Analysis of limited_time_offer variable

```
lmcat4 <- lm(log_love ~ factor(limited_time_offer), data= sephoraData)

kbl(tidy(lmcat4)) %>%
kable_classic_2(full_width = F)
```

term	estimate	std.error	statistic	p.value
(Intercept)	8.5054251	0.0500863	169.815246	0.0000000
factor(limited_time_offer)1	-0.6036775	1.5838693	-0.381141	0.7031797

```
# getting t values
t_start <- round(abs(summary(lmcat4)$coefficients[2, 3]),2)

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

> We fail to reject H_o becasue $|t^*| = 0.38 < t = 1.65$. The p-values greater than significant level $\alpha = 0.05$,so it's not statistically signicant. Therefore, we drop the categorical varible called limited_time_offer