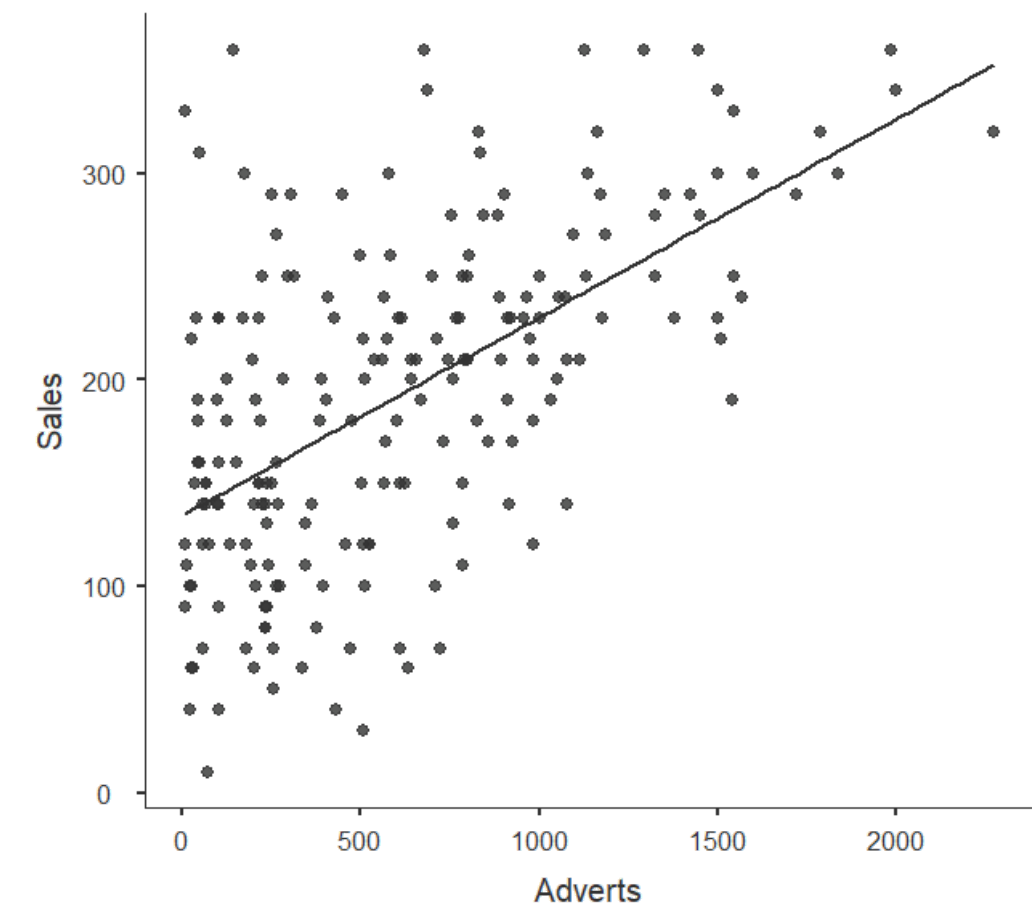


Scatterplot



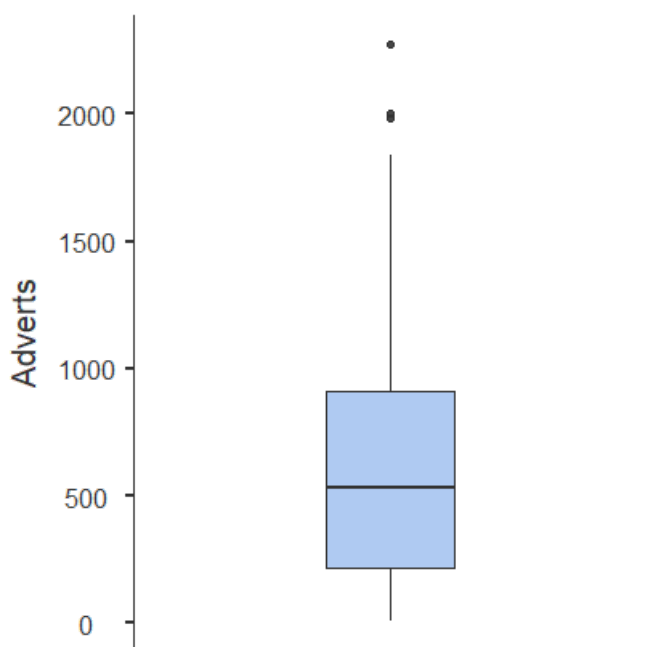
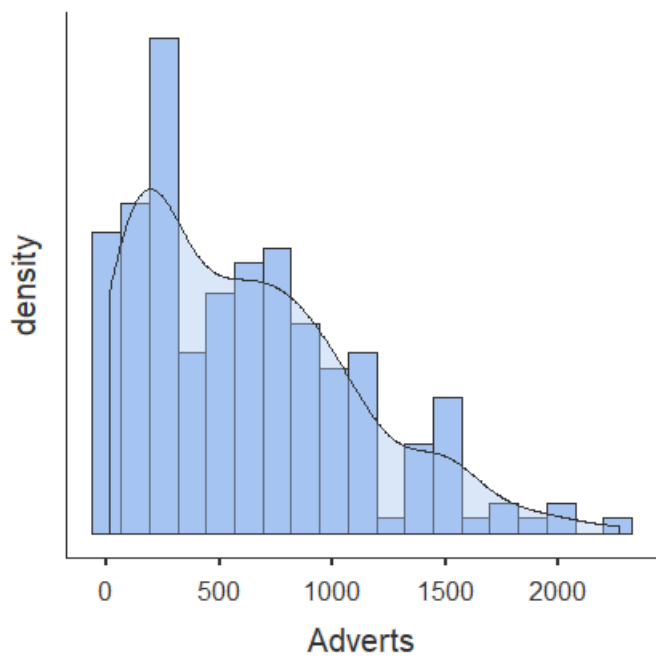
Descriptives

