

<b>Data Set</b>	EUROPET.EUROPET
<b>Dependent Variable</b>	Sales
<b>Selection Method</b>	None

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

Class Level Information		
Class	Levels	Values
Holiday	2	0 1

Dimensions	
<b>Number of Effects</b>	9
<b>Number of Parameters</b>	11

Least Squares Summary				
Step	Effect Entered	Number Effects In	Number Params In	SBC
0	Intercept	1	1	1580.0314
1	TV	2	2	1558.7460
2	Fuel Volume	3	3	1525.8083
3	Fuel Price	4	4	1520.4866
4	Temp	5	5	1503.7379
5	Prec	6	6	1451.1144
6	Visits (1 or 2)	7	7	1439.0602
7	Temp*Holiday	8	8	1433.3134
8	Holiday	9	9	1427.5031*
* Optimal Value of Criterion				

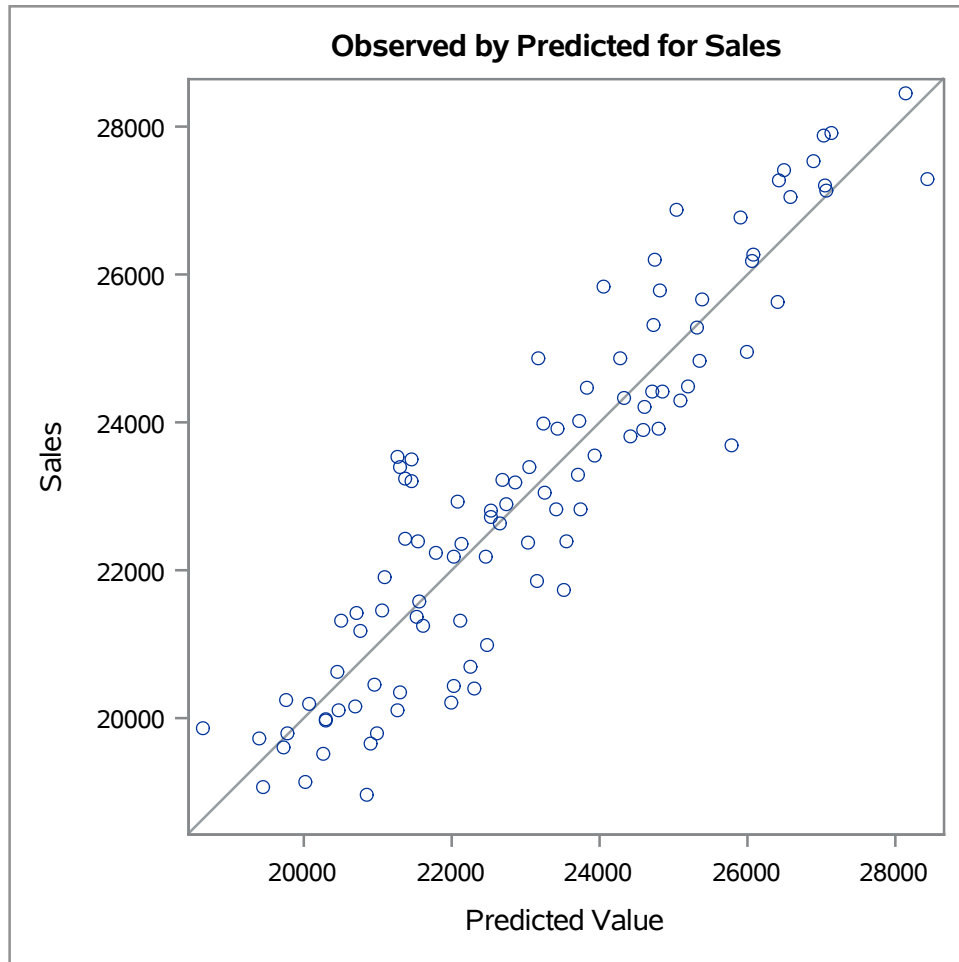
**Least Squares Model (No Selection)**

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	508492485	63561561	63.54	<.0001
Error	92	92024609	1000267		
Corrected Total	100	600517094			

Root MSE	1000.13374
Dependent Mean	23064
R-Square	0.8468
Adj R-Sq	0.8334
AIC	1506.96705
AICC	1509.41150
SBC	1427.50314

