Analysis of online_only variable

```
# Encoding MarketingFlags as factor

lmcat1 <- lm(log_love ~ online_only, data= sephoraData)

kbl(tidy(lmcat1)) %>%
kable_classic_2(full_width = F)
```

term	estimate	std.error	statistic	p.value
(Intercept)	8.860985	0.0538357	164.59296	0
online_only	-1.369860	0.1055806	-12.97455	0

```
# getting t values
t_start <- round(abs(summary(lmcat1)$coefficients[2, 3]),2)

# calculating t value
t_value <- round(qt(.95, df = dim(sephoraData)[1] - 2),2)
```

> We reject H_o becasue $|t^*| = 12.97 > t = 1.65$. The p-values < significant level $\alpha = 0.05$,so it's statistically signicant