

Results

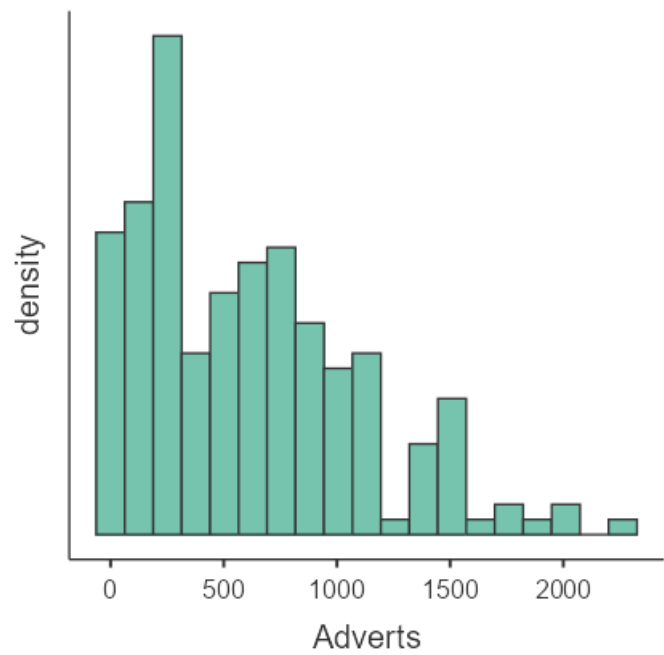
Descriptives

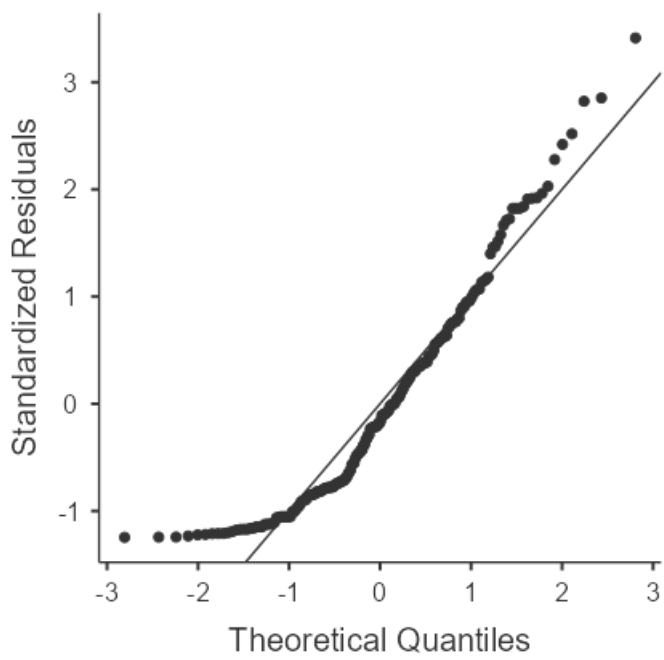
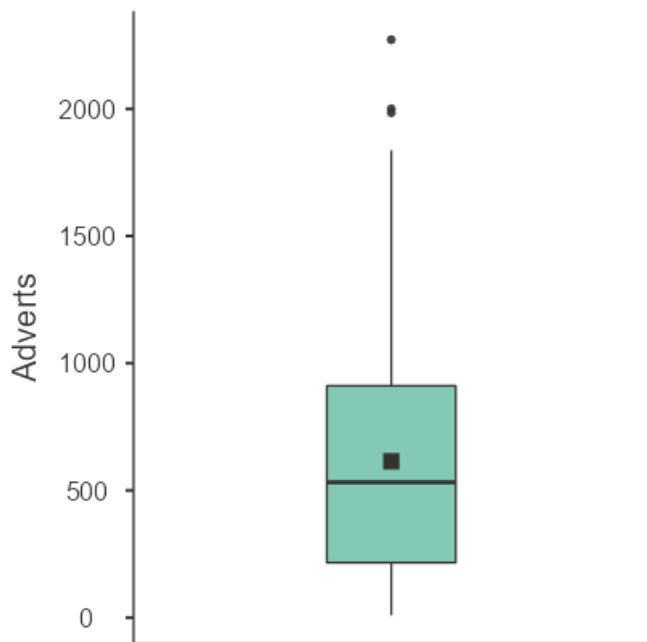
Descriptives

