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	11
Number of Parameters	14

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*
9	**TV*Holiday**	10	10	1435.9785
10	**Radio*Holiday**	11	11	1440.5528
*** Optimal Value of Criterion**				

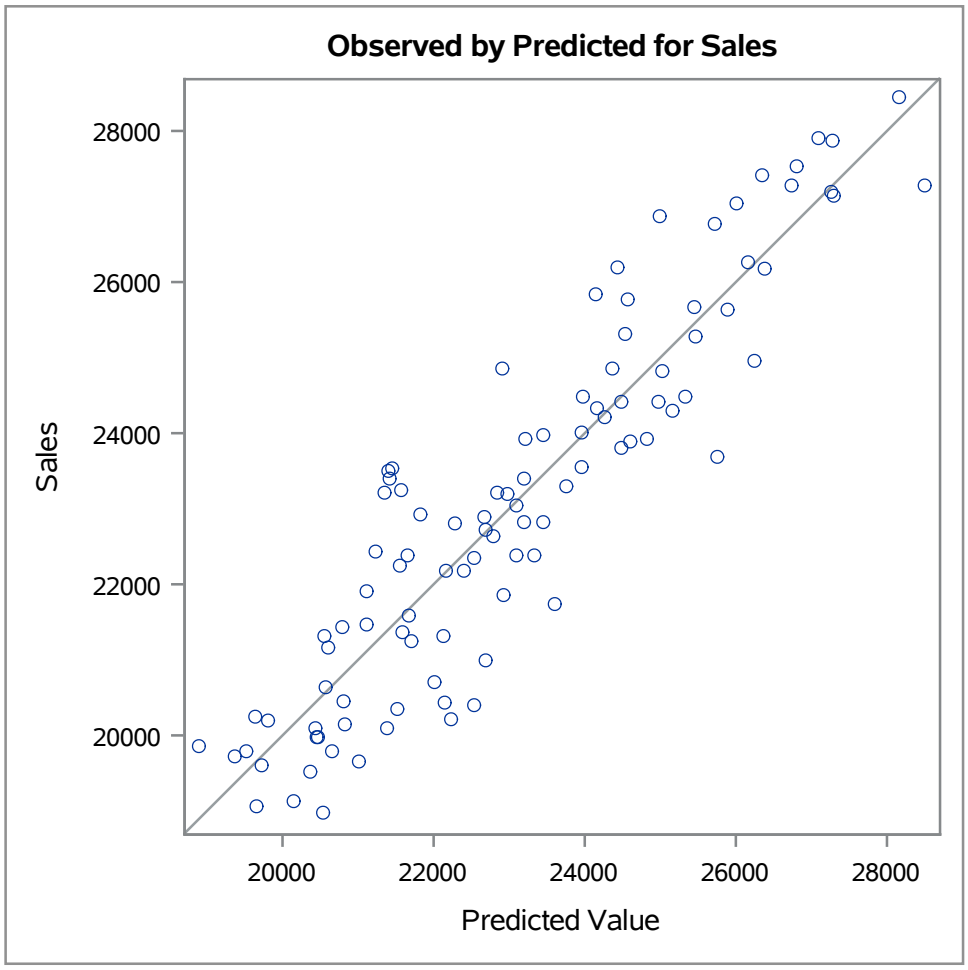
Least Squares Model (No Selection)

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	504945831	50494583	47.55	<.0001
Error	90	95571262	1061903		
Corrected Total	100	600517094			

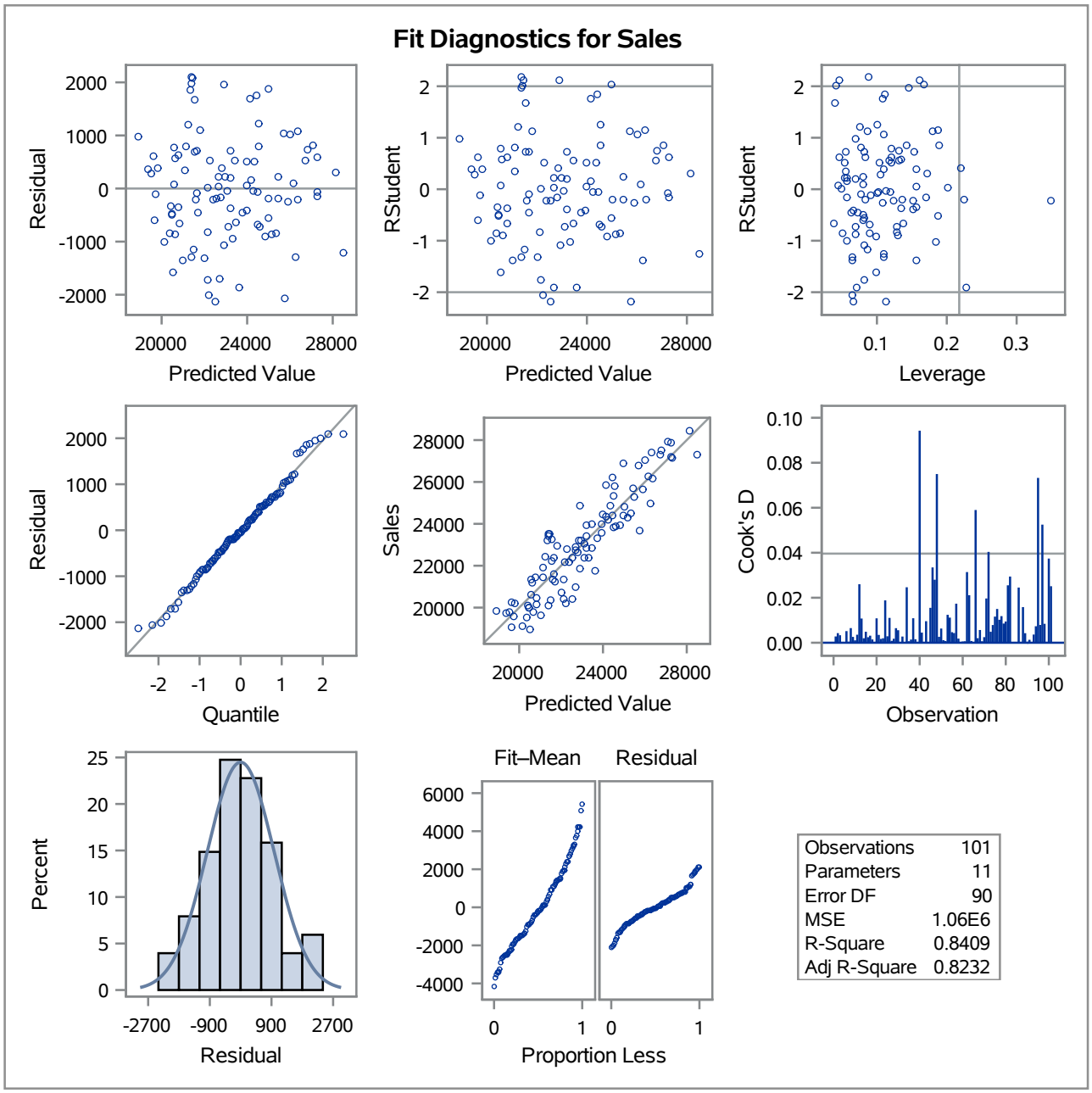
Root MSE	1030.48674
Dependent Mean	23064
R-Square	0.8409
Adj R-Sq	0.8232
AIC	1514.78648
AICC	1518.33194
SBC	1440.55281

Parameter Estimates					
Parameter	DF	Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	-2402.032234	3483.404569	-0.69	0.4922
TV	1	4.268369	3.141631	1.36	0.1777
Radio	1	0.992517	2.603385	0.38	0.7039
Fuel Volume	1	0.276757	0.053973	5.13	<.0001
Fuel Price	1	83.206139	14.478694	5.75	<.0001
Temp	1	66.708974	21.660327	3.08	0.0027
Prec	1	-139.110349	17.555463	-7.92	<.0001
Visits (1 or 2)	1	-163.311513	42.880651	-3.81	0.0003
Holiday 0	1	-931.924319	283.737410	-3.28	0.0015
Holiday 1	0	0	.	.	.
