

# **Round-4 by Team PLEO**

## **Report On Data Analysis in SPSS**

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Sales person has a recommendation <sup>b</sup>	.	Enter
2	Sales person is knowledgeable <sup>b</sup>	.	Enter
3	INvestMore <sup>b</sup>	.	Enter
4	SexOfSalesperson <sup>b</sup>	.	Enter

a. Dependent Variable: Custloyalty

b. All requested variables entered.

**Model Summary<sup>e</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 <sup>a</sup>	.272	.272	.92251
2	.537 <sup>b</sup>	.288	.287	.91272
3	.619 <sup>c</sup>	.383	.382	.85011
4	.620 <sup>d</sup>	.384	.383	.84909

a. Predictors: (Constant), Sales person has a recommendation

b. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable

c. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable, INvestMore

d. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable, INvestMore, ...

e. Dependent Variable: Custloyalty

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	567.515	1	567.515	666.868	<.001 <sup>b</sup>
	Residual	1517.362	1783	.851		
	Total	2084.877	1784			
2	Regression	600.382	2	300.191	360.352	<.001 <sup>c</sup>
	Residual	1484.495	1782	.833		
	Total	2084.877	1784			
3	Regression	797.758	3	265.919	367.955	<.001 <sup>d</sup>
	Residual	1287.119	1781	.723		
	Total	2084.877	1784			
4	Regression	801.584	4	200.396	277.960	<.001 <sup>e</sup>
	Residual	1283.294	1780	.721		
	Total	2084.877	1784			

a. Dependent Variable: Custloyalty

b. Predictors: (Constant), Sales person has a recommendation

c. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable

d. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable, INvestMore

e. Predictors: (Constant), Sales person has a recommendation, Sales person is knowledgeable, INvestMore, SexOfSalesperson

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.052	.072		28.644	<.001
	Sales person has a recommendation	.517	.020	.522	25.824	<.001
2	(Constant)	1.749	.086		20.396	<.001
	Sales person has a recommendation	.419	.025	.423	16.642	<.001
	Sales person is knowledgeable	.178	.028	.160	6.281	<.001
3	(Constant)	.960	.093		10.326	<.001
	Sales person has a recommendation	.316	.024	.319	13.026	<.001
	Sales person is knowledgeable	.133	.027	.119	4.999	<.001
	INvestMore	.442	.027	.335	16.526	<.001
4	(Constant)	1.166	.129		9.054	<.001
	Sales person has a recommendation	.319	.024	.322	13.135	<.001
	Sales person is knowledgeable	.130	.027	.117	4.901	<.001
	INvestMore	.441	.027	.334	16.495	<.001
	SexOfSalesperson	-.113	.049	-.043	-2.304	.021

a. Dependent Variable: Custloyalty

### Excluded Variables<sup>a</sup>

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Sales person is knowledgeable	.160 <sup>b</sup>	6.281	<.001	.147	.618
	INvestMore	.346 <sup>b</sup>	17.020	<.001	.374	.852
	SexOfSalesperson	-.055 <sup>b</sup>	-2.718	.007	-.064	1.000
2	INvestMore	.335 <sup>c</sup>	16.526	<.001	.365	.843
	SexOfSalesperson	-.049 <sup>c</sup>	-2.462	.014	-.058	.998
3	SexOfSalesperson	-.043 <sup>d</sup>	-2.304	.021	-.055	.997

a. Dependent Variable: Custloyalty

b. Predictors in the Model: (Constant), Sales person has a recommendation

c. Predictors in the Model: (Constant), Sales person has a recommendation, Sales person is knowledgeable