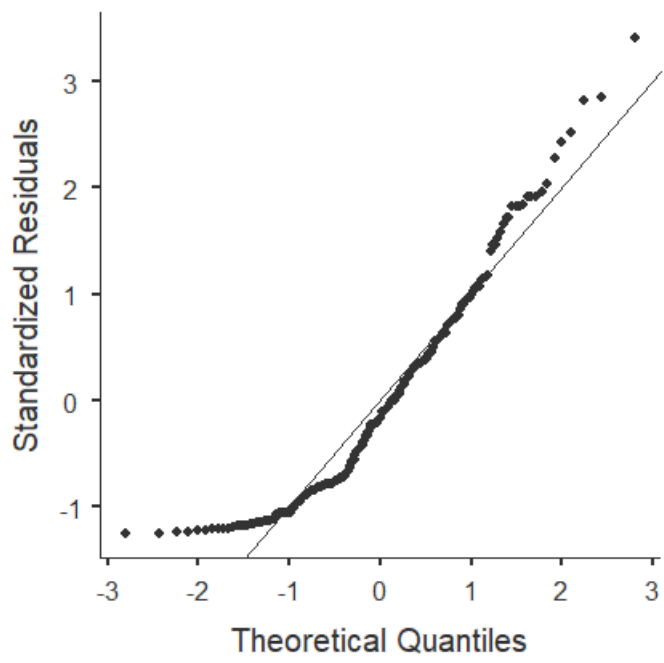
Descriptives

	Adverts	Sales
N	200	200
Missing	0	0
Mean	614	193
Median	532	200
Standard deviation	486	80.7
Minimum	9.10	10.0
Maximum	2272	360
Skewness	0.853	0.0439
Std. error skewness	0.172	0.172
Shapiro-Wilk p	< .001	0.030