TV*Holiday 0	1	1.700421	4.091440	0.42	0.6787
TV*Holiday 1	0	0	.	.	.
Radio*Holiday 0	1	-0.566934	2.970899	-0.19	0.8491
Radio*Holiday 1	0	0	.	.	.

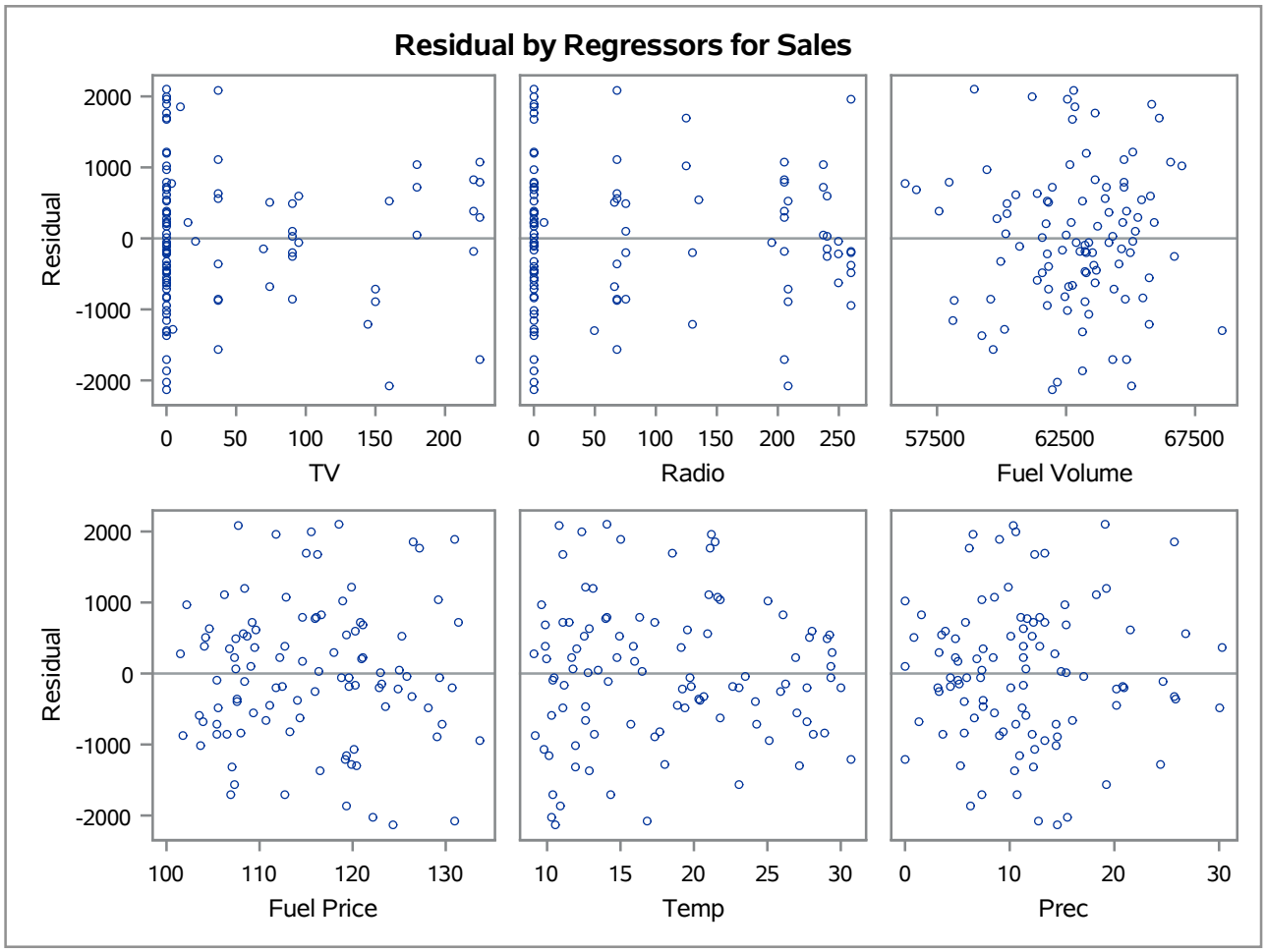
Model: MODEL1
Dependent Variable: Sales



