Simple Linear Regression

Allan Omondi, student ID, Group D

2025-05-19

Table of Contents

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: ","  
## dbl (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 × 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.