Data Set	EUROPET.EUROPET_NEW
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
week7	2	0 1
week21	2	0 1
week49	2	0 1

Dimensions	
Number of Effects	12
Number of Parameters	16

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	**week7**	10	10	1428.0081
10	**week21**	11	11	1424.4310
11	**week49**	12	12	1418.2320*
*** Optimal Value of Criterion**				

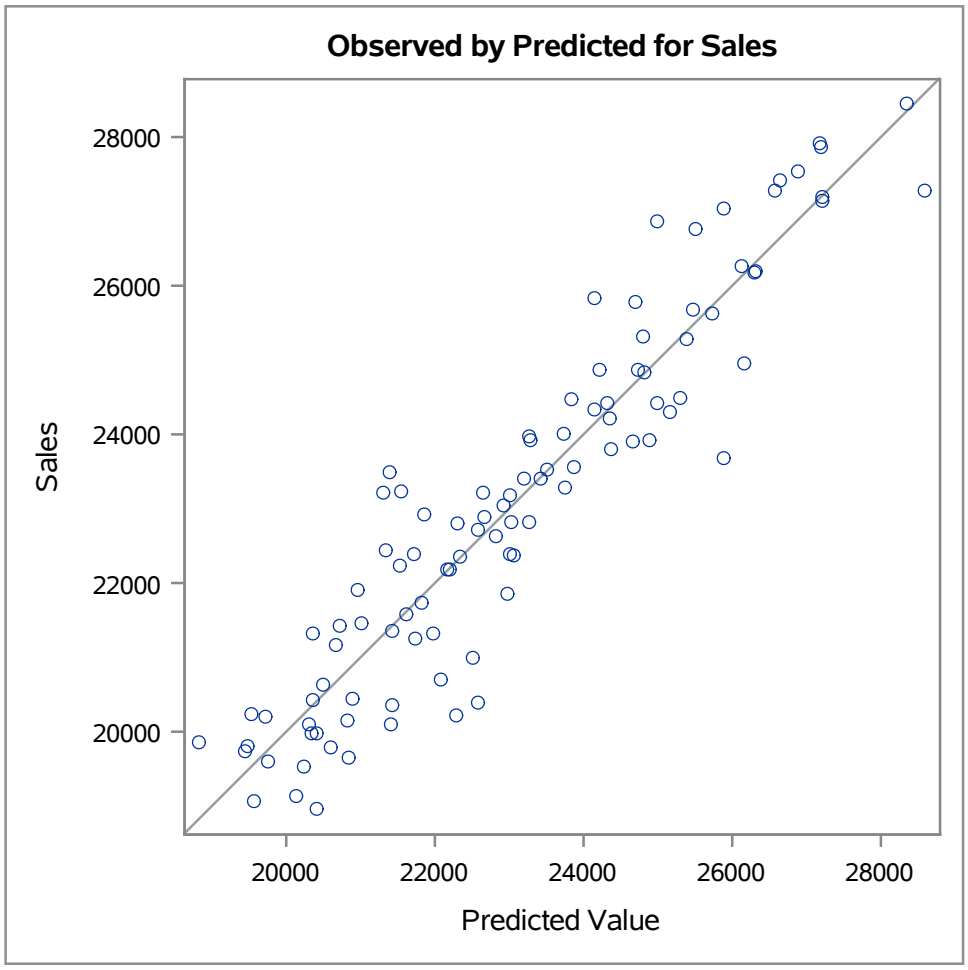
Least Squares Model (No Selection)

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	527318245	47938022	58.29	<.0001
Error	89	73198849	822459		
Corrected Total	100	600517094			