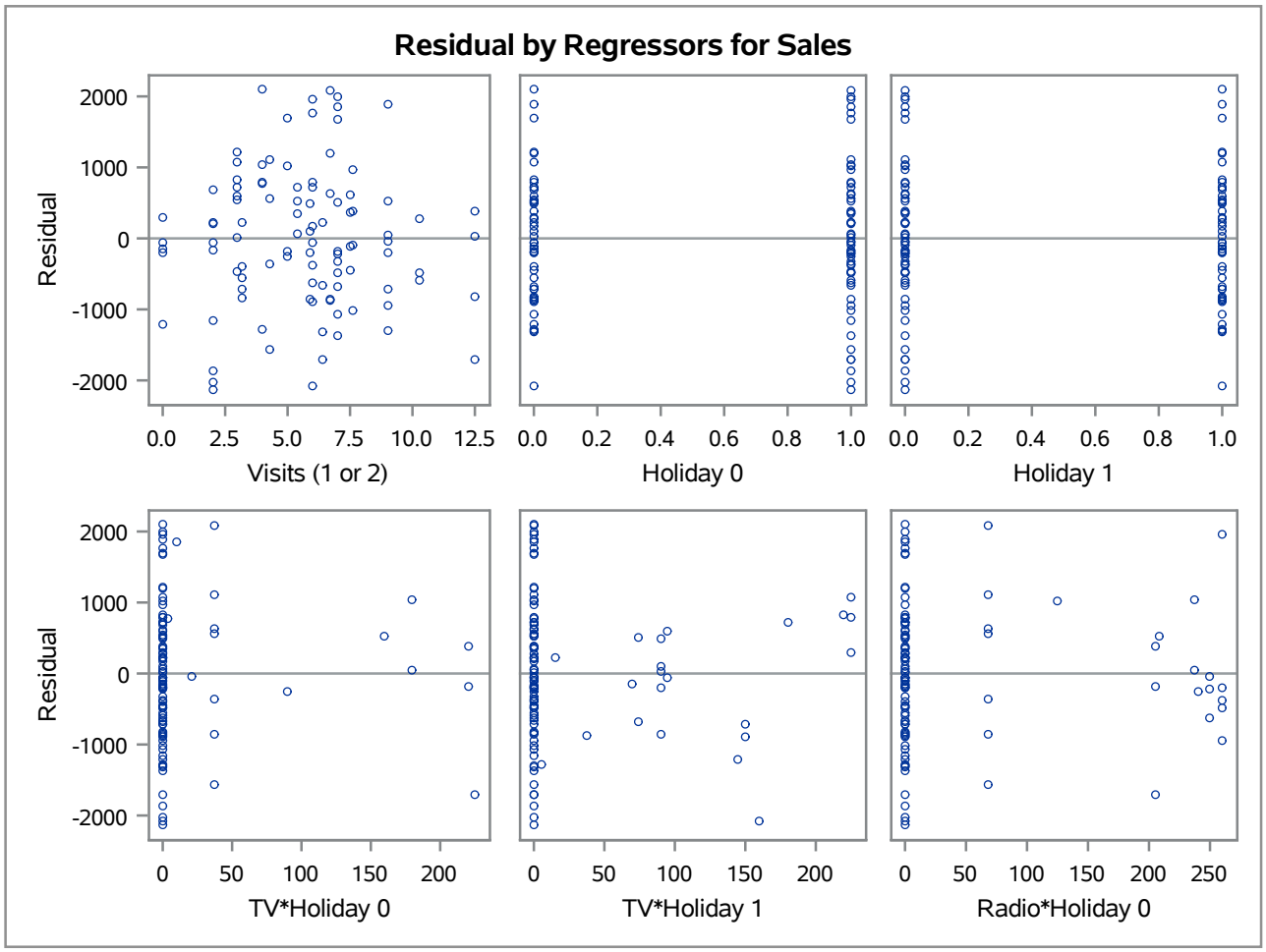
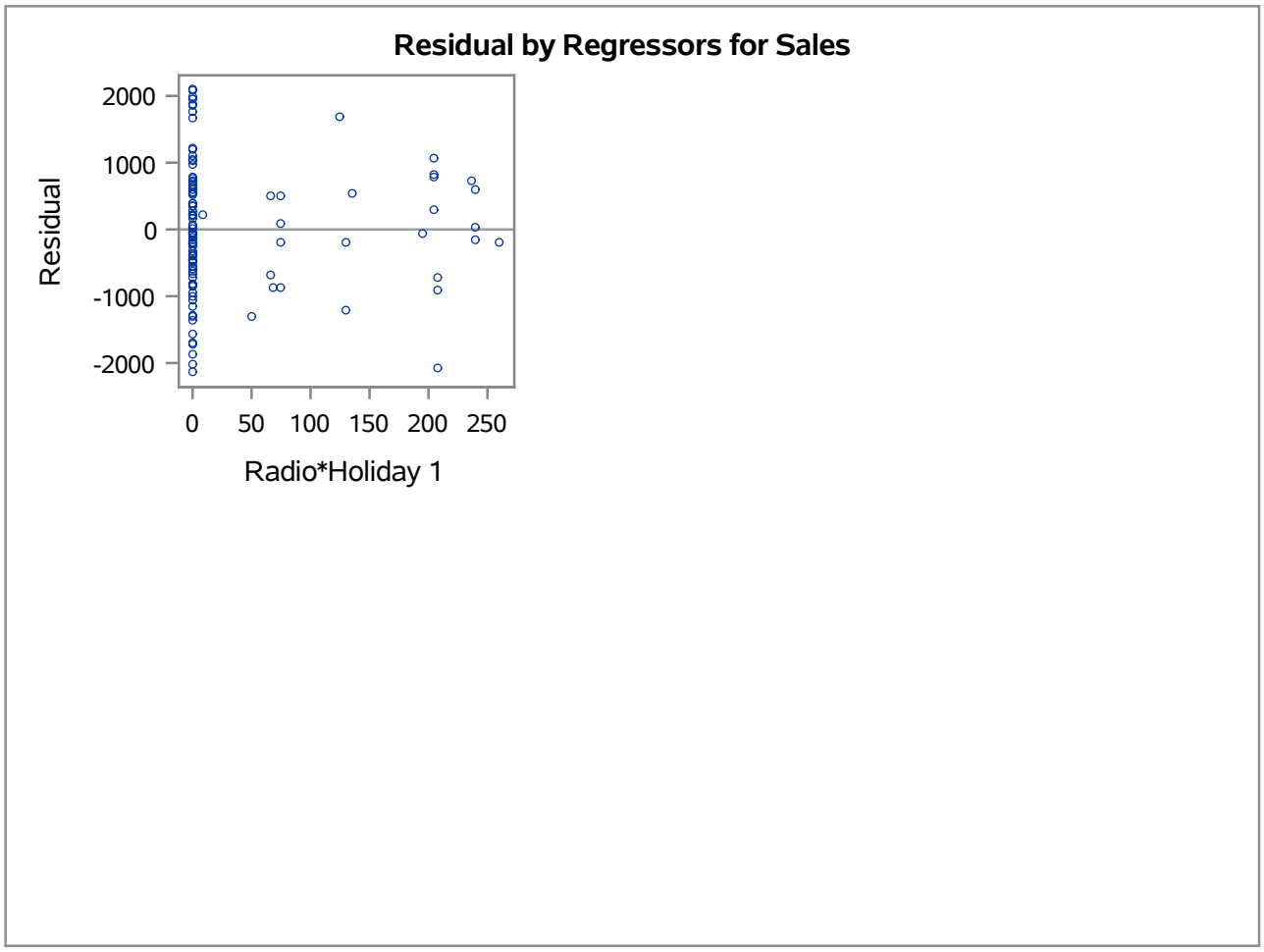
Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales