## BA ASSIGNMENT1 DIVYA CHANDRASEKARAN 811284790

## 2023-10-01

```
# Load ISLR library
library(ISLR)
# Load the Carseats dataset
data("Carseats")
# Print summary of the Carseats dataset
summary(Carseats)
##
       Sales
                    CompPrice
                                   Income
                                               Advertising
  Min. : 0.000 Min. : 77
                               Min. : 21.00
                                               Min. : 0.000
  1st Qu.: 5.390
                  1st Qu.:115 1st Qu.: 42.75
                                               1st Qu.: 0.000
## Median : 7.490
                               Median : 69.00
                  Median:125
                                               Median : 5.000
                  Mean :125 Mean : 68.66
## Mean : 7.496
                                               Mean : 6.635
## 3rd Qu.: 9.320
                   3rd Qu.:135
                               3rd Qu.: 91.00
                                               3rd Qu.:12.000
## Max. :16.270 Max. :175 Max. :120.00
                                               Max. :29.000
     Population
                  Price
                                ShelveLoc
                                                             Education
                                                Age
## Min. : 10.0 Min. : 24.0 Bad : 96 Min. :25.00 Min. :10.0
## 1st Qu.:139.0 1st Qu.:100.0 Good : 85 1st Qu.:39.75 1st Qu.:12.0
## Median: 272.0 Median: 117.0 Medium: 219 Median: 54.50 Median: 14.0
## Mean :264.8 Mean :115.8
                                            Mean :53.32 Mean :13.9
## 3rd Qu.:398.5
                 3rd Qu.:131.0
                                            3rd Qu.:66.00 3rd Qu.:16.0
## Max. :509.0 Max. :191.0
                                            Max. :80.00 Max. :18.0
## Urban
           US
## No :118 No :142
## Yes:282 Yes:258
##
##
##
##
#FROM THE ABOVE OUTPUT WE CAN SEE THAT THERE ARE 11 ROWS AND 400 OBSERVATIONS
##THE NAMES OF THESE 11 ROWS ARE: SALES, COMPRICE, INCOME, ADVERTISING, POPULATION, PRICE,
#SHELVELOC, AGE, EDUCATION, URBAN, US.
# Find the maximum value of the "advertising" attribute
max_advertising <- max(Carseats$Advertising)</pre>
max advertising
```

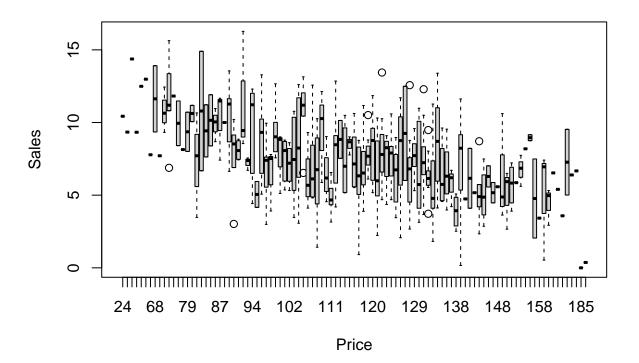
## [1] 29

```
# Calculate the IQR of the Price attribute
iqr_price <- IQR(Carseats$Price)
iqr_price</pre>
```

## [1] 31

```
#Plot Sales against Price
library(ggplot2) #FOR CREATING DATA VISUALIZATION
boxplot(Carseats$Sales ~ Carseats$Price, xlab = "Price", ylab = "Sales", main = "BOX PLOT OF SALES AGAI")
```

## **BOX PLOT OF SALES AGAINST PRICE**



```
# Calculate the correlation coefficient
correlation <- cor(Carseats$Price, Carseats$Sales)
correlation</pre>
```

## [1] -0.4449507

#The correlation analysis will always result between -1 and 1. When the result is -1,
##the x value will increase and the y value will decrease; therefore, showing a negative significance.
##So, in the context of your Sales vs. Price plot and the negative correlation coefficient,
##it suggests that there is a negative linear relationship between the price of car seats,
##and the sales of car seats in the data set. As the price increases, sales tend to decrease,
##and as the price decreases, sales tend to increase.