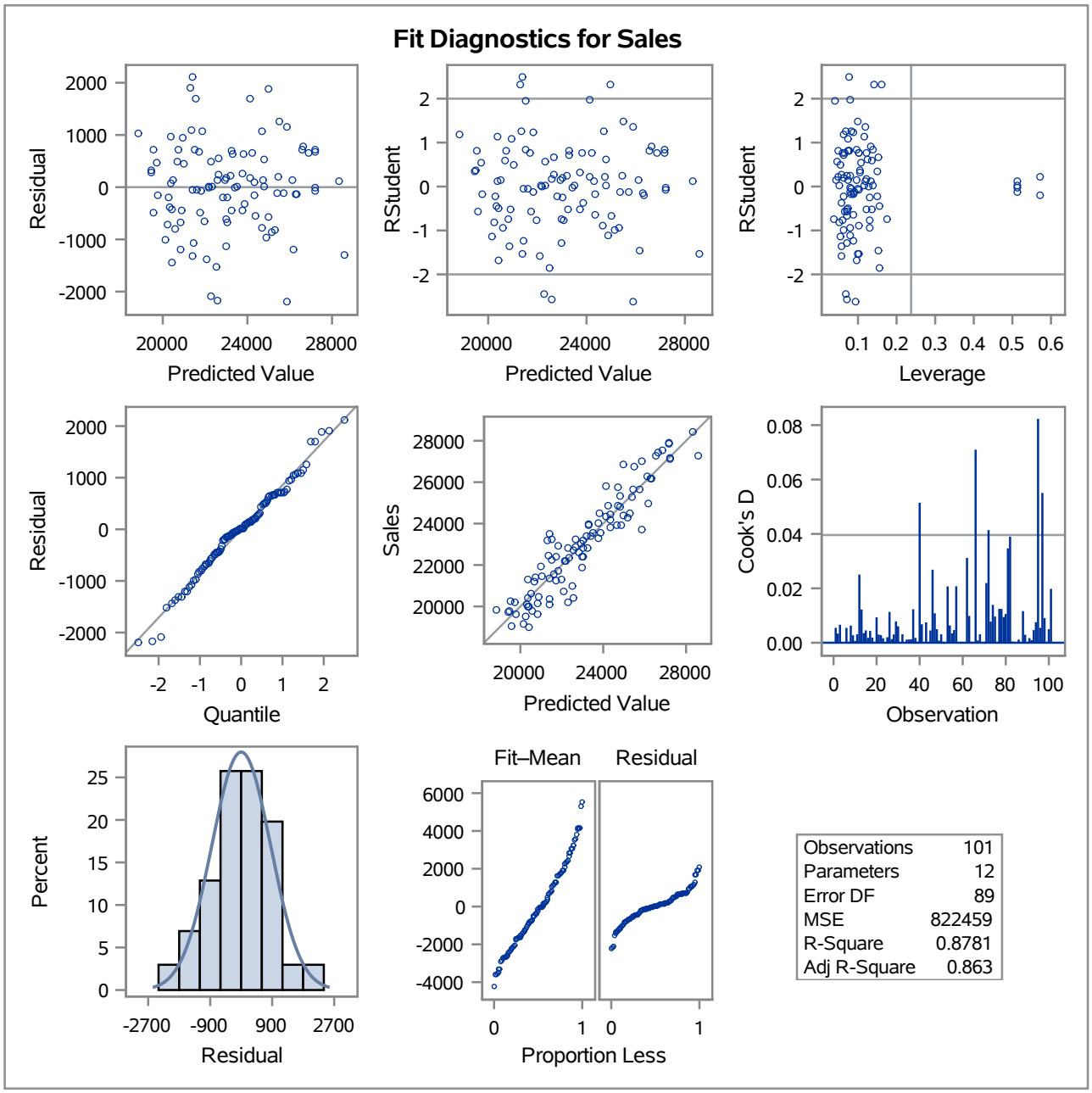
Root MSE	906.89524
Dependent Mean	23064
R-Square	0.8781
Adj R-Sq	0.8630
AIC	1489.85054
AICC	1494.03445
SBC	1418.23199

Parameter Estimates					
Parameter	DF	Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	-1469.545704	3366.161104	-0.44	0.6635
TV	1	5.913435	1.783611	3.32	0.0013
Radio	1	0.171827	1.420438	0.12	0.9040
Fuel Volume	1	0.305898	0.047889	6.39	<.0001
Fuel Price	1	80.957933	12.780141	6.33	<.0001
Temp	1	56.893405	19.288467	2.95	0.0041
Prec	1	-131.871642	15.850702	-8.32	<.0001
Visits (1 or 2)	1	-181.482497	36.644658	-4.95	<.0001
Holiday 0	1	-993.566114	204.307223	-4.86	<.0001
Holiday 1	0	0	.	.	.
week7 0	1	1821.286634	686.499666	2.65	0.0094
week7 1	0	0	.	.	.
week21 0	1	-2039.128626	676.667986	-3.01	0.0034
week21 1	0	0	.	.	.
week49 0	1	-2101.773426	662.713973	-3.17	0.0021
week49 1	0	0	.	.	.

