

<b>Data Set</b>	WORK.IMPORT
<b>Dependent Variable</b>	Profit
<b>Selection Method</b>	Stepwise
<b>Select Criterion</b>	C(p)
<b>Stop Criterion</b>	C(p)
<b>Choose Criterion</b>	C(p)
<b>Effect Hierarchy Enforced</b>	None

<b>Number of Observations Read</b>	1539
<b>Number of Observations Used</b>	1539

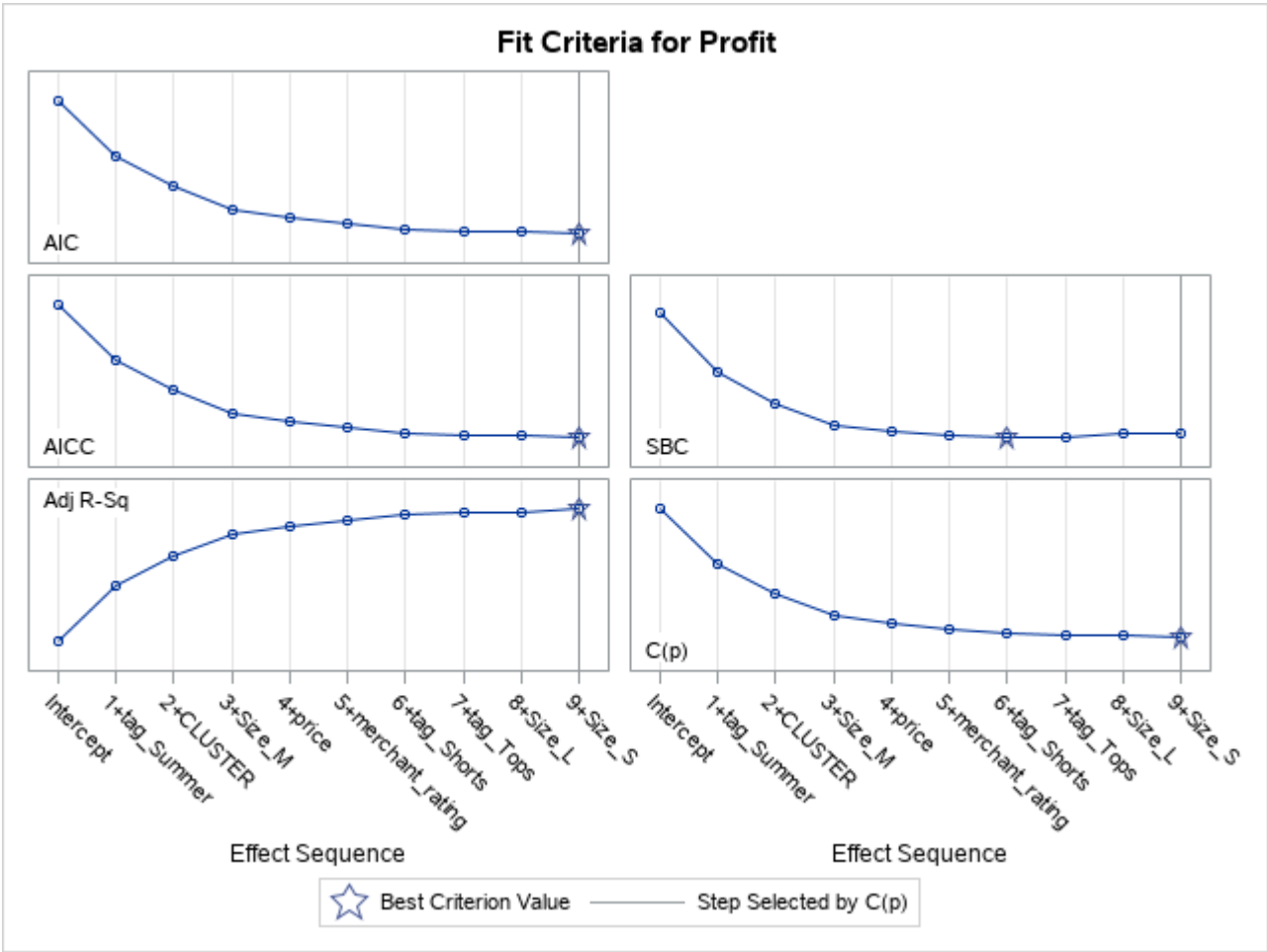
Class Level Information		
Class	Levels	Values
uses_ad_boosts	2	0 1
badge_local_product	2	0 1
tag_Summer	2	0 1
tag_Women	2	0 1
tag_Casual	2	0 1
tag_Plus_Size	2	0 1
tag_Shorts	2	0 1
tag_Tops	2	0 1
Color_black	2	0 1
Color_white	2	0 1
Size_S	2	0 1
Size_M	2	0 1
Size_L	2	0 1
CLUSTER	2	1 2