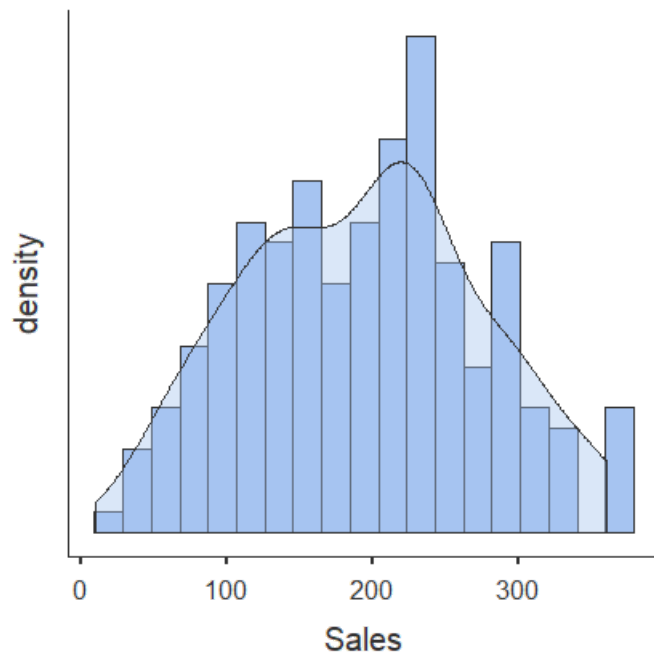
Plots

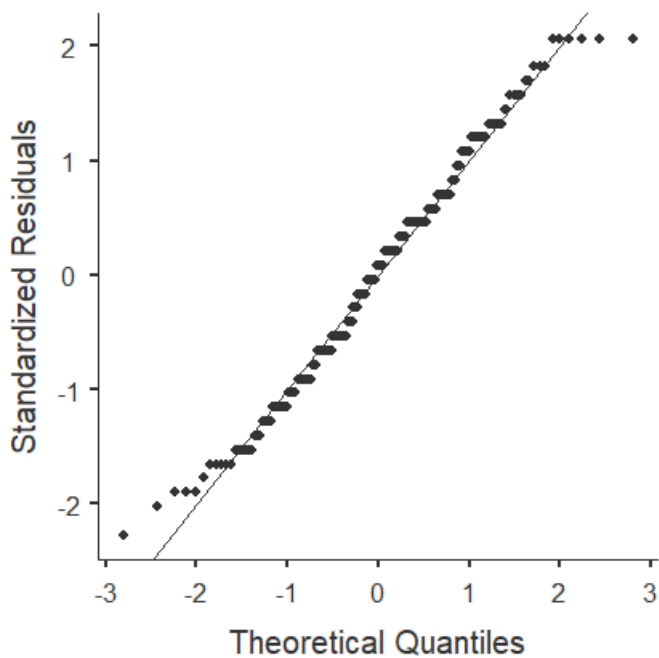
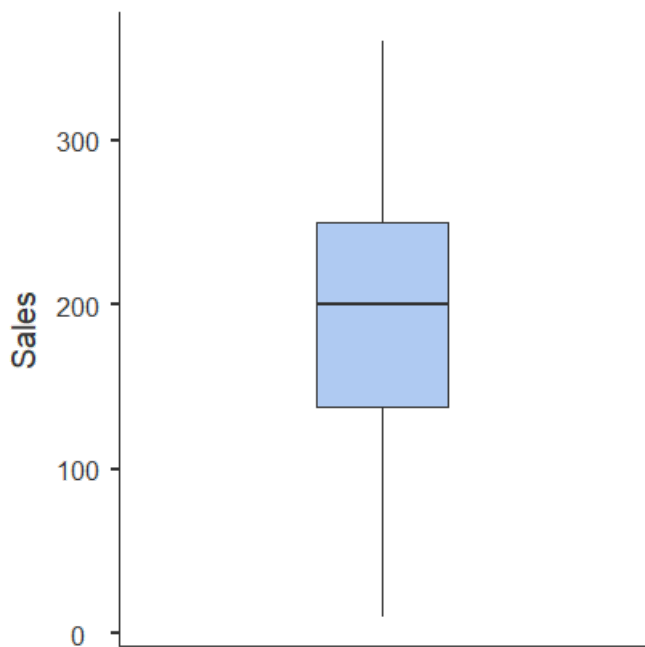
Adverts





Sales





Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²	Overall Model Test			
				F	df1	df2	p
1	0.578	0.335	0.331	99.6	1	198	< .001

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	< .001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

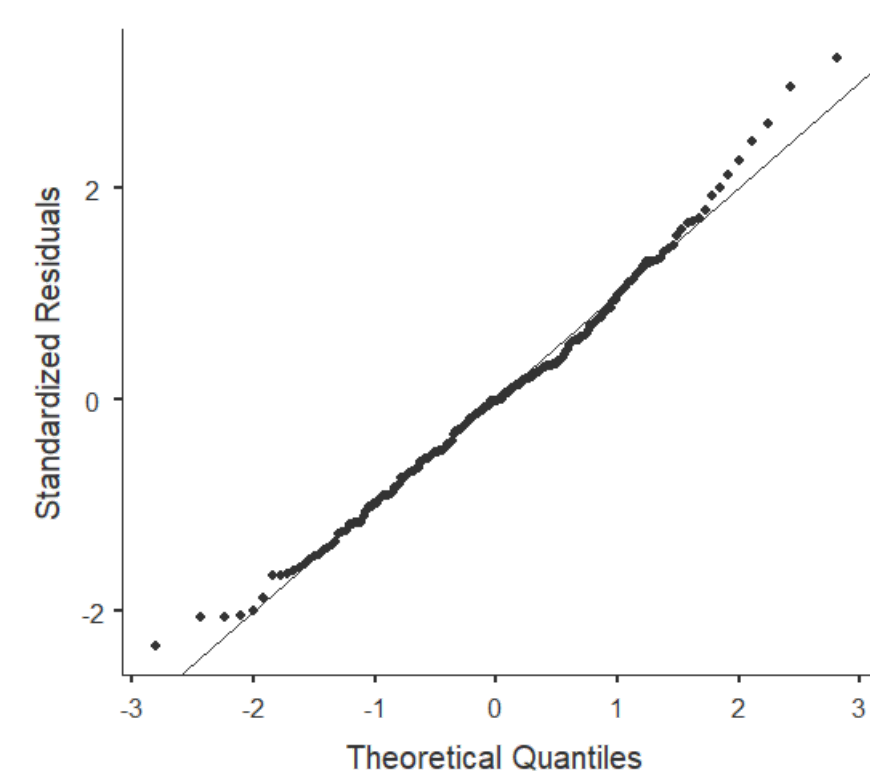
Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate	95% Confidence Interval	
			Lower	Upper				Lower	Upper
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001			
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578	0.464	0.693

