

## Homework 2

- 1) a) From running a linear regression in R, we can obtain the estimated function as follows ~~\*~~

$$\hat{Y} = 168.6 + 2.03438 X$$

From the plot made in R, we can see that a linear regression seems to be a good fit.

- b) When  $X = 40$  hours, using the estimated function in a

$$\Rightarrow \hat{Y}_h = 168.6 + 2.03438(40) = 249.975$$

- c) From the estimated function in a, when  $X$  increases by 1 hour, mean hardness can be estimated to increase by an amount  $\hat{\beta}_1 = 2.03438$

- 2) From R, we calculate  $MSE = \frac{\hat{E}^2}{n-2} = \frac{SSR}{n-2} = 10.4589286$

a) With  $X_h = 30 \Rightarrow \hat{Y}_h = 168.6 + 2.03438(30) = 229.6314$

$$S^2\{\hat{Y}_h\} = MSE \left[ \frac{1}{n} + \frac{(X_h - \bar{X})^2}{\sum_{i=1}^{n-2} (x_i - \bar{X})^2} \right] = 0.6864 \quad \text{⊗}$$

$$\Rightarrow S\{\hat{Y}_h\} \approx 0.8285. \text{ Also, we have } t(1 - \frac{\alpha}{2}, n-2) = t(0.99, 14) \\ = 2.624$$

$\Rightarrow 98\% \text{ CI for } E(Y_h) \text{ is } \hat{Y}_h \pm t(1 - \frac{\alpha}{2}, n-2) S\{\hat{Y}_h\}$

which is  $229.6314 \pm 2.624(0.8285)$

or  $227.457 \leq E(Y_h) \leq 231.805$

b) With  $X_h = 30$ ,  $S^2\{\text{pred}\} = MSE + S^2\{\hat{Y}_h\} = 10.4589 + 0.6864$   
anew  $= 11.1453$

$$\Rightarrow S\{\text{pred}\} = 3.338$$

$\Rightarrow 98\% \text{ prediction interval for } Y_{h(\text{new})} \text{ is } \hat{Y}_h \pm t(1 - \frac{\alpha}{2}, n-2) S\{\text{pred}\}$

which is  $229.6314 \pm 2.624(3.338)$  or  $220.872 \leq Y_{h(\text{new})} \leq 238.390$

c) With  $X_h = 30$ ,  $S^2\{\text{predmean}\} = \frac{MSE}{m} + S^2(\hat{Y}_h) = \frac{10.4589}{10} + 0.6864$   
10 new  $= 1.73229$

$$\Rightarrow S\{\text{predmean}\} = 1.316$$

$\Rightarrow 98\% \text{ prediction interval for } \bar{Y}_{h(\text{new})} \text{ is } \hat{Y}_h \pm t(1 - \frac{\alpha}{2}, n-2) S\{\text{predmean}\}$

which is  $229.6314 \pm 2.624(1.316)$  or  $226.178 \leq \bar{Y}_{h(\text{new})} \leq 233.084$

interval

d) The prediction in c) is narrower than in b), as it should be, because it involves a prediction of the mean hardness of 10 newly test items, not just a single newly molded test item like in b)

e)  $W^2 = 2F(1-\alpha, 2, n-2) = 2F(0.98, 2, 14)$   
 $= 2(5.241) = 10.482$

$\Rightarrow W = 3.238$   
 $\Rightarrow 98\% \text{ confidence band for the regression line when } X_h = 30 \text{ is } \hat{Y}_h \pm W s\{\hat{Y}_h\}$  which is  $229.6314 \pm 3.238(0.8285)$   
or  $226.948 \leq \beta_0 + \beta_1 X_h \leq 232.314$