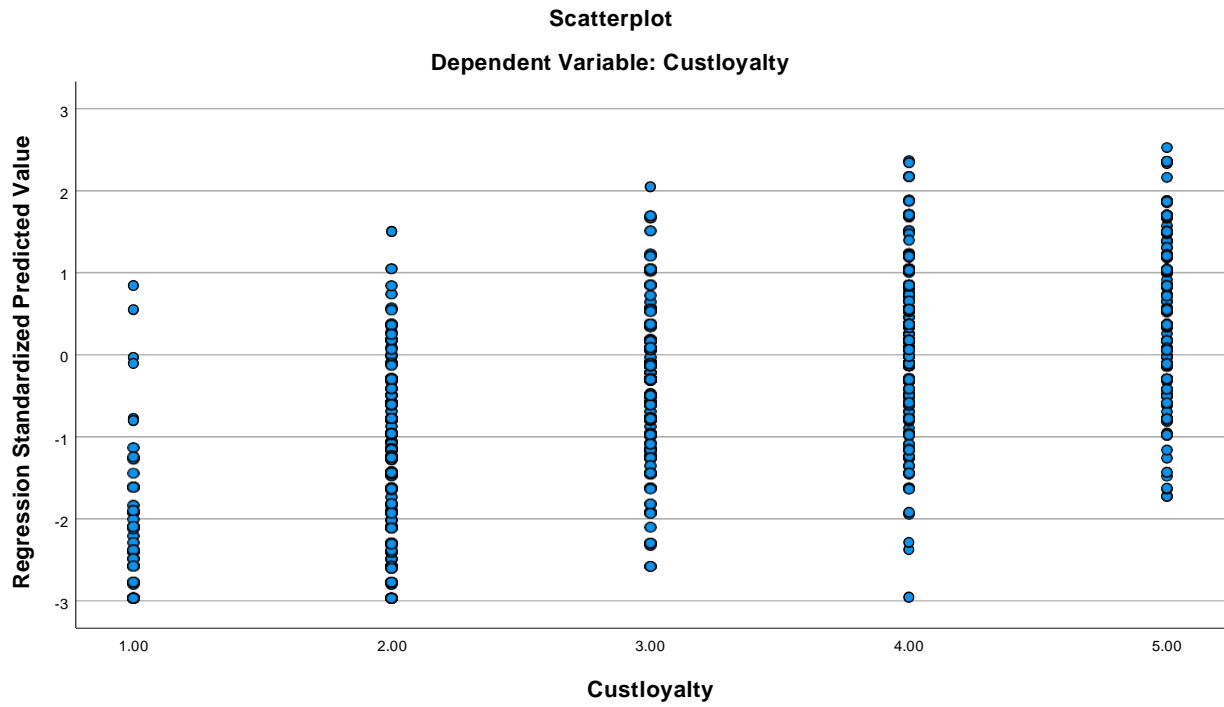
d. Predictors in the Model: (Constant), Sales person has a recommendation, Sales person is knowledgeable, INvestMore

