Data Set	EUROPET.EUROPET
Dependent Variable	Sales
Selection Method	None

Number of Observations Read	101
Number of Observations Used	101

Class Level Information		
Class	**Levels**	**Values**
Holiday	2	0 1

Dimensions	
Number of Effects	9
Number of Parameters	10

Least Squares Summary				
Step	**Effect Entered**	**Number Effects In**	**Number Parms In**	**SBC**
0	**Intercept**	1	1	1580.0314
1	**TV**	2	2	1558.7460
2	**Radio**	3	3	1559.6163
3	**Fuel Volume**	4	4	1529.8076
4	**Fuel Price**	5	5	1524.9455
5	**Temp**	6	6	1504.2216
6	**Prec**	7	7	1453.9465
7	**Visits (1 or 2)**	8	8	1443.5584
8	**Holiday**	9	9	1431.5271*
*** Optimal Value of Criterion**				

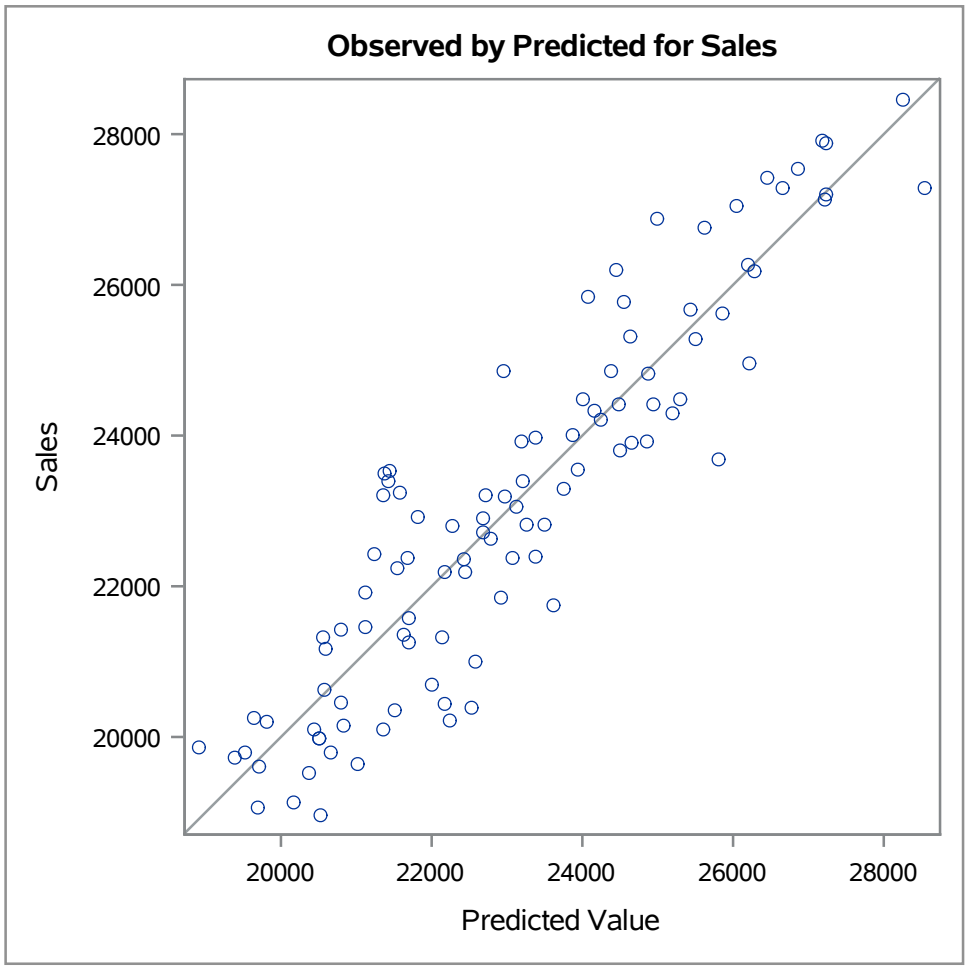
Least Squares Model (No Selection)

Analysis of Variance					
Source	**DF**	**Sum of Squares**	**Mean Square**	**F Value**	**Pr > F**
Model	8	504752100	63094013	60.61	<.0001
Error	92	95764994	1040924		
Corrected Total	100	600517094			