Model: MODEL1
Dependent Variable: Sales

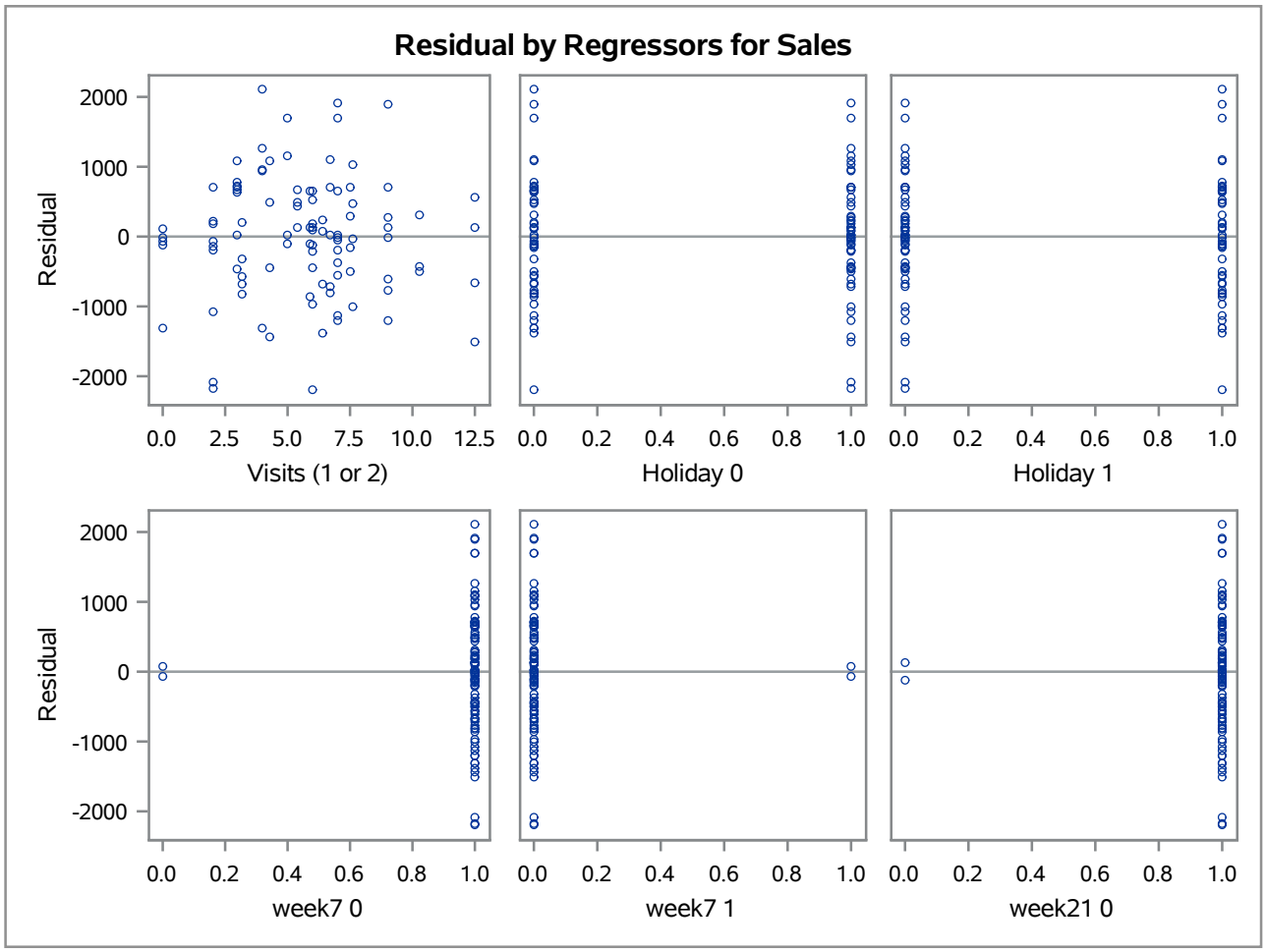
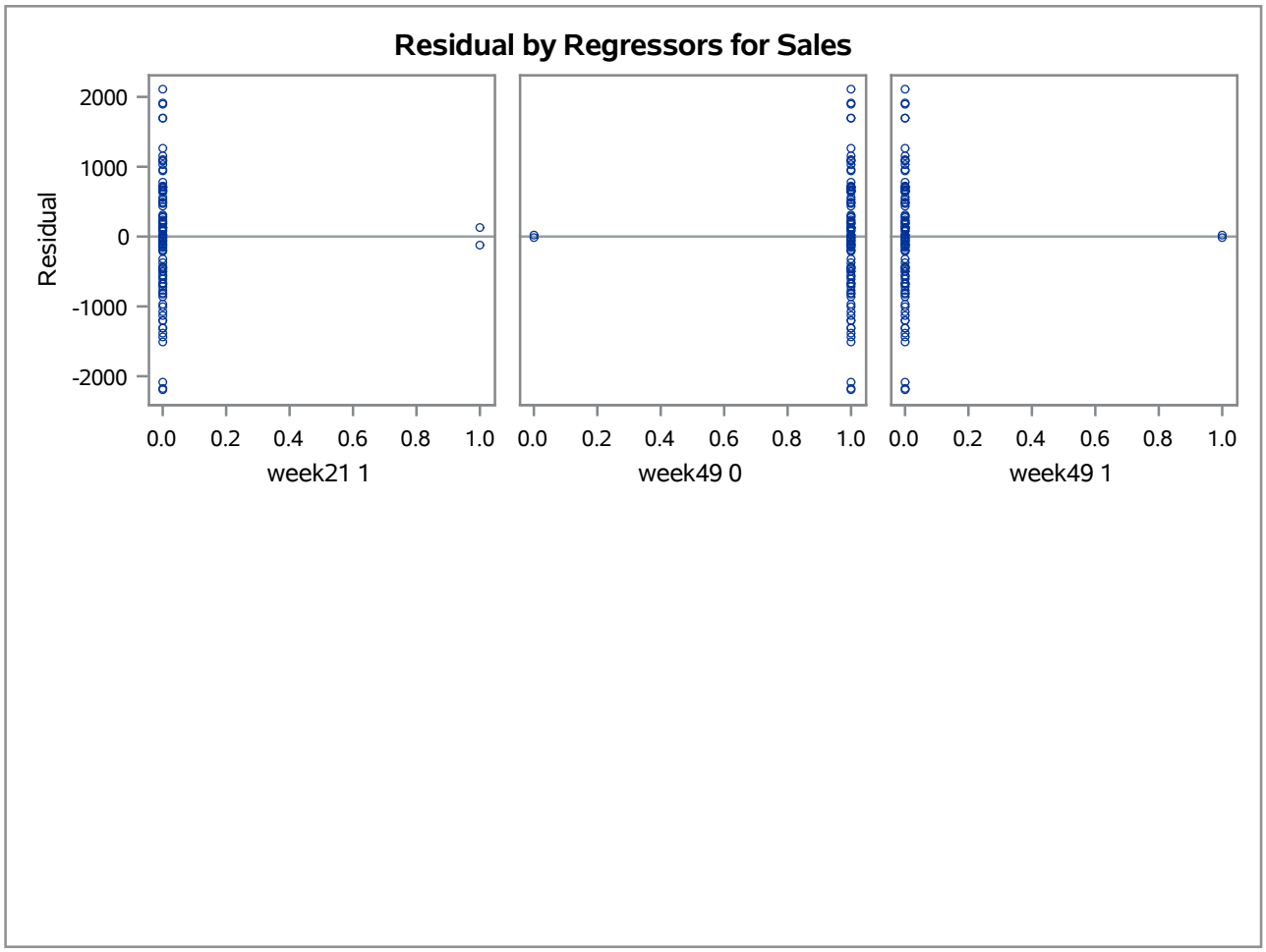


Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales

Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales