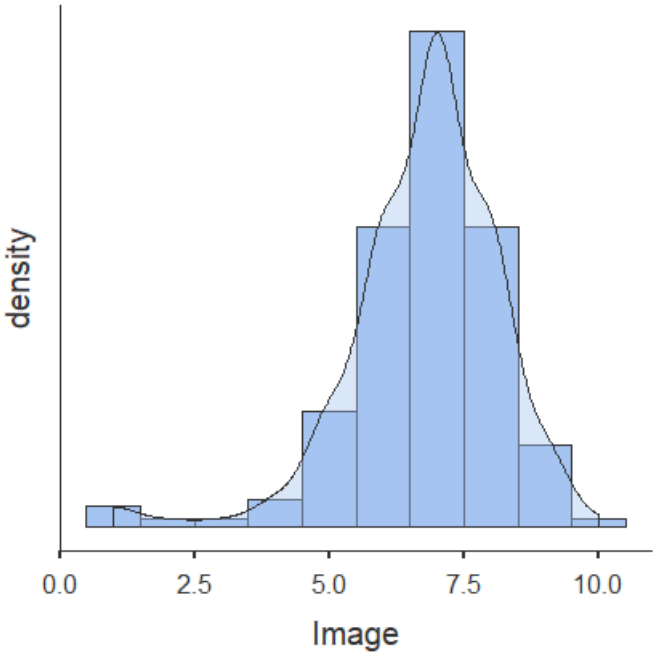
Airplay

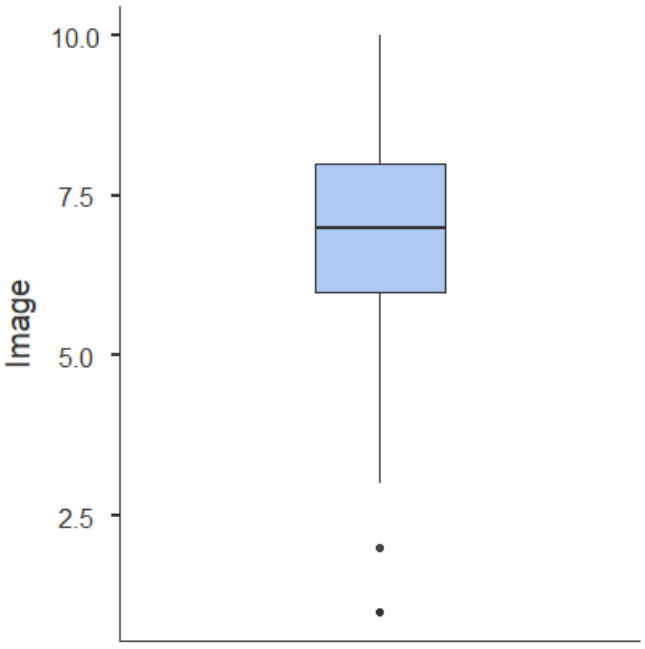

density
0
20
40
60
Airplay

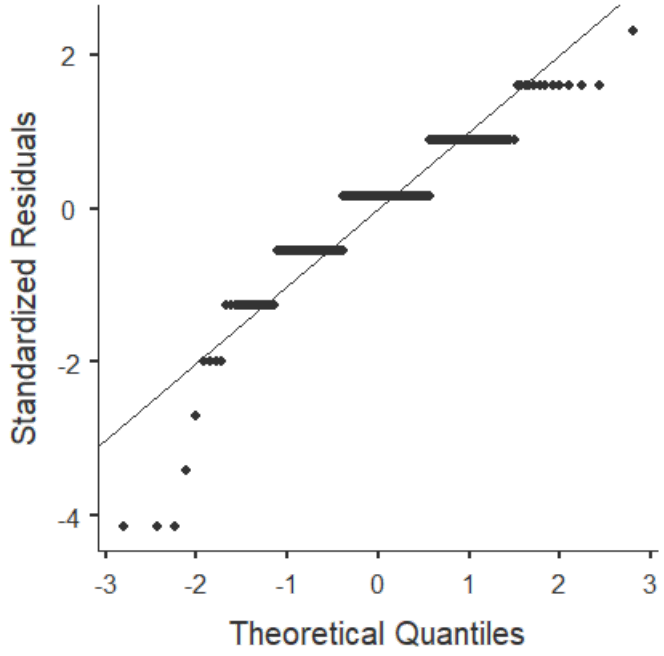

60
40
20
0
Airplay


3
2
1
0
-1
-2
Standardized Residuals
-3
-2
-1
0
1
2
3
Theoretical Quantiles

Image


density
0.0
2.5
5.0
7.5
10.0
Image


10.0
7.5
5.0
2.5
Image



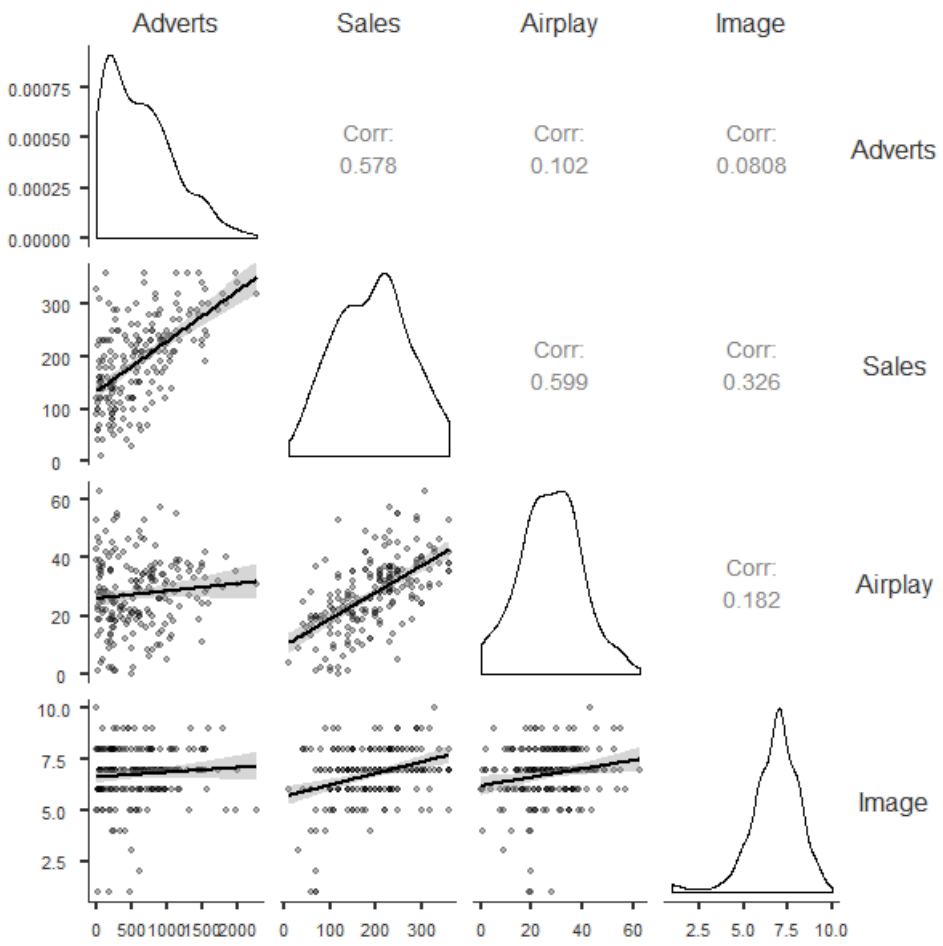
Correlation Matrix

Correlation Matrix

		Adverts	Sales	Airplay	Image
Adverts	Pearson's r	—			
	p-value	—			
Sales	Pearson's r	0.578 ***	—		
	p-value	< .001	—		
Airplay	Pearson's r	0.102	0.599 ***	—	
	p-value	0.151	< .001	—	
Image	Pearson's r	0.081	0.326 ***	0.182 **	—
	p-value	0.256	< .001	0.010	—

Note. * p < .05, ** p < .01, *** p < .001

Plot



Linear Regression

Model Fit Measures

				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**F**	**df1**	**df2**	**p**
1	0.815	0.665	0.660	129	3	196	< .001

Model Coefficients - Sales

			95% Confidence Interval					95% Confidence Interval	
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**	**Stand. Estimate**	**Lower**	**Upper**
Intercept	-26.6130	17.35000	-60.8296	7.6037	-1.53	0.127			
Adverts	0.0849	0.00692	0.0712	0.0985	12.26	< .001	0.511	0.429	0.593
Airplay	3.3674	0.27777	2.8196	3.9152	12.12	< .001	0.512	0.429	0.595
Image	11.0863	2.43785	6.2786	15.8941	4.55	< .001	0.192	0.109	0.275

Data Summary

Cook's Distance

			Range	
Mean	**Median**	**SD**	**Min**	**Max**
0.00520	0.00166	0.00962	4.05e-7	0.0708