	Adverts	Sales	Airplay	Image
N	200	200	200	200
Missing	0	0	0	0
Mean	614	193	27.5	6.77
Std. error mean	34.3	5.71	0.868	0.0987
Median	532	200	28.0	7.00
Standard deviation	486	80.7	12.3	1.40
Minimum	9.10	10.0	0.00	1.00
Maximum	2272	360	63.0	10.0
Skewness	0.853	0.0439	0.0597	-1.29
Std. error skewness	0.172	0.172	0.172	0.172
Kurtosis	0.236	-0.680	-0.0342	3.74
Std. error kurtosis	0.342	0.342	0.342	0.342
Shapiro-Wilk W	0.925	0.985	0.993	0.877
Shapiro-Wilk p	< .001	0.030	0.408	< .001

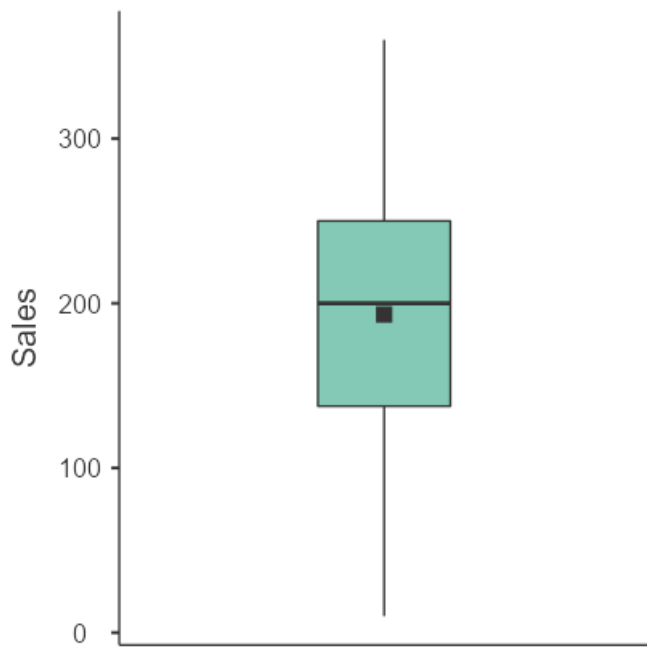
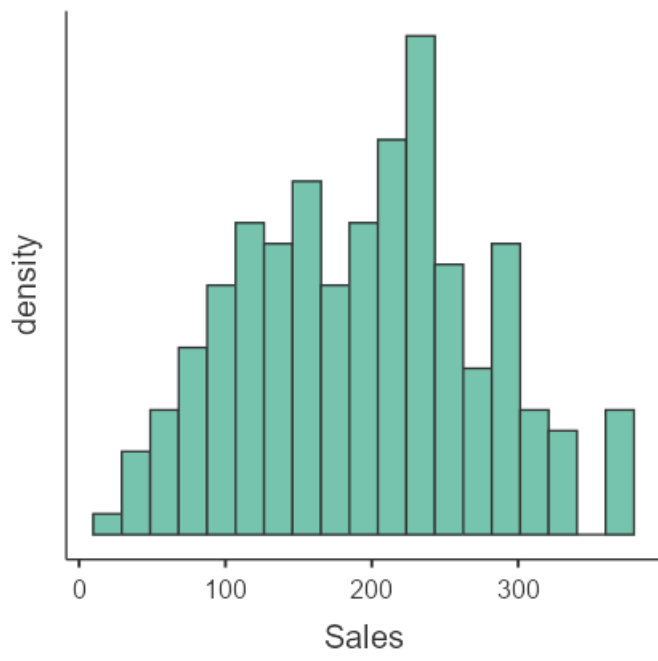
Plots

