

# Simple Linear Regression

Allan Omondi, student ID, Group D

2025-05-19

## Contents

### 1 Load the Dataset

1

```
if (!"pacman" %in% installed.packages()[, "Package"]) {  
  install.packages("pacman", dependencies = TRUE)  
  library("pacman", character.only = TRUE)  
}  
  
pacman::p_load("here")  
  
knitr::opts_knit$set(root.dir = here::here())
```

### 1 Load the Dataset

```
pacman::p_load("readr")  
  
clv_data <- read_csv("./data/clv_data.csv")  
  
## Rows: 500 Columns: 2  
## -- Column specification -----  
## Delimiter: ","  
## dbf (2): purchase_frequency, customer_lifetime_value  
##  
## i Use `spec()` to retrieve the full column specification for this data.  
## i Specify the column types or set `show_col_types = FALSE` to quiet this message.  
  
head(clv_data)  
  
## # A tibble: 6 x 2  
##   purchase_frequency customer_lifetime_value  
##           <dbl>           <dbl>  
## 1             3             110.  
## 2             7             190.  
## 3             6             160.  
## 4             2             94.4  
## 5             4             133.  
## 6             8             223.
```