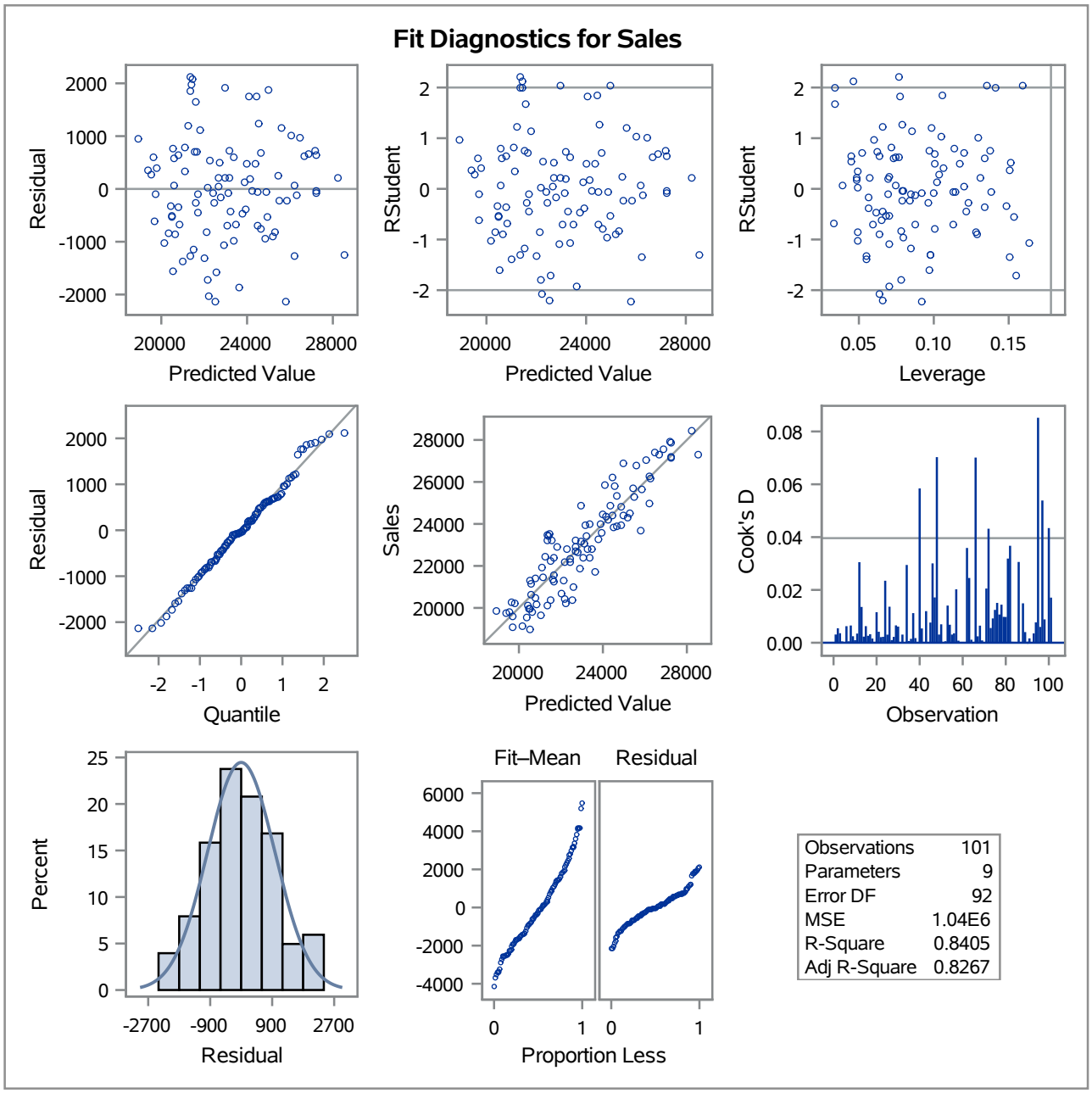
Root MSE	1020.25675
Dependent Mean	23064
R-Square	0.8405
Adj R-Sq	0.8267
AIC	1510.99101
AICC	1513.43546
SBC	1431.52710

Parameter Estimates					
Parameter	**DF**	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
Intercept	1	-2487.941856	3430.014111	-0.73	0.4701
TV	1	5.193597	1.974995	2.63	0.0100
Radio	1	0.582168	1.592249	0.37	0.7155
Fuel Volume	1	0.278167	0.052915	5.26	<.0001
Fuel Price	1	83.068142	14.318436	5.80	<.0001
Temp	1	65.821801	21.118830	3.12	0.0024
Prec	1	-138.955436	17.348523	-8.01	<.0001
Visits (1 or 2)	1	-160.950359	40.906480	-3.93	0.0002
Holiday 0	1	-909.674674	224.053641	-4.06	0.0001
Holiday 1	0	0	.	.	.