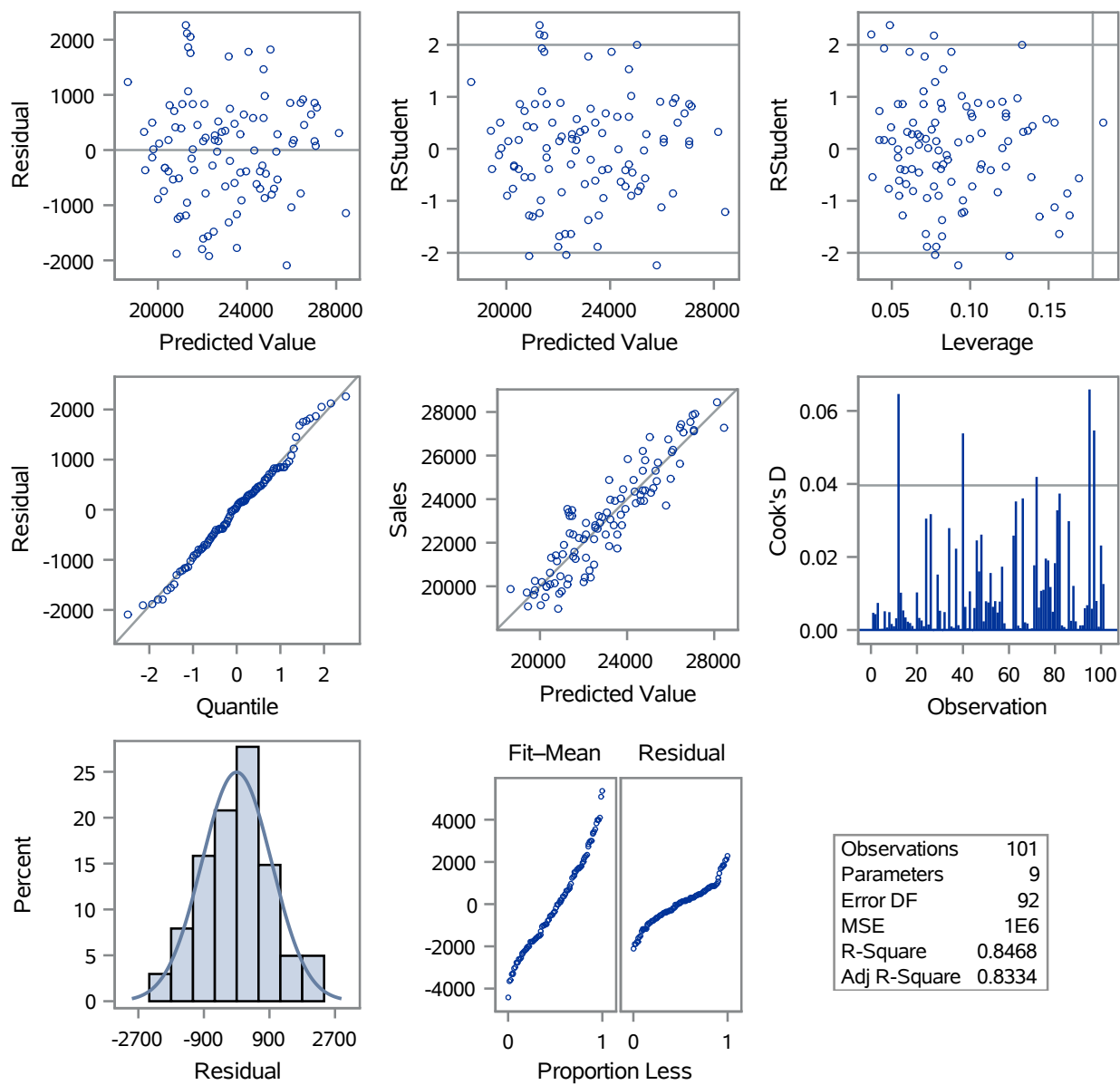
Parameter Estimates					
Parameter	DF	Estimate	Standard Error	t Value	Pr >  t
Intercept	1	-1467.338615	3294.901459	-0.45	0.6571
TV	1	5.730813	1.611807	3.56	0.0006
Fuel Volume	1	0.283054	0.051849	5.46	<.0001
Fuel Price	1	78.381199	13.302029	5.89	<.0001
Temp	1	36.771750	25.012711	1.47	0.1449
Prec	1	-149.538694	17.864656	-8.37	<.0001
Visits (1 or 2)	1	-176.987617	40.125480	-4.41	<.0001
Temp*Holiday 0	1	76.799947	38.996802	1.97	0.0519
Temp*Holiday 1	0	0	.	.	.
Holiday 0	1	-2192.018106	693.045132	-3.16	0.0021
Holiday 1	0	0	.	.	.

