

**Model: MODEL1**  
**Dependent Variable: Sales**

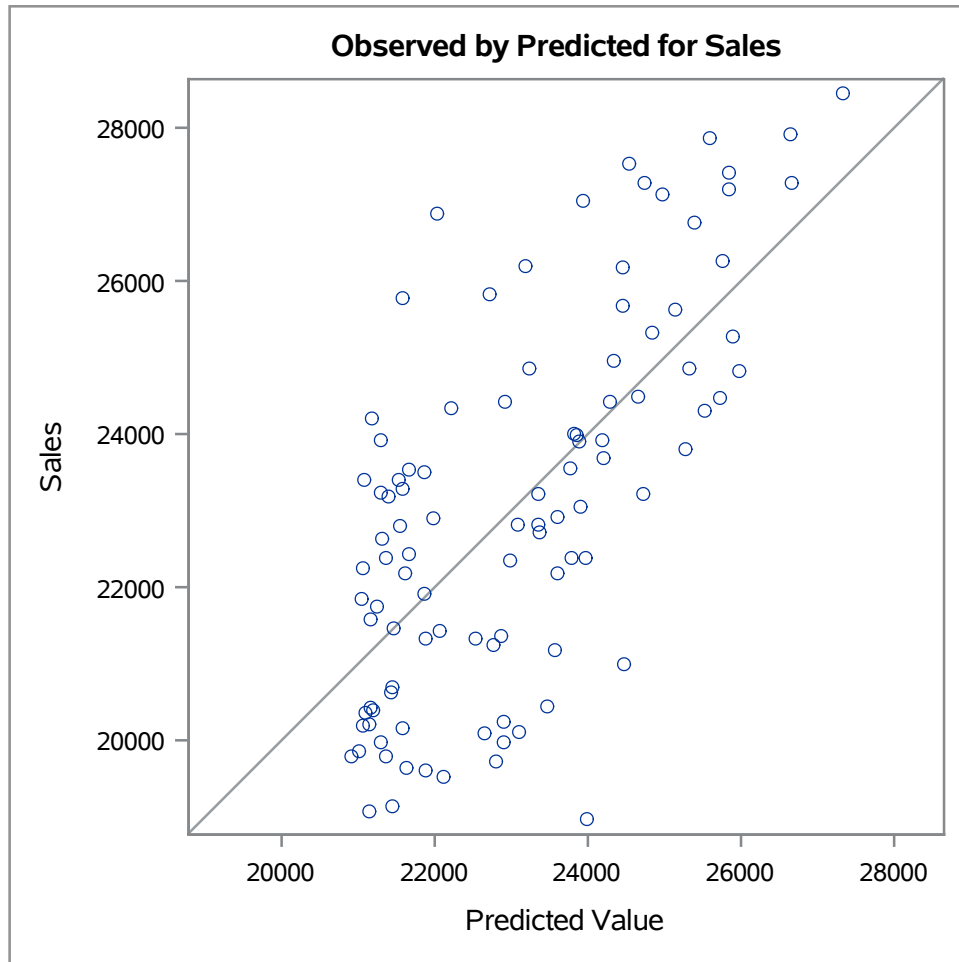
<b>Number of Observations Read</b>	101
<b>Number of Observations Used</b>	101

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
<b>Model</b>	3	274512621	91504207	27.23	<.0001
<b>Error</b>	97	326004473	3360871		
<b>Corrected Total</b>	100	600517094			

<b>Root MSE</b>	1833.26781	<b>R-Square</b>	0.4571
<b>Dependent Mean</b>	23064	<b>Adj R-Sq</b>	0.4403
<b>Coeff Var</b>	7.94870		