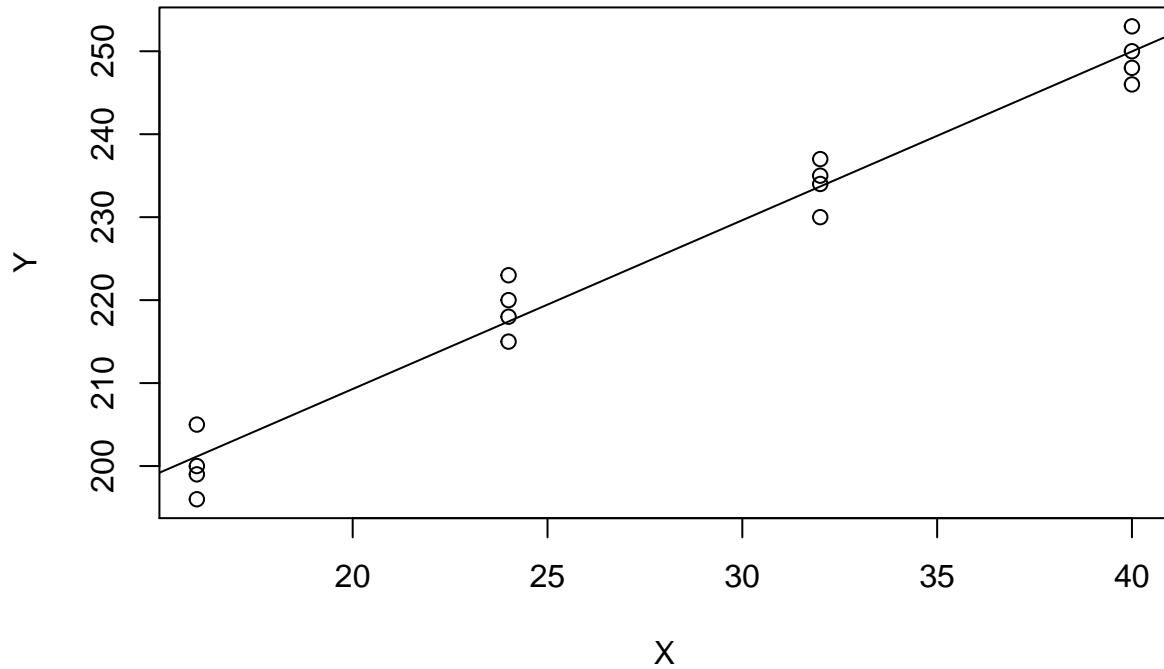
This is wider at this point ( $X_h = 30$ ) than the CI in part a), as it should be because it is supposed to describe all mean responses for the entire regression line, and not just the mean response at a given  $X$  level like in a)

# 1 & 2 (continued)

## R scripts & results for previous questions

1) a)

```
#read data
hw2_data <- read.csv("/Users/giangvu/Desktop/STAT 2131 - Applied Stat Methods 1/HW/hw2/hw2_data.csv",
                      header = T,sep = ",")  
  
#fit regression
hw2_model <- lm(Y ~ X, data = hw2_data)
sm <- summary(hw2_model)
sm  
  
##  
## Call:  
## lm(formula = Y ~ X, data = hw2_data)  
##  
## Residuals:  
##      Min       1Q   Median       3Q      Max  
## -5.1500 -2.2188  0.1625  2.6875  5.5750  
##  
## Coefficients:  
##                 Estimate Std. Error t value Pr(>|t|)  
## (Intercept) 168.60000    2.65702   63.45 < 2e-16 ***  
## X            2.03438    0.09039   22.51 2.16e-12 ***  
## ---  
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1  
##  
## Residual standard error: 3.234 on 14 degrees of freedom  
## Multiple R-squared:  0.9731, Adjusted R-squared:  0.9712  
## F-statistic: 506.5 on 1 and 14 DF,  p-value: 2.159e-12  
  
#plot
plot(Y ~ X, data = hw2_data)
abline(hw2_model)
```