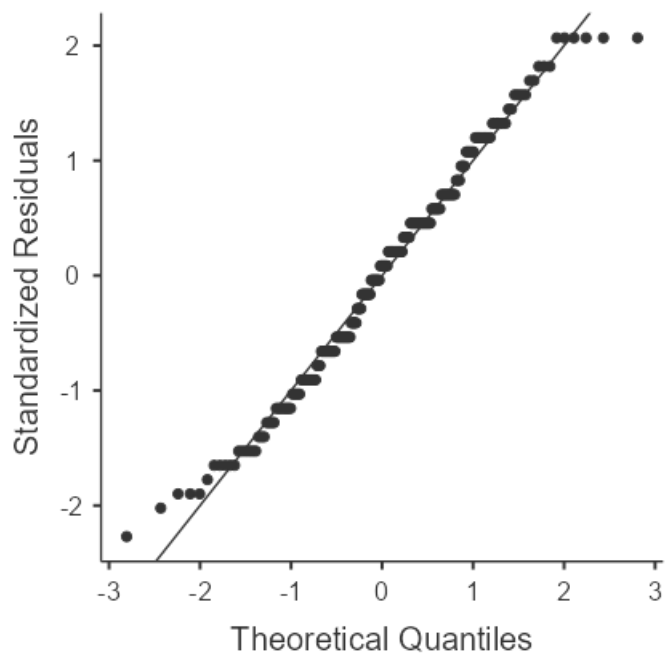
Adverts



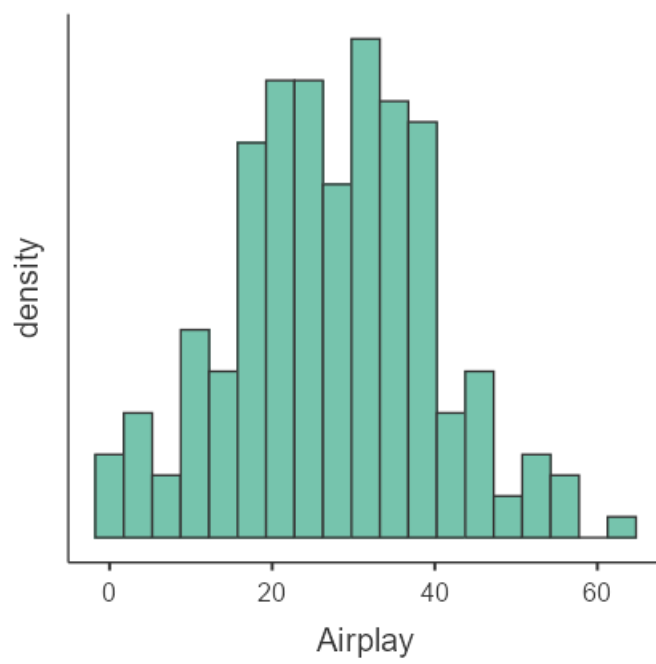


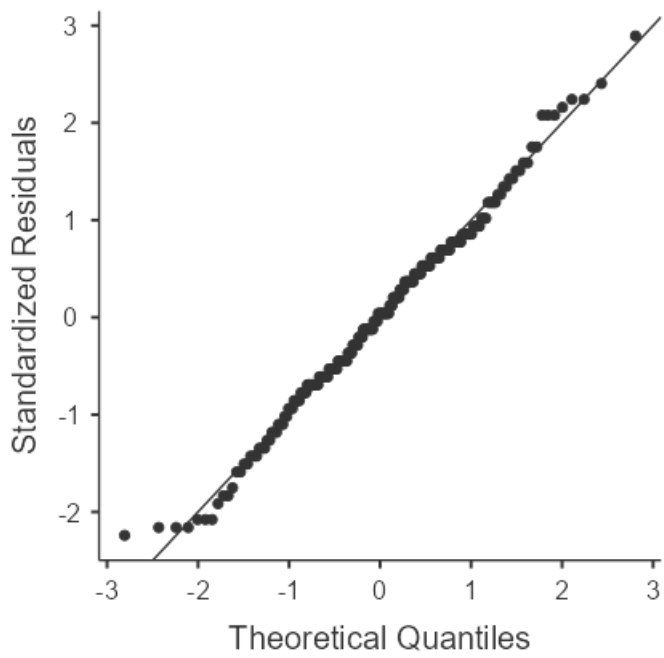
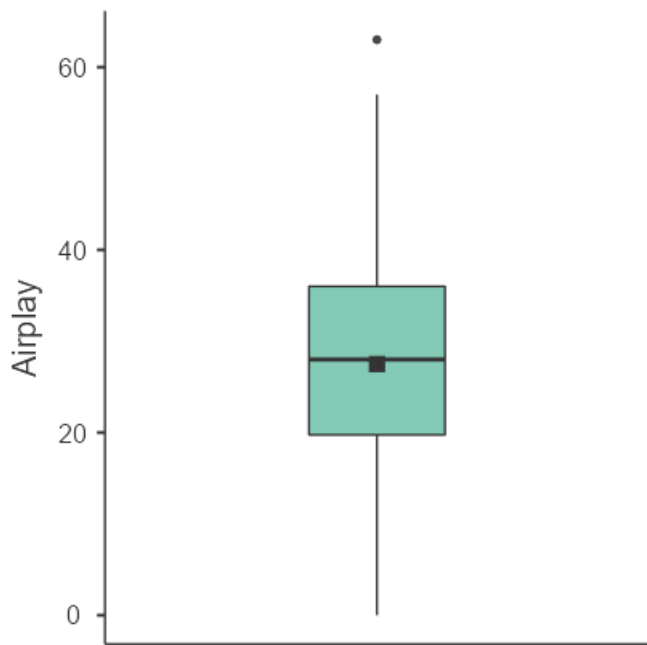
Sales