Dimensions	
<b>Number of Effects</b>	19
<b>Number of Parameters</b>	33

Stepwise Selection Summary					
Step	Effect Entered	Effect Removed	Number Effects In	Number Params In	CP
0	Intercept		1	1	267.3998
1	tag_Summer		2	2	155.3105
2	CLUSTER		3	3	94.4768
3	Size_M		4	4	50.9867
4	price		5	5	36.0960
5	merchant_rating		6	6	24.4231
6	tag_Shorts		7	7	16.4036
7	tag_Tops		8	8	12.7193
8	Size_L		9	9	11.8434
9	Size_S		10	10	7.5649*
* Optimal Value of Criterion					

Selection stopped at a local minimum of the C(p) criterion.

Stop Details				
Candidate For	Effect	Candidate C(p)		Compare C(p)
Entry	badge_local_product	7.9740	>	7.5649
Removal	tag_Tops	9.0942	>	7.5649



**Selected Model**

The selected model, based on C(p), is the model at Step 9.

<b>Effects:</b>	Intercept price merchant_rating tag_Summer tag_Short tag_Tops Size_S Size_M Size_L CLUSTER
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**Note:** The p-values for parameters and effects are not adjusted for the fact that the terms in the model have been selected and so are generally liberal.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	1.227043E11	13633805996	30.92	<.0001
Error	1529	6.741989E11	440941067		
Corrected Total	1538	7.969031E11			

<b>Root MSE</b>	20999
<b>Dependent Mean</b>	11139
<b>R-Square</b>	0.1540
<b>Adj R-Sq</b>	0.1490
<b>AIC</b>	32184

<b>AICC</b>	32184
<b>BIC</b>	30645
<b>C(p)</b>	7.56488
<b>SBC</b>	30696

<b>Parameter Estimates</b>					
<b>Parameter</b>	<b>DF</b>	<b>Estimate</b>	<b>Standard Error</b>	<b>t Value</b>	<b>Pr &gt;  t </b>
<b>Intercept</b>	1	-24127	11503	-2.10	0.0361
<b>price</b>	1	624.043377	141.093301	4.42	<.0001
<b>merchant_rating</b>	1	10335	2696.679750	3.83	0.0001
<b>tag_Summer 0</b>	1	14153	1482.608366	9.55	<.0001
<b>tag_Summer 1</b>	0	0	.	.	.
<b>tag_Shorts 0</b>	1	3591.451664	1147.046988	3.13	0.0018
<b>tag_Shorts 1</b>	0	0	.	.	.
<b>tag_Tops 0</b>	1	-2240.373279	1191.595809	-1.88	0.0603
<b>tag_Tops 1</b>	0	0	.	.	.
<b>Size_S 0</b>	1	-4528.293477	1805.763602	-2.51	0.0123
<b>Size_S 1</b>	0	0	.	.	.
<b>Size_M 0</b>	1	-13511	2268.835259	-5.96	<.0001
<b>Size_M 1</b>	0	0	.	.	.
<b>Size_L 0</b>	1	-8035.558727	2875.784367	-2.79	0.0053
<b>Size_L 1</b>	0	0	.	.	.
<b>CLUSTER 1</b>	1	9213.852402	1114.800232	8.27	<.0001
<b>CLUSTER 2</b>	0	0	.	.	.

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**Model: MODEL1**  
**Dependent Variable: Profit Profit**