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

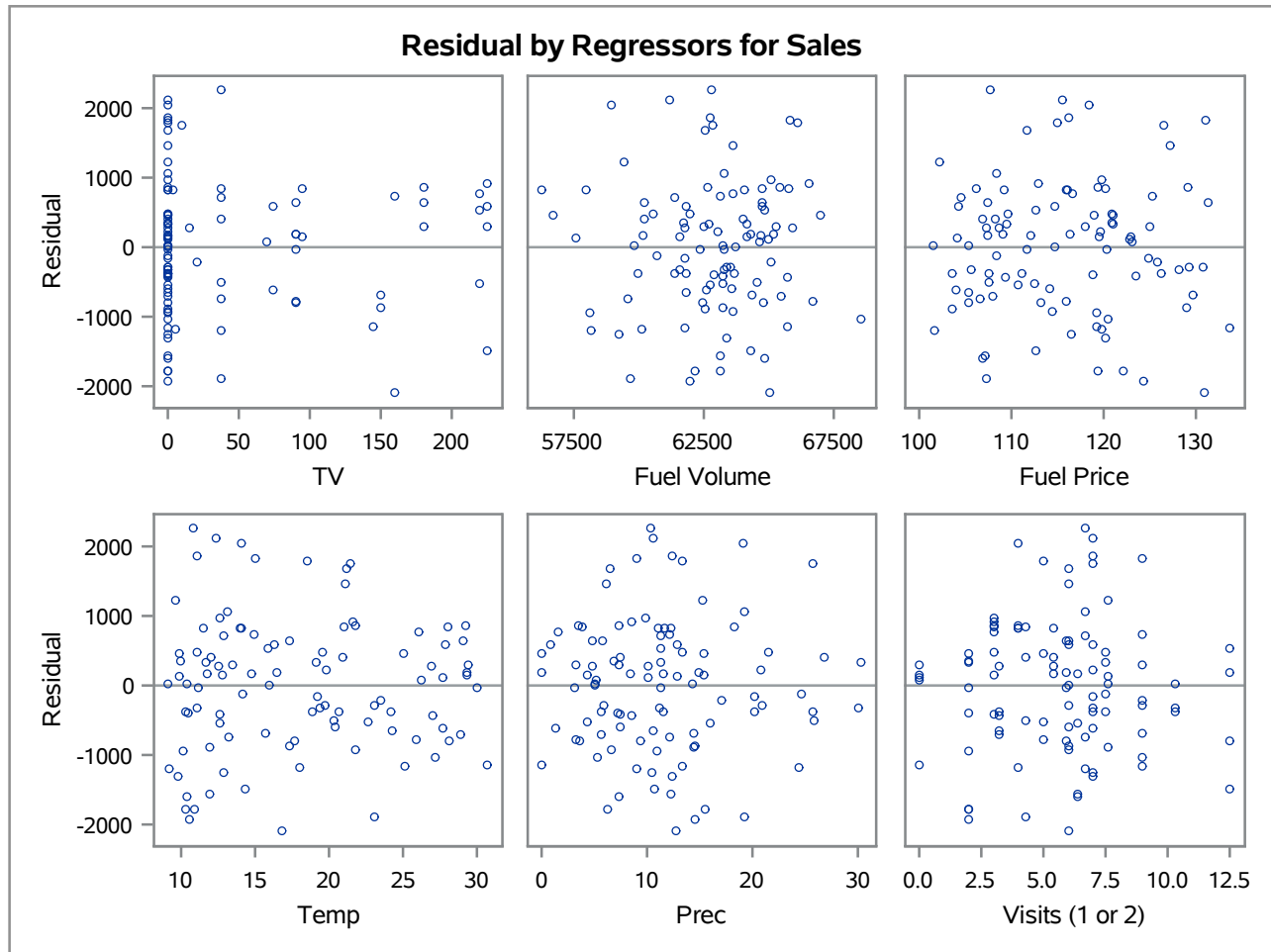


**Model: MODEL1**  
**Dependent Variable: Sales**

**Fit Diagnostics for Sales**



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



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