Assumption Checks

Collinearity Statistics

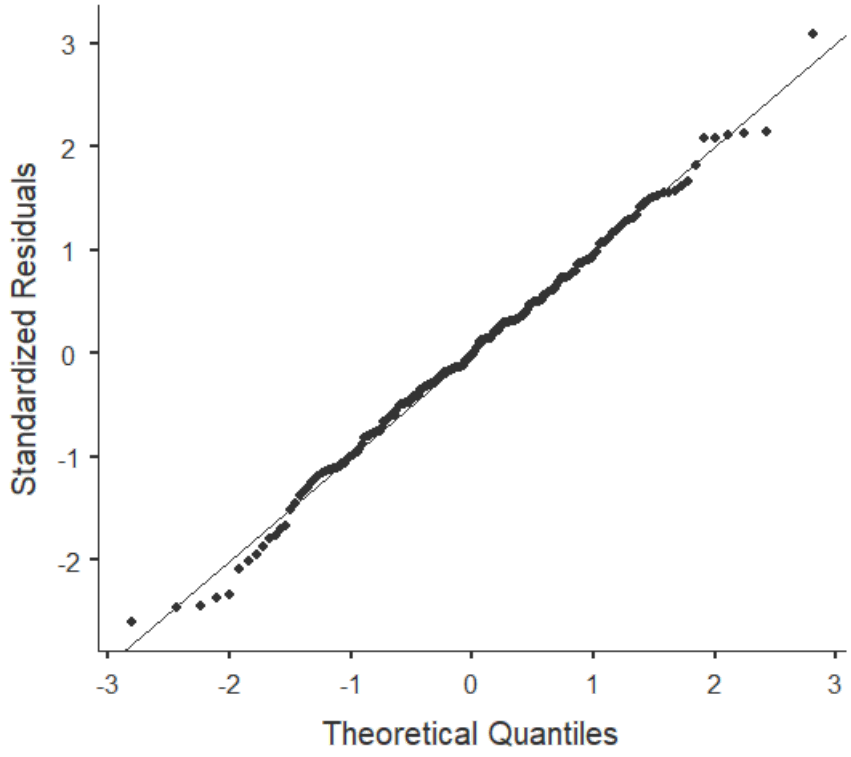
	VIF	Tolerance
Adverts	1.01	0.986
Airplay	1.04	0.959
Image	1.04	0.963

[3]

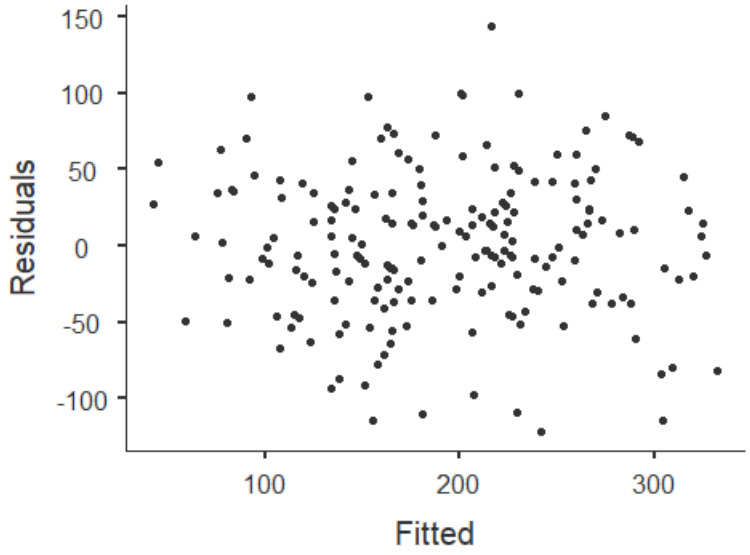
Normality test (Shapiro-Wilk)