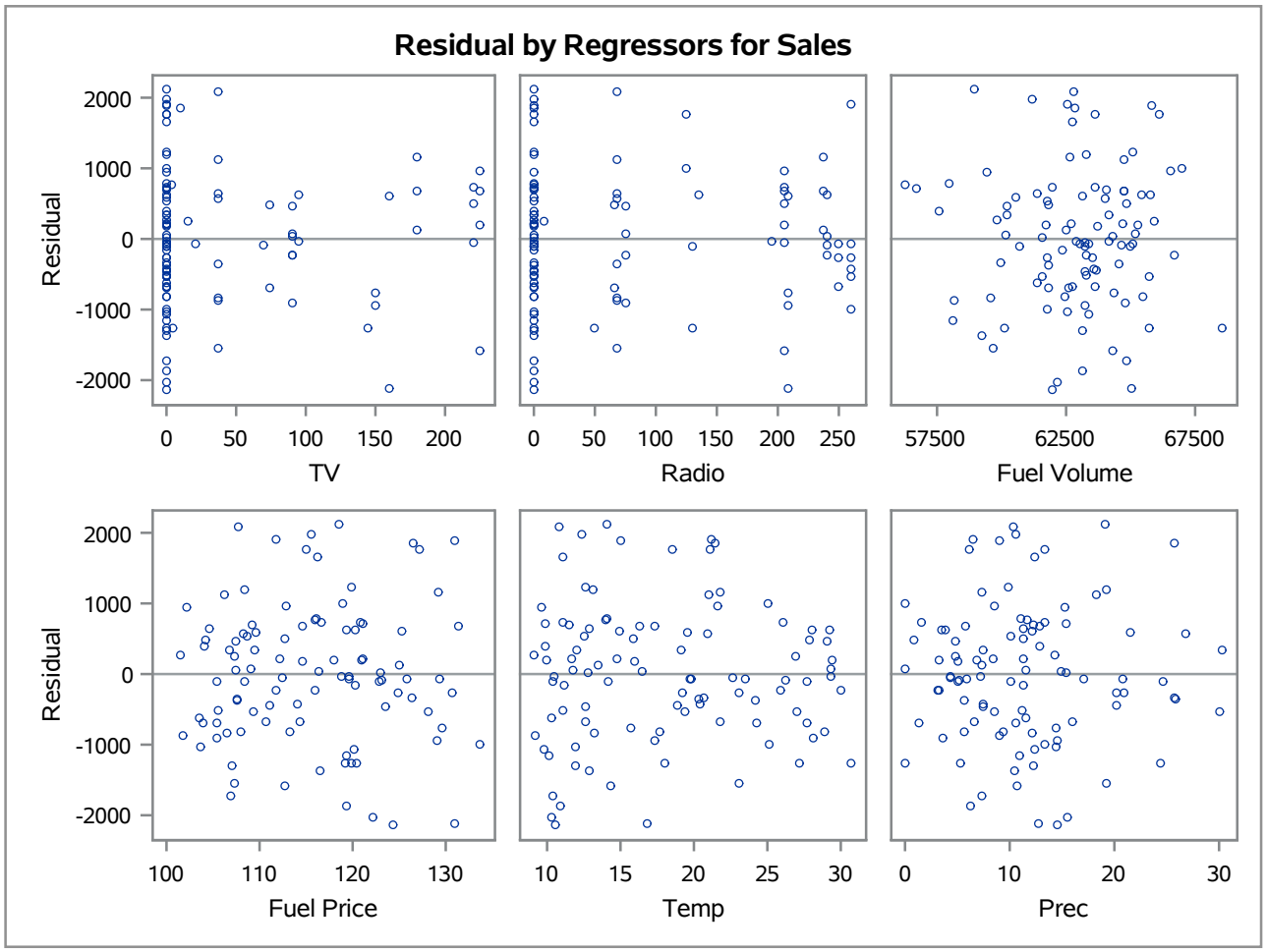
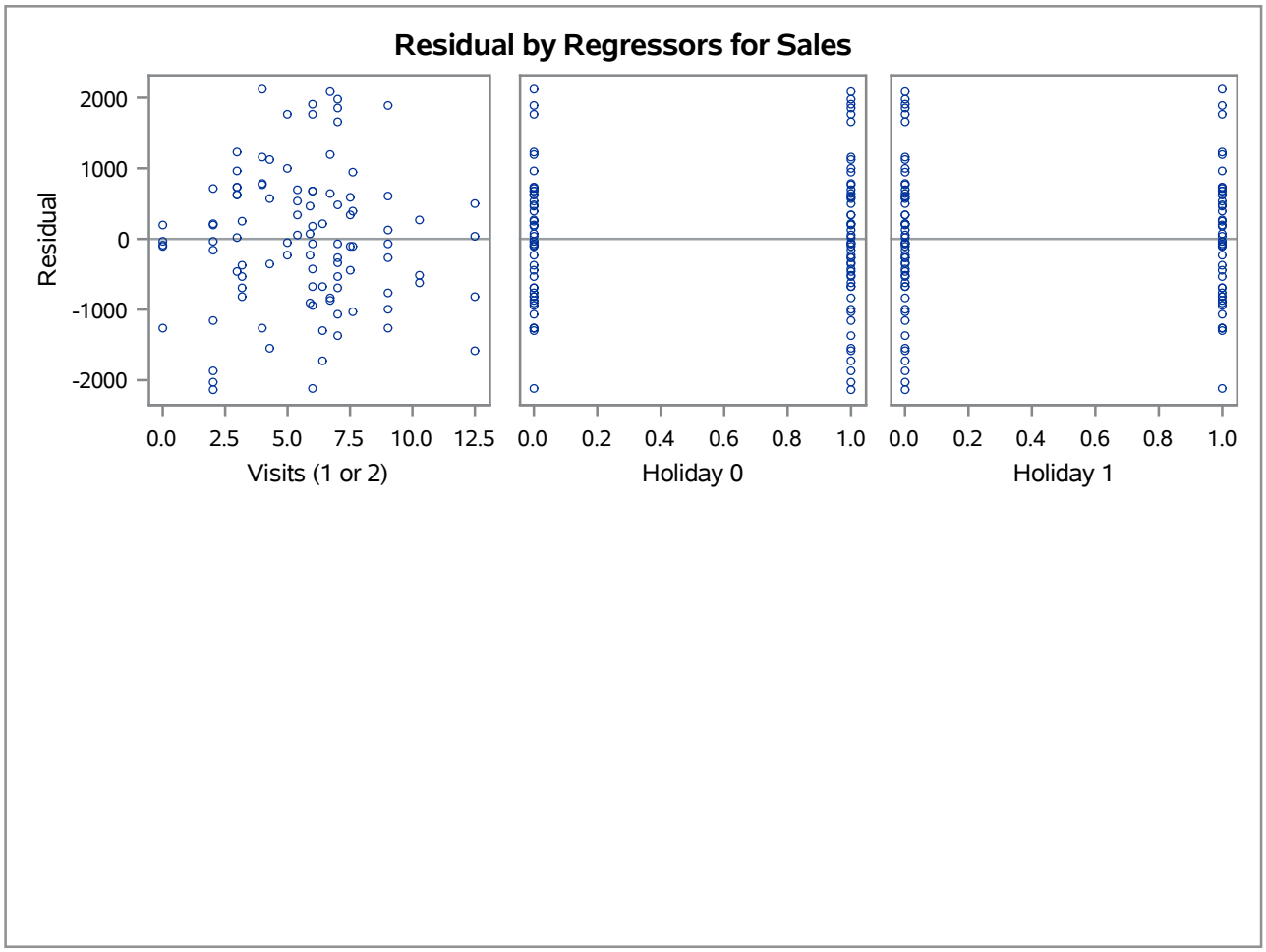
Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales