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	11
Number of Parameters	15

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	**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	**Holiday**	8	8	1427.0586
8	**week7**	9	9	1423.5253
9	**week21**	10	10	1419.8336
10	**week49**	11	11	1413.6335*
*** Optimal Value of Criterion**				

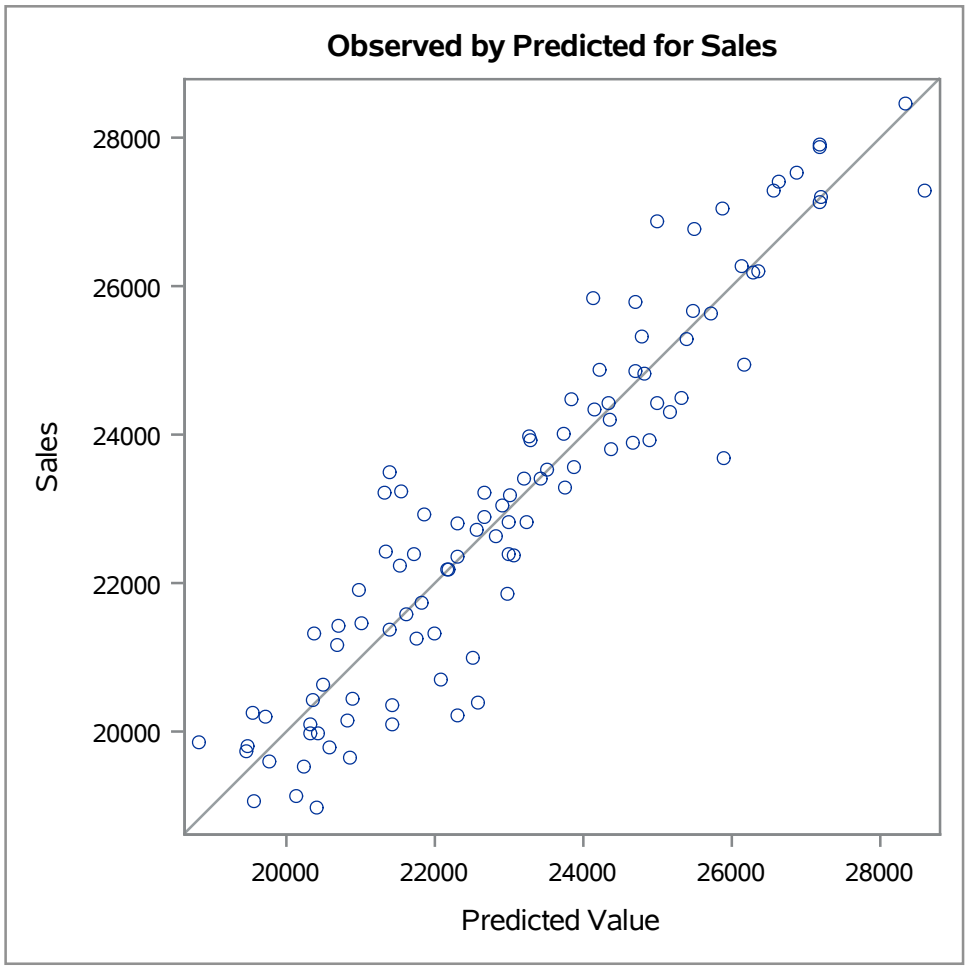
Least Squares Model (No Selection)

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	527306210	52730621	64.82	<.0001
Error	90	73210884	813454		
Corrected Total	100	600517094			

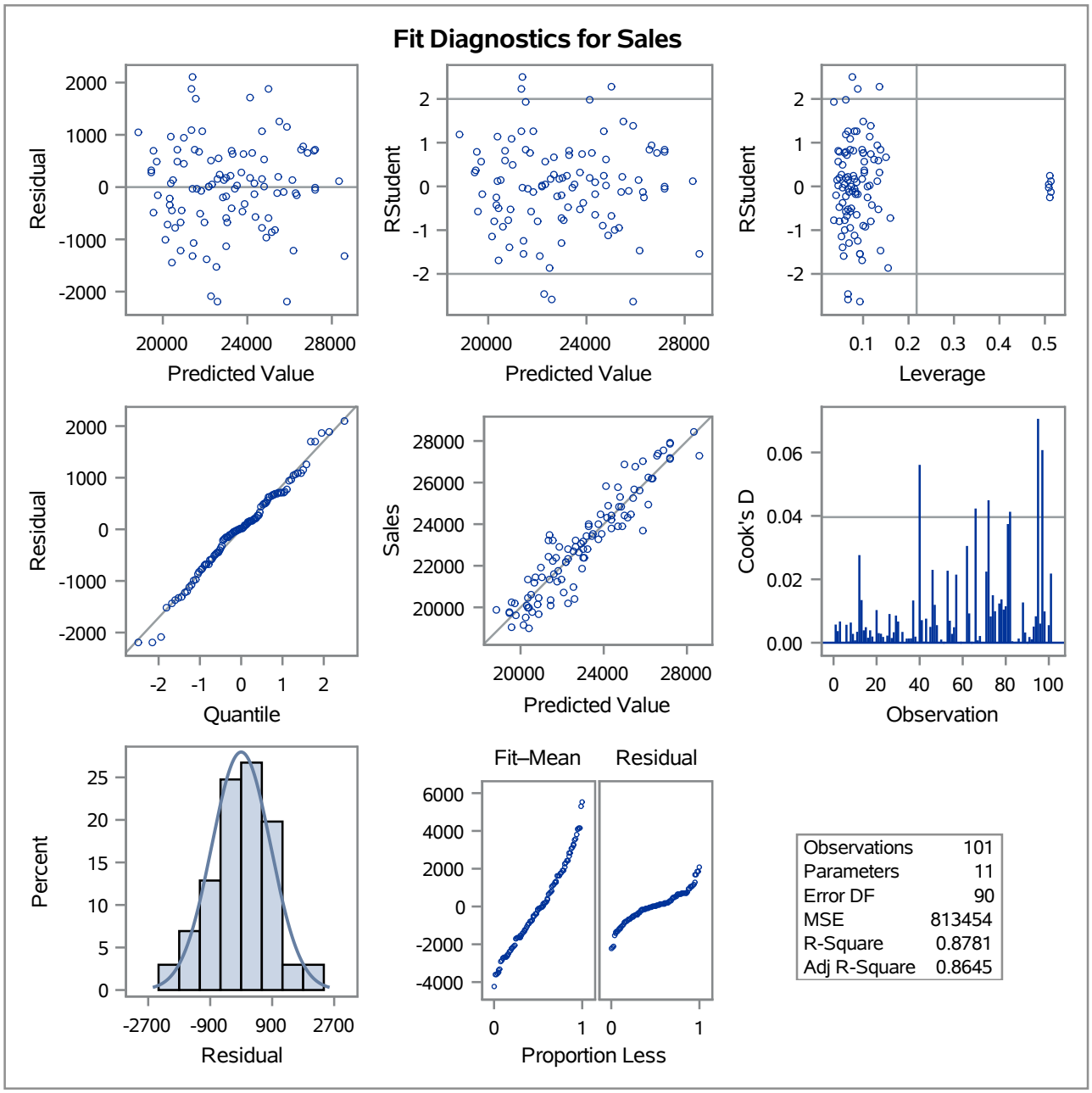
Root MSE	901.91700
Dependent Mean	23064
R-Square	0.8781
Adj R-Sq	0.8645
AIC	1487.86715
AICC	1491.41260
SBC	1413.63347

Parameter Estimates					
Parameter	DF	Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	-1569.974095	3244.269018	-0.48	0.6296
TV	1	6.033844	1.471906	4.10	<.0001
Fuel Volume	1	0.306204	0.047559	6.44	<.0001
Fuel Price	1	81.567558	11.680088	6.98	<.0001
Temp	1	57.787306	17.719010	3.26	0.0016
Prec	1	-131.712777	15.709493	-8.38	<.0001
Visits (1 or 2)	1	-180.426131	35.393572	-5.10	<.0001
Holiday 0	1	-989.613604	200.570497	-4.93	<.0001
Holiday 1	0	0	.	.	.
week7 0	1	1821.985693	682.707055	2.67	0.0090
week7 1	0	0	.	.	.
week21 0	1	-2045.993325	670.582845	-3.05	0.0030
week21 1	0	0	.	.	.
week49 0	1	-2102.041187	659.072443	-3.19	0.0020
week49 1	0	0	.	.	.