## 2) calculating MSE and $s^2\{Y_h\}$

```
#MSE
mse <- function(sm){
  sum(sm$residuals^2)/(nrow(hw2_data)-2)
}
mse_hw2 <- mse(sm)
mse_hw2

## [1] 10.45893

# $s^2\{Y_h\}$ 
xbar <- mean(hw2_data$X) #mean of  $X_i$ 's - X bar
xbar

## [1] 28

hw2_data$sq_diff_fr_mean <- (hw2_data$X - xbar)**2
xsum_sqr <- sum(hw2_data$sq_diff_fr_mean) #sum of  $(X_i - X_{bar})^2$  for  $i = 1, \dots, n$ 
xsum_sqr

## [1] 1280
```

```
#with a new point  $X_h = 30$ , we calculate the  $s^2_{\{Y\}}$  as follows  
s2Yh <- mse_hw2*(1/nrow(hw2_data) + (30 - xbar)**2/(xsum_sqr))  
s2Yh
```

```
## [1] 0.6863672
```

3) Because  $\tilde{b}_0, \tilde{b}_1$  seek to minimize the  $PSS_\lambda(\beta_0, \beta_1)$  function, we can take the derivative of the  $PSS_\lambda(\beta_0, \beta_1)$  function and set that equal to 0 to solve for our  $\tilde{b}_0$  and  $\tilde{b}_1$ .

We have  $\frac{\partial PSS}{\partial \beta_0} = -2 \sum_{i=1}^n (y_i - \beta_0 - \beta_1 x_i) = 0$

$$\frac{\partial PSS}{\partial \beta_1} = -2 \sum_{i=1}^n x_i (y_i - \beta_0 - \beta_1 x_i) + 2\lambda \beta_1 = 0$$

$$\Rightarrow \tilde{b}_0 = \bar{y} - \hat{\beta}_1 \bar{x}$$

$$\tilde{b}_1 = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sum (x_i - \bar{x})^2 + \lambda}$$

a) With  $\lambda = 0 \Rightarrow \tilde{b}_0 = \bar{y} - \hat{\beta}_1 \bar{x} = \hat{\beta}_0^{(OLS)}$

$$\tilde{b}_1 = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sum (x_i - \bar{x})^2 + 0} = \hat{\beta}_1^{(OLS)}$$

They are equal to the OLS estimators  $(\hat{\beta}_0^{(OLS)}, \hat{\beta}_1^{(OLS)})$  when  $\lambda = 0$

As  $\lambda = \infty \Rightarrow \tilde{b}_0 = \hat{\beta}_0^{(OLS)}$

$$\tilde{b}_1 = 0 \text{ (there's } \infty \text{ in the denominator)}$$

So  $\tilde{b}_0 = \hat{\beta}_0^{(OLS)}$  but  $\tilde{b}_1 = 0$  when  $\lambda = \infty$

b)  $\text{Var}(\tilde{b}_1) = \frac{\sum (x_i - \bar{x})^2}{(\sum (x_i - \bar{x})^2 + \lambda)^2} \sigma^2 < \frac{\sigma^2}{\sum (x_i - \bar{x})^2} = \text{Var}(\hat{\beta}_1^{(OLS)})$

$$\Rightarrow \text{Var}(\tilde{b}_1) < \text{Var}(\hat{\beta}_1^{(OLS)})$$

c)  $E(\tilde{b}_1) = E\left(\frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sum (x_i - \bar{x})^2 + \lambda}\right) \neq E\left(\frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sum (x_i - \bar{x})^2}\right) \text{ when } \lambda > 0$

$\Rightarrow E(\tilde{b}_1) \neq E(\hat{\beta}_1^{(OLS)}) = \beta_1 \Rightarrow \tilde{b}_1 \text{ is biased when } \lambda > 0$

