

Which Variables help in predicting supermarket revenue? Evidence from Chicago

R Markdown

Table 1: Our Est. Coefficients

Predictor Variable	Est. Coefficient
% With Mortgage	-0.17
% of Women with children under 5	-0.16
% of Working Women	-0.16
Population density	-0.09
% of Households with 5, 6 or 7 people	-0.08
% of Households with more than 5 people	-0.08
% of Avid Shoppers	-0.05
% of White Shoppers	-0.02
% of Shopping Strangers	-0.01
% of population with income under 15,000\$	0.02
% of Households with more than 2 people	0.04
% of Households with Value over 200,000\$	0.07
% of Households with 1 person	0.09
% of Households with 3 or 4 persons	0.12
% of Households with Value over 150,000	0.14
% of Hurried Shoppers	0.14
% of Unemployed	0.23
% of Population under age 9	0.29