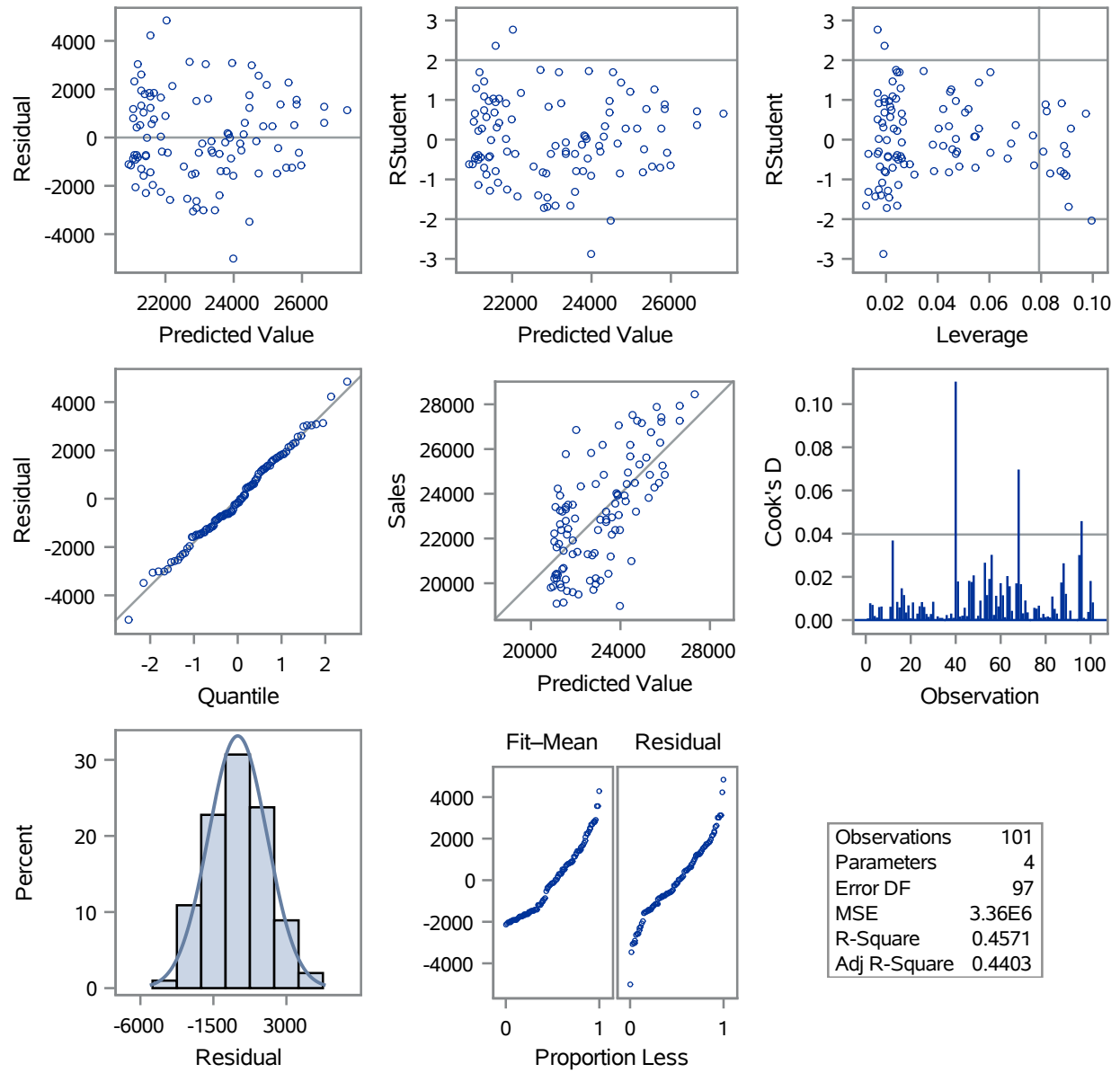
Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr >  t
<b>Intercept</b>	1	19190	544.25917	35.26	<.0001
<b>TV</b>	1	11.29750	3.32625	3.40	0.0010
<b>Radio</b>	1	0.16463	2.46210	0.07	0.9468
<b>Temp</b>	1	189.08062	31.41349	6.02	<.0001

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**Fit Diagnostics for Sales**



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