Assumption Checks

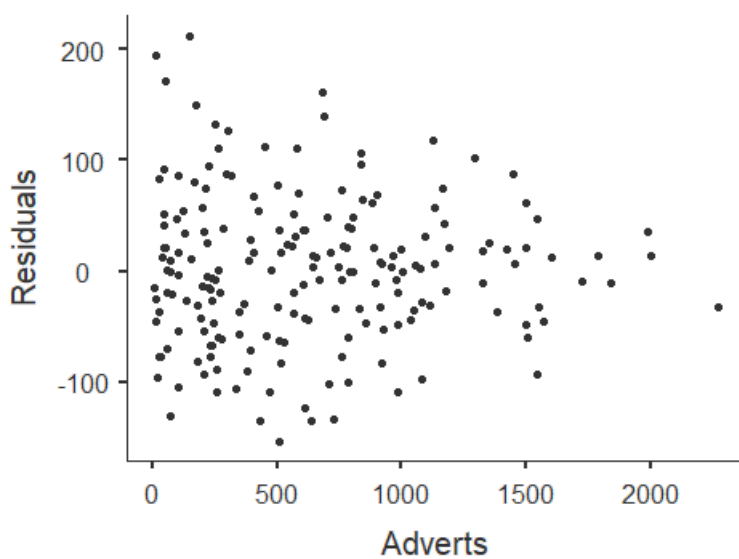
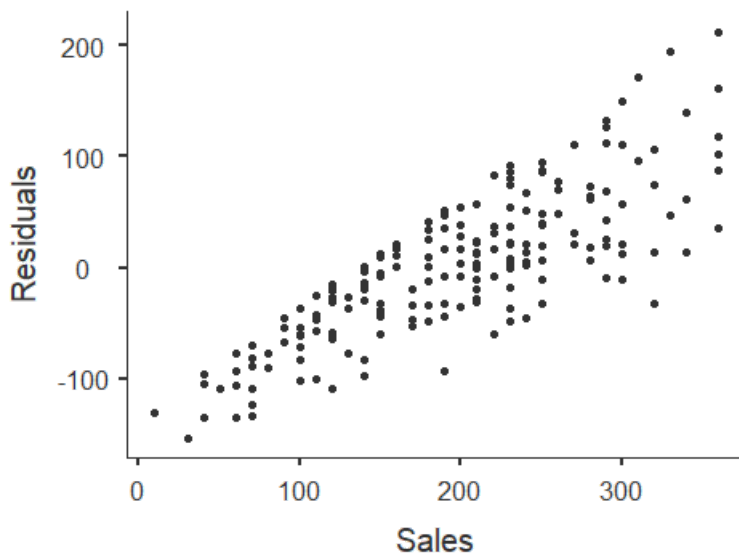
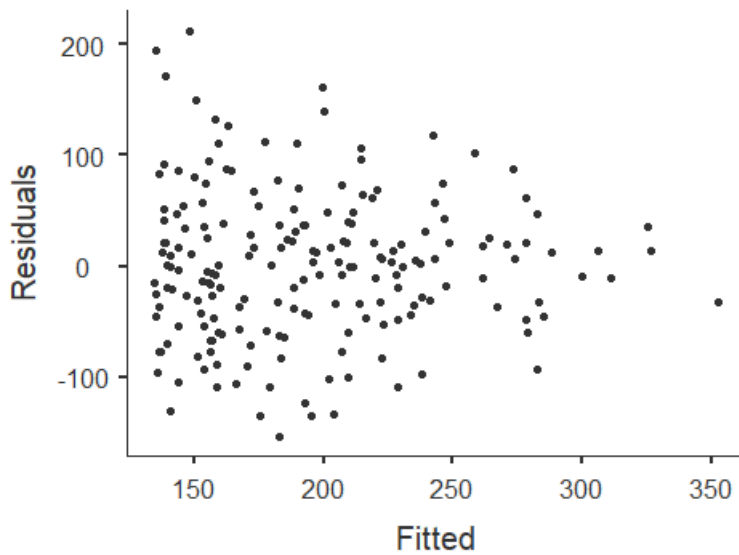
Normality test (Shapiro-Wilk)

statistic	p
0.990	0.176

Q-Q Plot



Residuals Plots



References

[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 environment 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>.