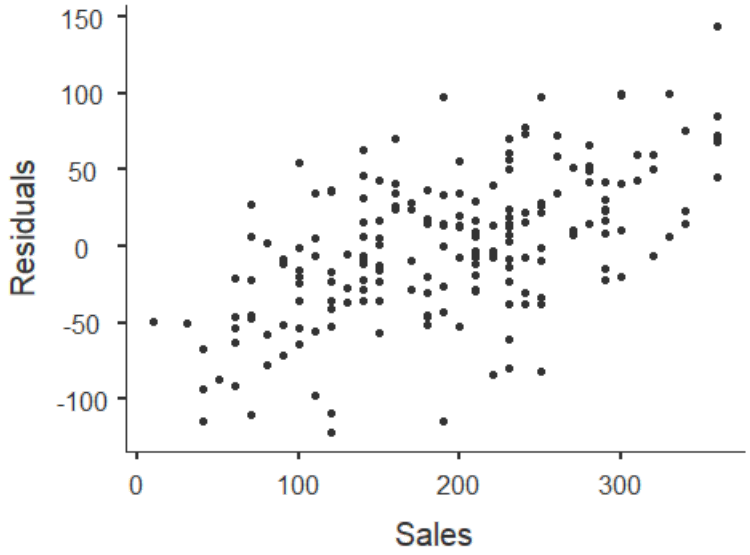
statistic	p
0.995	0.725

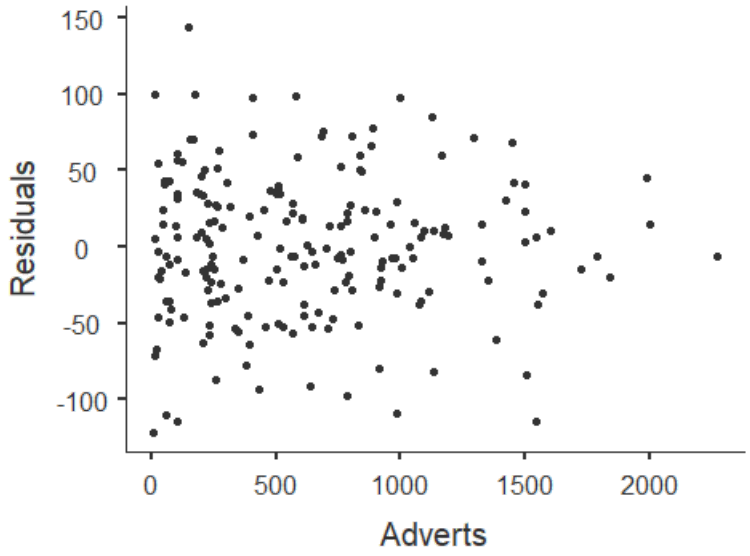
Q-Q Plot

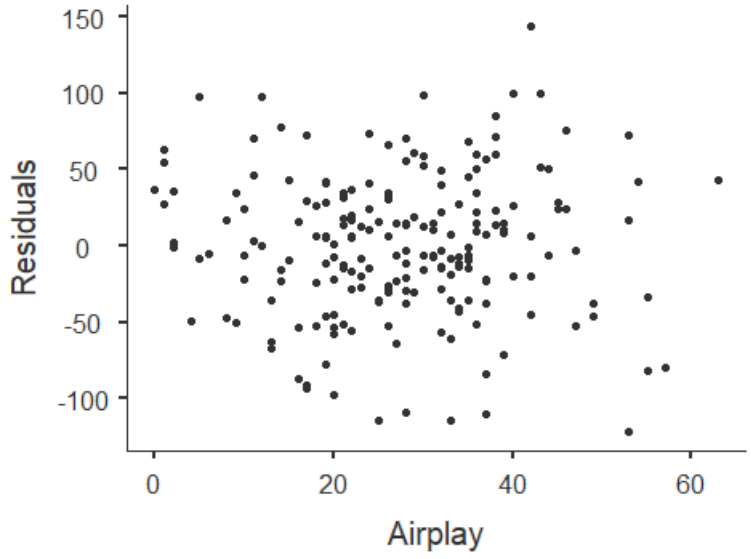


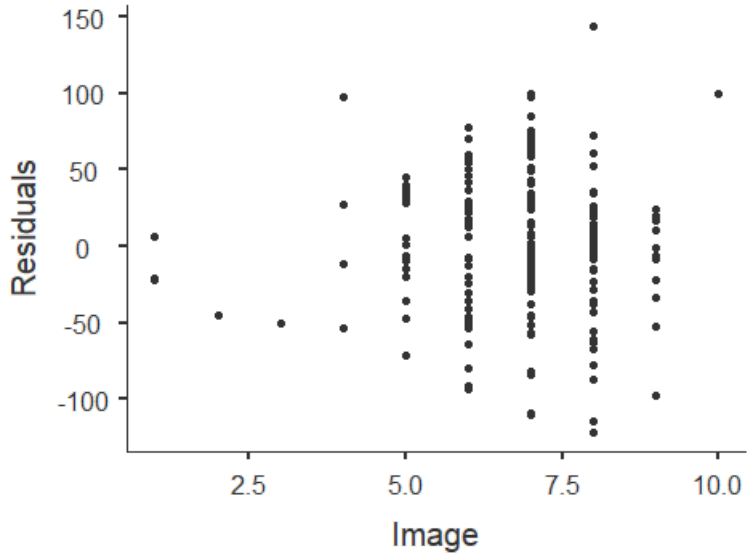
Residuals Plots


Residuals
150
100
50
0
-50
-100
100
200
300
Fitted


Residuals
150
100
50
0
-50
-100
0
100
200
300
Sales


Residuals
150
100
50
0
-50
-100
0
500
1000
1500
2000
Adverts





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[1] The jamovi project (2020). *jamovi*. (Version 1.2) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2019). *R: A Language and envionment for statistical computing*. (Version 3.6) [Computer software]. Retrieved from https://cran.r-project.org/.

[3] Fox, J., & Weisberg, S. (2018). *car: Companion to Applied Regression*. [R package]. Retrieved from https://cran.r-project.org/package=car.