4) a) The OLS estimates  $\hat{\beta}_0$  and  $\hat{\beta}_1$  minimize the following error term

$$\sum_{i=1}^n (y_i - \hat{\beta}_0 - \hat{\beta}_1 x_i)^2$$

$\Rightarrow$  The first partial derivatives with respect to  $\beta_0$  and  $\beta_1$ , evaluated at  $\hat{\beta}_0$  and  $\hat{\beta}_1$ , must equal 0

$$\text{For } \beta_0 \Rightarrow \frac{\partial}{\partial \beta_0} \sum_{i=1}^n (y_i - \beta_0 - \beta_1 x_i)^2 \Big|_{(\hat{\beta}_0, \hat{\beta}_1)} = 0$$

$$\Rightarrow -2 \sum_{i=1}^n (y_i - \hat{\beta}_0 - \hat{\beta}_1 x_i) = 0$$

$$\Rightarrow -2 \sum_{i=1}^n \hat{\epsilon}_i = 0 \quad (\text{as } \hat{\epsilon}_i = y_i - \hat{\beta}_0 - \hat{\beta}_1 x_i) \quad \text{by definition}$$

$$\Rightarrow \sum_{i=1}^n \hat{\epsilon}_i = 0$$

$$\text{For } \beta_1 \Rightarrow \frac{\partial}{\partial \beta_1} \sum_{i=1}^n (y_i - \beta_0 - \beta_1 x_i)^2 \Big|_{(\hat{\beta}_0, \hat{\beta}_1)} = 0$$

$$\Rightarrow -2 \sum_{i=1}^n x_i (y_i - \hat{\beta}_0 - \hat{\beta}_1 x_i)^2 = 0$$

$$\Rightarrow -2 \sum_{i=1}^n x_i \hat{\epsilon}_i = 0$$

$$\Rightarrow \sum_{i=1}^n \hat{\epsilon}_i x_i = 0$$

$$\text{We have } \sum_{i=1}^n \hat{\epsilon}_i = \sum_{i=1}^n \hat{\epsilon}_i x_i = 0$$

$$b) \sum_{i=1}^n (\hat{\epsilon}_i - \hat{\bar{\epsilon}}) (y_i - \hat{\bar{y}}) = \sum_{i=1}^n (\hat{\epsilon}_i \hat{y}_i - \hat{\bar{\epsilon}} \hat{y} - \hat{\bar{\epsilon}} \hat{y}_i + \hat{\bar{\epsilon}} \hat{y})$$

$$= \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i - \sum_{i=1}^n \hat{\bar{\epsilon}} \hat{y} - \sum_{i=1}^n \hat{\bar{\epsilon}} \hat{y}_i + \sum_{i=1}^n \hat{\bar{\epsilon}} \hat{y}$$

$$= (1) - (2) - (3) + (4) \quad (\text{for short})$$

$$\begin{aligned}
 \text{For (1)} &= \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i = \sum_{i=1}^n \hat{\epsilon}_i (\hat{\beta}_0 + \hat{\beta}_1 x_i) = \sum_{i=1}^n (\hat{\epsilon}_i \hat{\beta}_0 + \hat{\epsilon}_i \hat{\beta}_1 x_i) \\
 &= \sum_{i=1}^n \hat{\epsilon}_i \hat{\beta}_0 + \sum_{i=1}^n \hat{\epsilon}_i \hat{\beta}_1 x_i = \underbrace{\hat{\beta}_0 \sum_{i=1}^n \hat{\epsilon}_i}_{=0} + \underbrace{\hat{\beta}_1 \sum_{i=1}^n \hat{\epsilon}_i x_i}_{=0} \\
 &\quad (\text{results from a})
 \end{aligned}$$

$$\hookrightarrow (1) = \hat{\beta}_0(0) + \hat{\beta}_1(0) = 0 + 0 = 0$$

$$\begin{aligned}
 \text{For (2)} &= \sum_{i=1}^n \hat{\epsilon}_i \hat{y} = \sum_{i=1}^n \hat{\epsilon}_i n^{-1} \sum_{i=1}^n y_i = n^{-1} \sum_{i=1}^n \sum_{i=1}^n \hat{\epsilon}_i y_i
 \end{aligned}$$

$$= n^{-1} \sum_{i=1}^n \left( \sum_{i=1}^n \hat{\epsilon}_i y_i \right) \quad \text{this is term (1), which} \\
 \quad \text{is proven to be 0 above}$$

