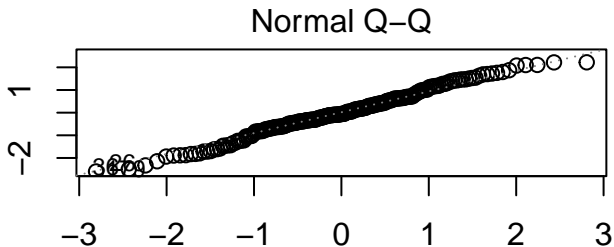


Standardized residuals



Theoretical Quantiles
 $\text{lm}(\text{sales} \sim \text{TV})$