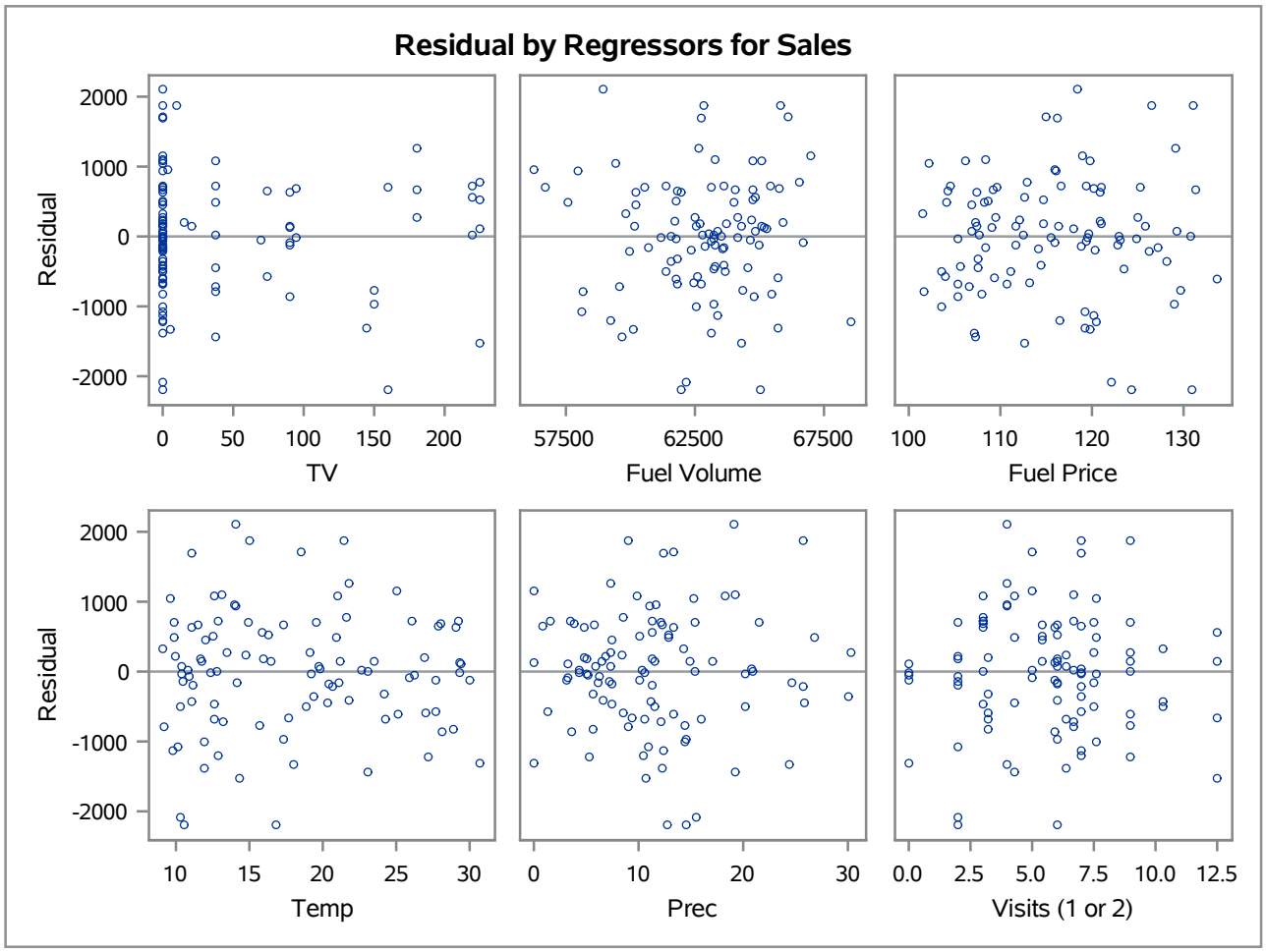
Model: MODEL1
Dependent Variable: Sales