$$\Rightarrow (2) = n^{-1} \cdot 0 = 0$$

$$\begin{aligned}
 \text{For (3)} &= \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i = \sum_{i=1}^n n^{-1} \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i = n^{-1} \sum_{i=1}^n \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i
 \end{aligned}$$

$$\text{Same as (2), (3) } = n^{-1} \cdot 0 = 0$$

$$\begin{aligned}
 \text{For (4)} &= \sum_{i=1}^n \hat{\epsilon} \hat{y} = \sum_{i=1}^n n^{-1} \sum_{i=1}^n \hat{\epsilon}_i \hat{y}_i = n^{-2} \sum_{i=1}^n \sum_{i=1}^n \left( \sum_{i=1}^n \hat{\epsilon}_i y_i \right) \rightarrow \text{term (1) as well}
 \end{aligned}$$

$$\Rightarrow (4) = n^{-2} \cdot 0 = 0$$

$$\begin{aligned}
 \text{So we have } \sum_{i=1}^n (\hat{\epsilon}_i - \hat{\epsilon}) (\hat{y}_i - \hat{y}) &= (1) - (2) - (3) + (4) \\
 &= 0 - 0 - 0 + 0 = 0
 \end{aligned}$$

$$\text{c) } \sum_{i=1}^n \hat{\epsilon}_i^2 = \sum_{i=1}^n (y_i - \hat{\beta}_0 - \hat{\beta}_1 x_i)^2 \quad (\text{by definition})$$

$$\text{Also } E(y_i) = E(\beta_0 + \beta_1 x_i + \epsilon_i)$$

$$\Rightarrow \bar{y} = E(\beta_0) + E(\beta_1 x_i) + E(\epsilon_i)$$

$$\begin{aligned}
 \Rightarrow \bar{y} &= \hat{\beta}_0 + \hat{\beta}_1 \bar{x} + 0 \quad (\text{by definition \& OLS properties}) \\
 \Rightarrow \hat{\beta}_0 &= \bar{y} - \hat{\beta}_1 \bar{x}, \text{ plug this in the equation above}
 \end{aligned}$$

$$\Rightarrow \sum_{i=1}^n \hat{\epsilon}_i^2 = \sum_{i=1}^n (y_i - \bar{y} + \hat{\beta}_1 \bar{x} - \hat{\beta}_1 x_i)^2 = \sum_{i=1}^n (y_i - \bar{y} - \hat{\beta}_1 (x_i - \bar{x}))^2$$

#### 4c - continued

$$= \sum_{i=1}^n (y_i - \bar{y})^2 + \sum_{i=1}^n (x_i - \bar{x})^2 \cdot \hat{\beta}_1^2 - 2 \sum_{i=1}^n \hat{\beta}_1 (x_i - \bar{x})(y_i - \bar{y})$$

But by definition of OLS estimators, we also have

$$\begin{aligned}\hat{\beta}_1 &= \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sum (x_i - \bar{x})^2} \\ \Rightarrow \sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y}) &= \hat{\beta}_1 \sum_{i=1}^n (x_i - \bar{x})^2\end{aligned}$$

Our equation becomes

$$\begin{aligned}\sum_{i=1}^n \hat{\epsilon}_i^2 &= \sum_{i=1}^n (y_i - \bar{y})^2 + \hat{\beta}_1^2 \sum_{i=1}^n (x_i - \bar{x})^2 - 2 \hat{\beta}_1 \cdot \hat{\beta}_1 \sum_{i=1}^n (x_i - \bar{x})^2 \\ &= \sum_{i=1}^n (y_i - \bar{y})^2 - \hat{\beta}_1^2 \sum_{i=1}^n (x_i - \bar{x})^2\end{aligned}$$