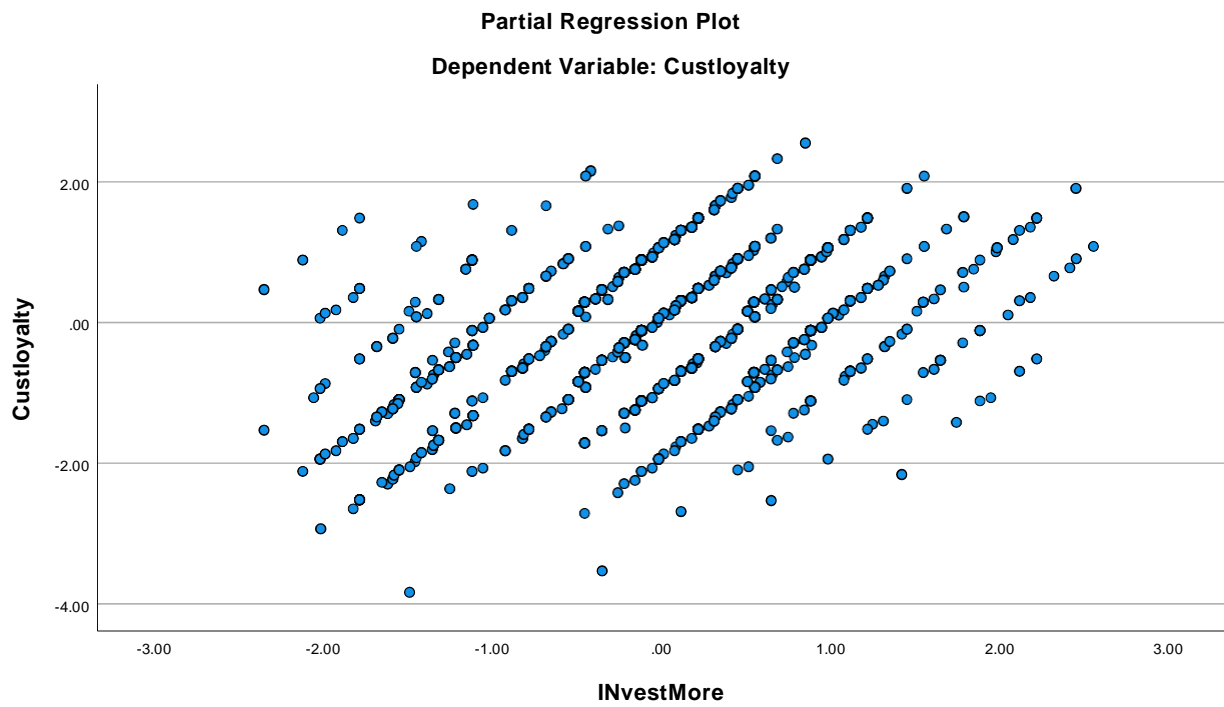
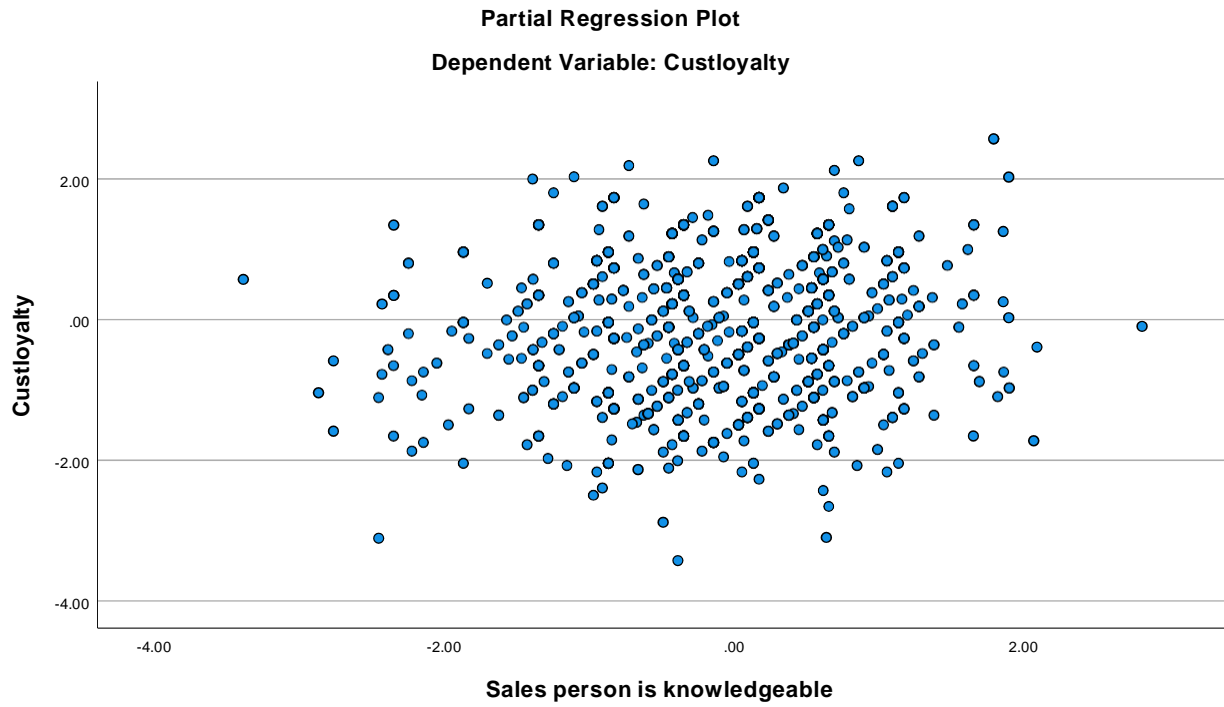
### Residuals Statistics<sup>a</sup>