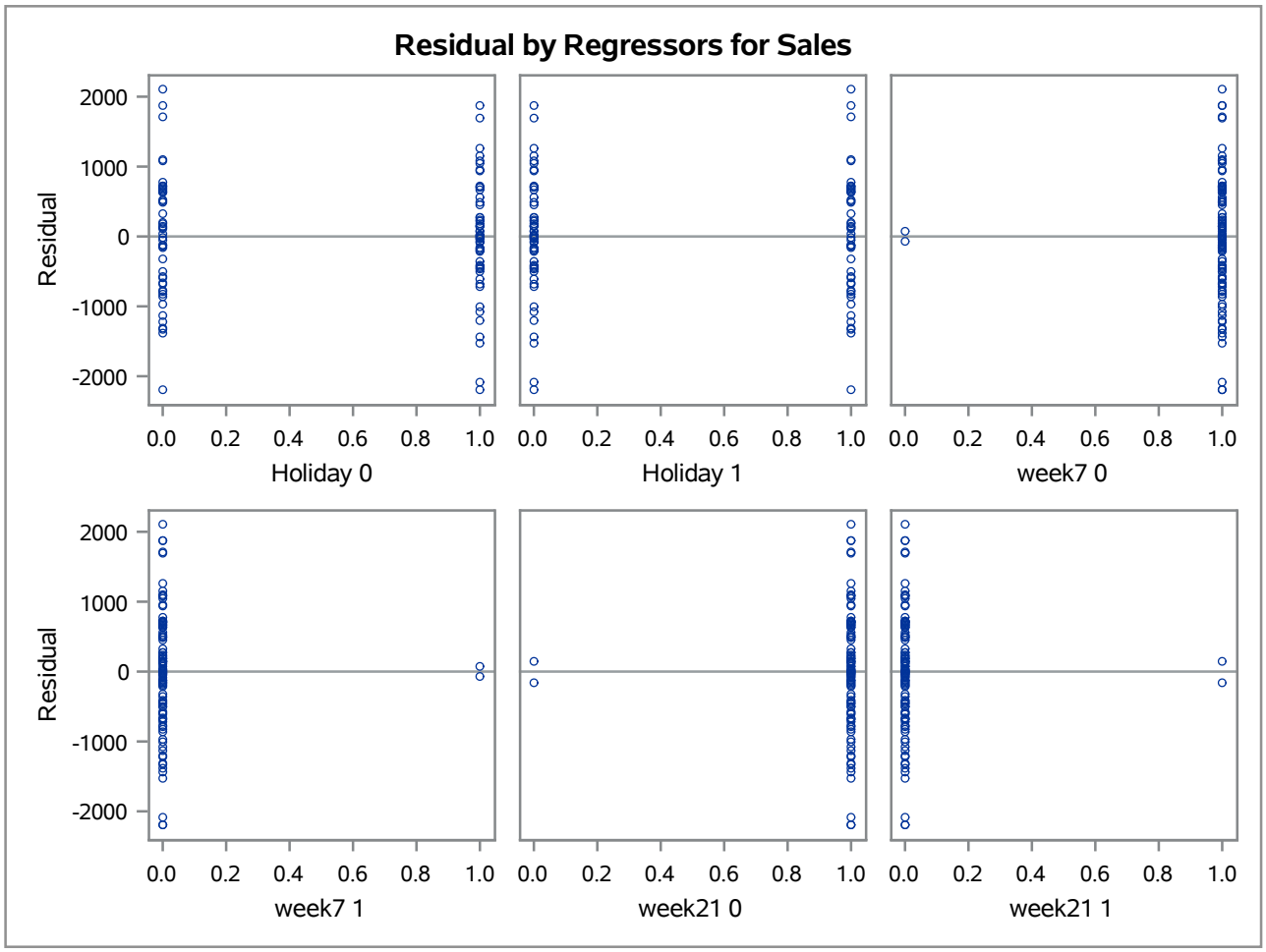
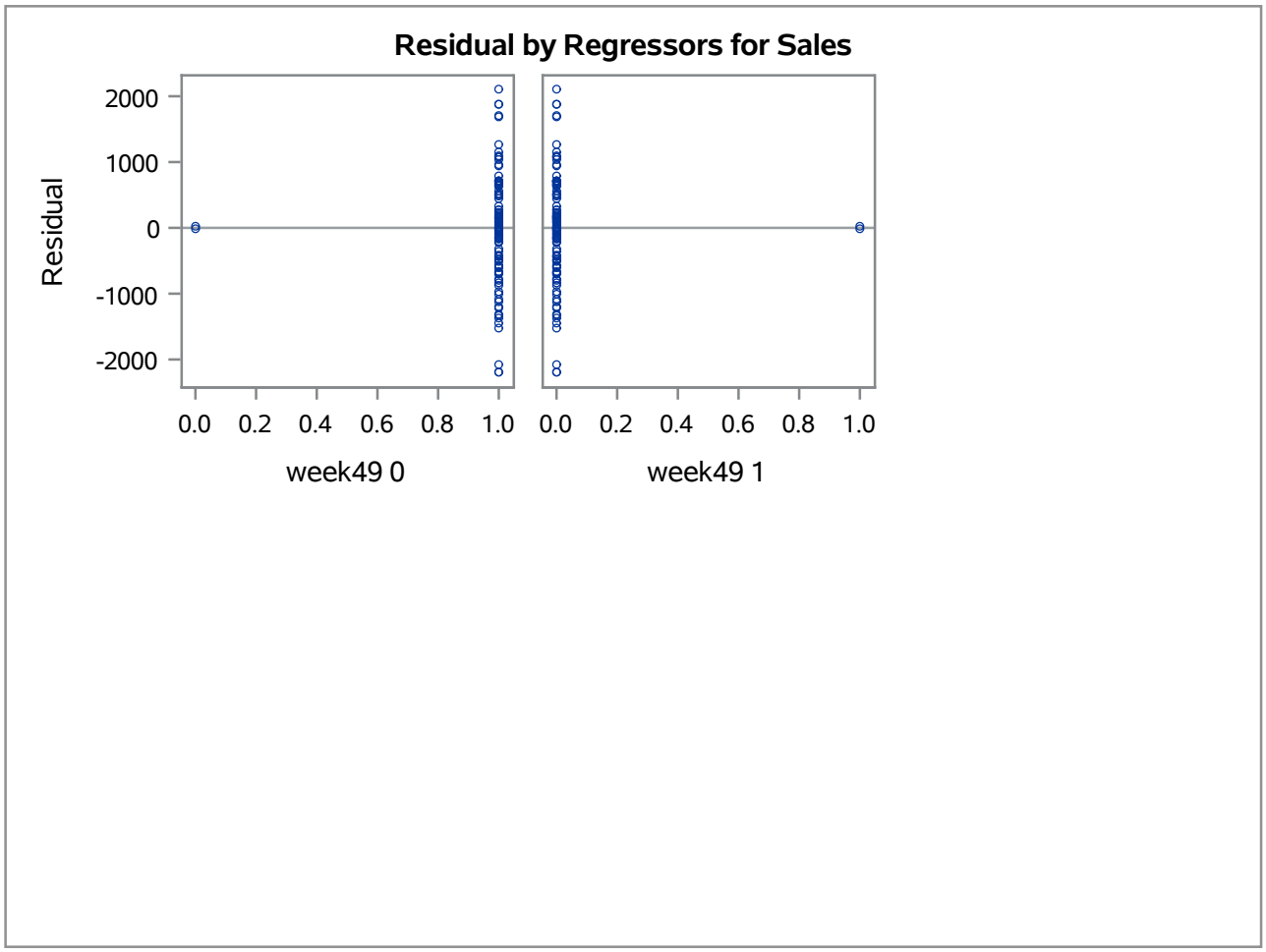
Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales



Model: MODEL1
Dependent Variable: Sales