$$\begin{aligned}\Rightarrow E(\sum_{i=1}^n \hat{\epsilon}_i^2) &= E(\sum_{i=1}^n (y_i - \bar{y})^2) - E\left(\left(\sum_{i=1}^n (x_i - \bar{x})^2\right) \hat{\beta}_1^2\right) \\ &= (1) - \sum_{i=1}^n (x_i - \bar{x})^2 (\text{var}(\hat{\beta}_1) + E(\hat{\beta}_1)^2) \\ &= (1) - \sum_{i=1}^n (x_i - \bar{x})^2 (\sigma^2 / \sum_{i=1}^n (x_i - \bar{x})^2 + \hat{\beta}_1^2)\end{aligned}$$

$$\begin{aligned}\text{Examine (1)} &= E(\sum_{i=1}^n (y_i - \bar{y})^2) = E(\sum_{i=1}^n (\beta_0 + \beta_1 x_i + \epsilon_i - \beta_0 - \beta_1 \bar{x} - \bar{\epsilon})^2) \\ &= E(\sum_{i=1}^n (\beta_1 (x_i - \bar{x}) + (\epsilon_i - \bar{\epsilon}))^2) \\ &= E\left(\sum_{i=1}^n \beta_1^2 (x_i - \bar{x})^2 + \sum_{i=1}^n (\epsilon_i - \bar{\epsilon})^2 + 2 \beta_1 \sum_{i=1}^n (x_i - \bar{x})(\epsilon_i - \bar{\epsilon})\right) \\ &= \beta_1^2 \sum_{i=1}^n (x_i - \bar{x})^2 + \sum_{i=1}^n E(\epsilon_i - \bar{\epsilon})^2 + 2 \beta_1 \sum_{i=1}^n (x_i - \bar{x}) E(\epsilon_i - \bar{\epsilon})\end{aligned}$$

$$\text{We have } E(\epsilon_i - \bar{\epsilon}) = E(\epsilon_i) - E(\bar{\epsilon}) = 0 - 0 = 0$$

$$\text{and } \sum_{i=1}^n E(\epsilon_i - \bar{\epsilon})^2 = E\left(\sum_{i=1}^n (\epsilon_i - \bar{\epsilon})^2\right)$$

$$= \sigma^2 (n-1)$$

$$\text{Then (1) will become (1)} = \beta_1^2 \sum_{i=1}^n (x_i - \bar{x})^2 + \sigma^2(n-1) + 0$$

Plus in our initial equation

#### 4c - continued

$$\Rightarrow E\left(\sum_{i=1}^n \hat{\epsilon}_i^2\right) = \beta_1^2 \sum_{i=1}^n (x_i - \bar{x})^2 + \sigma^2(n-1) - (\sigma^2 + \beta_1^2 \sum_{i=1}^n (x_i - \bar{x})^2)$$
$$= \sigma^2(n-1) - \sigma^2$$

$$\Rightarrow E\left(\sum_{i=1}^n \hat{\epsilon}_i^2\right) = \sigma^2(n-2)$$

Now, with  $\hat{\beta}^2$  defined in the question

$$\Rightarrow E(\hat{\beta}^2) = E\left((n-2)^{-1} \sum_{i=1}^n \hat{\epsilon}_i^2\right) = \frac{1}{n-2} E\left(\sum_{i=1}^n \hat{\epsilon}_i^2\right)$$
$$= \frac{1}{n-2} \cdot \sigma^2(n-2) = \sigma^2$$

$$\Rightarrow E(\hat{\beta}^2) = \sigma^2$$

- 5) a)  $y_i = \beta_0 + \beta_1 x_i + \epsilon_i$
- $y_i$ : the amount of sales in \$100 } for the  $i^{th}$  month  
 $x_i$ : the amount of radio advertising in hours } ( $i=1, \dots, 24$ )
- $E(\epsilon_i) = 0$ ,  $\text{Var}(\epsilon_i) = \sigma^2$ ,  $\text{Cov}(\epsilon_i, \epsilon_j) = 0$  ( $i \neq j$ )  
 (constant variance) (uncorrelated with other  $\epsilon$ 's)
- $\epsilon_i$  are also independent of  $X$  and  $E$  iid  $N(0, \sigma^2)$
- We also have  $E(y_i) = \beta_0 + \beta_1 x_i$ ,  $\text{Var}(y_i) = \sigma^2$   
 and  $\text{Cov}(y_i, y_j) = 0$  ( $i \neq j$ )

b)  $\hat{\beta}_1 = 1.15806$  } from the regression results  
 $\text{se}\{\hat{\beta}_1\} = 0.04338$

