

Model: MODEL1
Dependent Variable: Sales

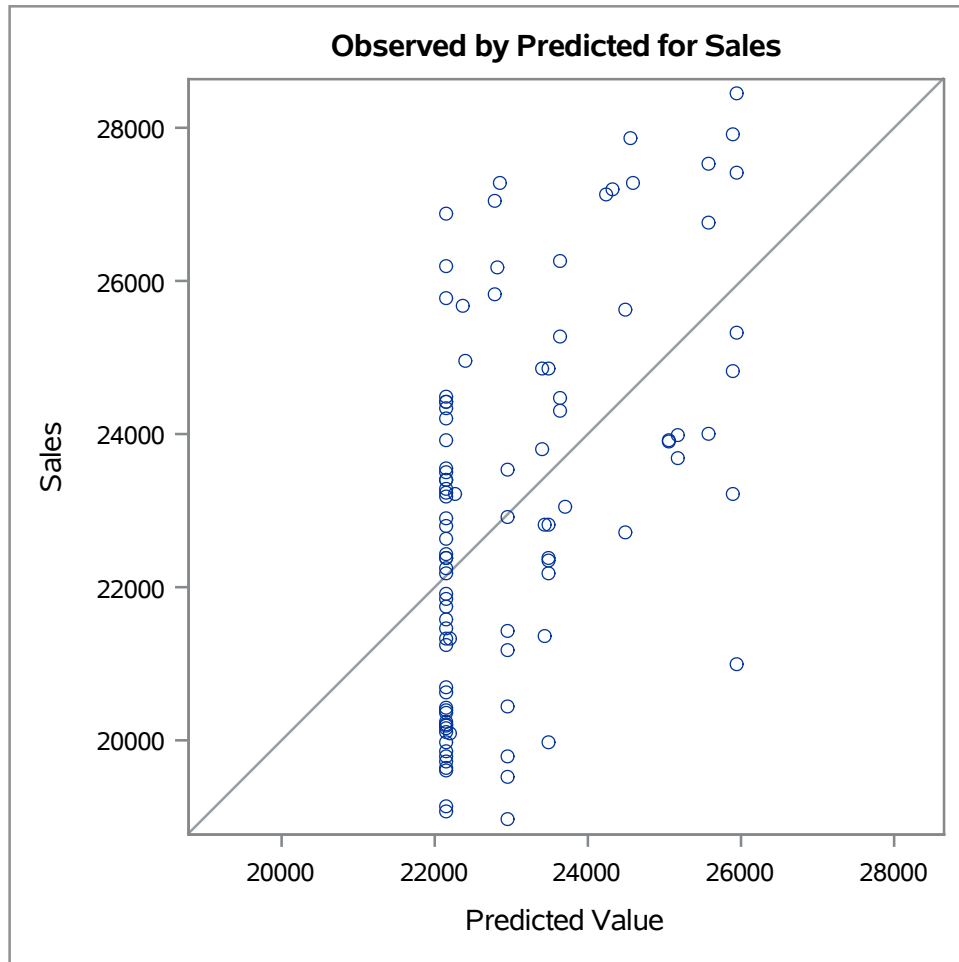
Number of Observations Read	101
Number of Observations Used	101

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	152750117	76375058	16.72	<.0001
Error	98	447766977	4569051		
Corrected Total	100	600517094			

Root MSE	2137.53381	R-Square	0.2544
Dependent Mean	23064	Adj R-Sq	0.2391
Coeff Var	9.26794		

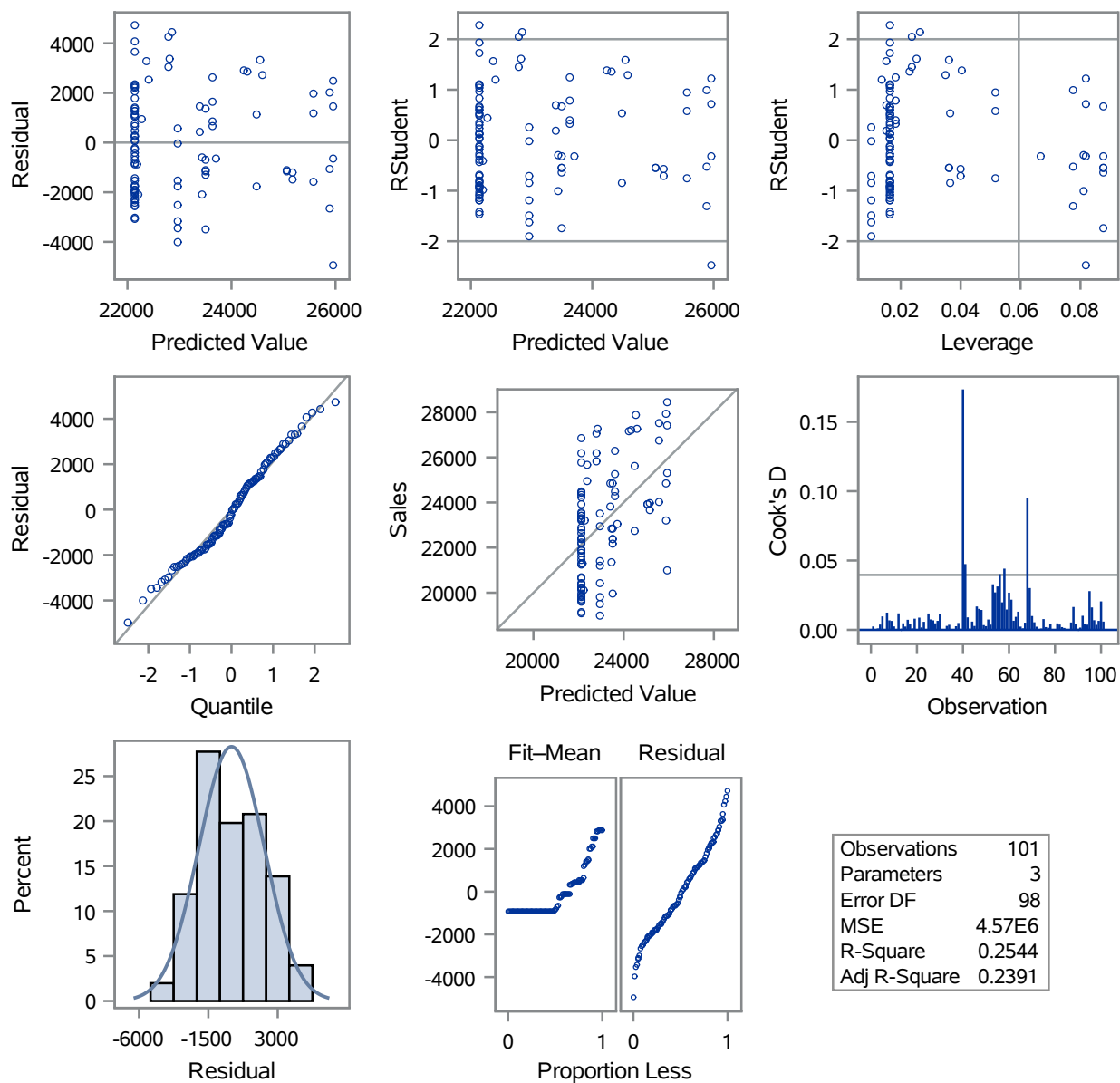
Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	22142	275.01757	80.51	<.0001
TV	1	12.19268	3.87443	3.15	0.0022
Radio	1	5.19530	2.70027	1.92	0.0573

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Fit Diagnostics for Sales



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