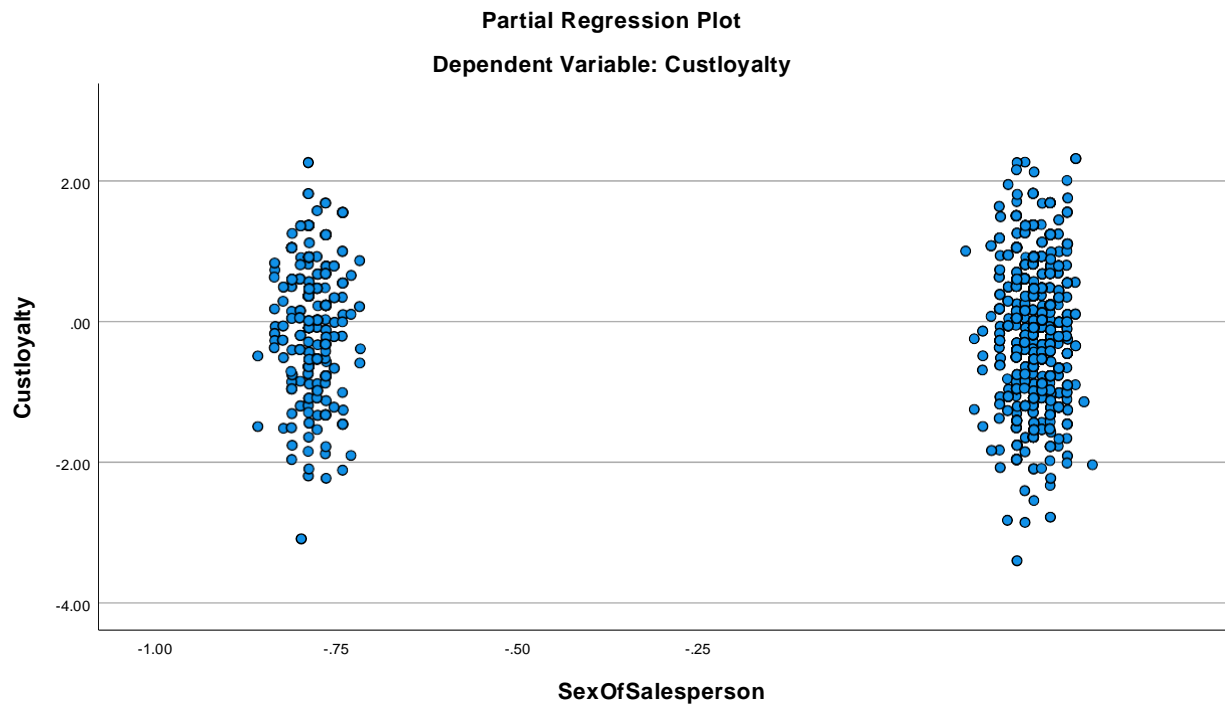
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8307	5.5044	3.8134	.67031	1785
Residual	-3.37921	2.33739	.00000	.84814	1785
Std. Predicted Value	-2.958	2.523	.000	1.000	1785
Std. Residual	-3.980	2.753	.000	.999	1785

a. Dependent Variable: Custloyalty

## Charts









➔ Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sales person understanding your needs	2379	1.00	5.00	3.4653	1.04239
Sales person seems confident	2383	1.00	5.00	3.7927	.94731
Sales person has a recommendation	2365	1.00	5.00	3.4334	1.10160
Sales person is knowledgeable	2057	1.00	5.00	3.5902	.97675
CustSatMean	2441	1.00	5.00	3.5611	.90523
Custloyalty	2169	1.00	5.00	3.7958	1.09858
INvestMore	2031	1.00	5.00	2.9291	.82145
SexOfSalesperson	2386	1.00	2.00	1.7896	.40767
Valid N (listwise)	1750				