$\Rightarrow$  These are the estimated change in  $y_i$  (monthly sales)  
 and the change's standard error when  $x_i$  (radio ad) increases  
 by 1 hour. So if  $x_i$  increases by 10 hours

$$\Rightarrow \begin{cases} \hat{\beta}_1^{(10\text{hrs})} = 11.5806 (= 10 \cdot \hat{\beta}_1) \\ \text{se}\{\hat{\beta}_1^{(10\text{hrs})}\} = 0.4338 (= \sqrt{10^2 \cdot \text{se}^2\{\hat{\beta}_1\}} = 10 \text{se}\{\hat{\beta}_1\}) \end{cases}$$

Also, with a 95% CI we have  $\alpha = 0.05$ , and we have  $n = 24$

$$\Rightarrow t(1-\alpha/2, n-2) = t(1 - \frac{0.05}{2}, 24-2) = t(0.975, 22) = 2.074$$

$$\Rightarrow 95\% \text{ CI for } \hat{\beta}_1^{(10\text{hrs})} \text{ is } 11.5806 \pm 2.074 (0.4338)$$

or  $10.6809 \leq \hat{\beta}_1^{(10\text{hrs})} \leq 12.4803$

c) (i) With  $x_h = 0 \Rightarrow \hat{y}_h = 101.5757 + 0(1.15806)$   
 $\Rightarrow \hat{y}_h = 101.5757$

From R output,  $\text{MSE} = 2.74054$

$$s^2(\hat{y}_h) = \text{MSE} \left( \frac{1}{n} + \frac{(x_h - \bar{x})^2}{\sum(x_i - \bar{x})^2} \right)$$

We also have  $\bar{y} = 114.88255 \Rightarrow \bar{x} = \frac{\bar{y} - \hat{\beta}_0}{\hat{\beta}_1} = \frac{114.88255 - 101.5757}{1.15806}$   
 $\Rightarrow \bar{x} = 11.4906$

Also  $\sum(x_i - \bar{x})^2 = 1952.65488$  (R output)

$$\Rightarrow s^2(\hat{y}_h) = 2.74054 \left( \frac{1}{24} + \frac{(0 - 11.4906)^2}{1952.65488} \right) = 0.2995$$

5c) continued

$$\Rightarrow S^2\{\text{pred}\} = \text{MSE} + s^2(\hat{Y}_h) \\ = 2.74054 + 0.2995 = 3.0400$$

$$\Rightarrow S\{\text{pred}\} \approx 1.74357$$

$\Rightarrow 95\%$  prediction interval for  $\hat{Y}_h$  is  $\hat{Y}_h \pm t(1 - \frac{\alpha}{2}, n-2) S\{\text{pred}\}$   
which is  $101.5757 \pm 2.074 (1.74357)$

$$\text{or } 97.9595 \leq \hat{Y}_h \leq 105.1919$$

(ii) The normality is important for the prediction interval because as opposed to CI, we are focusing on only 1 new value to make the prediction interval. Unlike CI, where we don't really need the normality assumption as much as prediction interval because we have build CI using observed data.

$$5d) H_0: \beta_1 = 0$$

$$H_A: \beta_1 > 0 \quad (\text{radio ad increases the amount of sales})$$

Our test statistic is  $t^* = 26.69$  (from R output)

The p-value to obtain this test statistic is  $< 0.0001$

Using a significance level  $\alpha = 0.05$ , we can see that the probability of getting an estimate for  $\beta_1$  as extreme as we got is less than our  $\alpha = 0.05$

$\Rightarrow$  We reject the null  $H_0: \beta_1 = 0$

$\Rightarrow$  Radio advertisement tends to increase the amount of sales