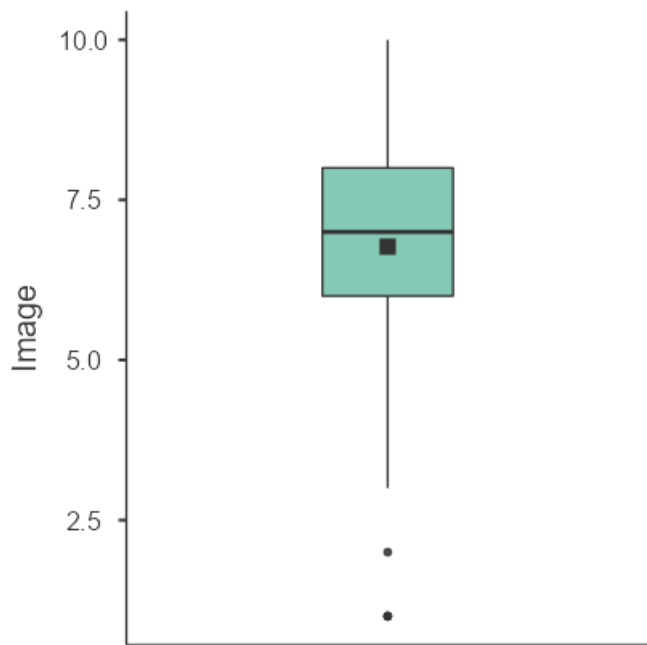
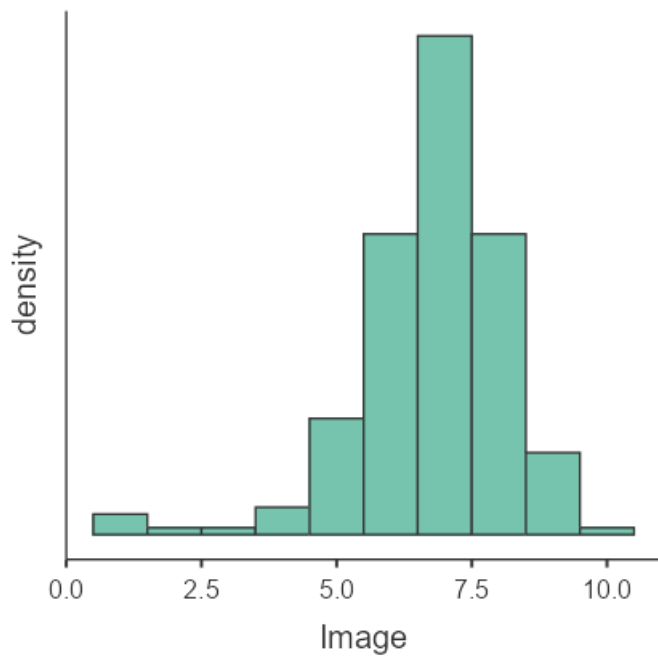


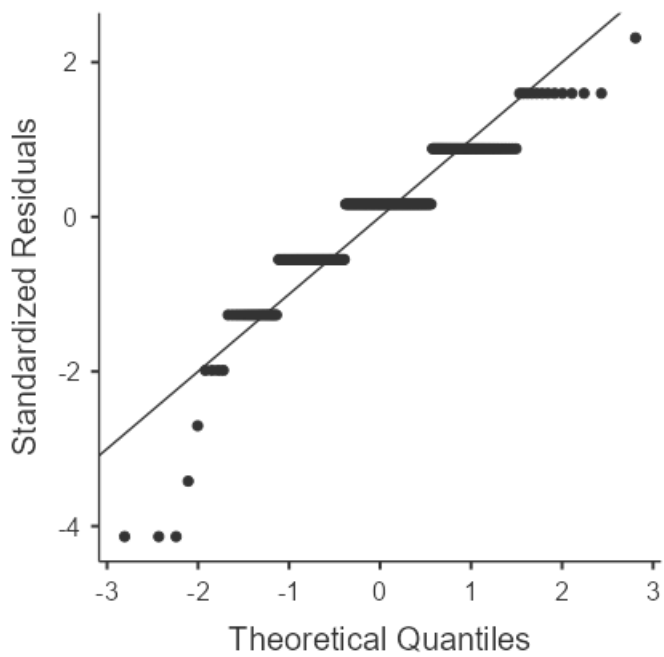
Airplay





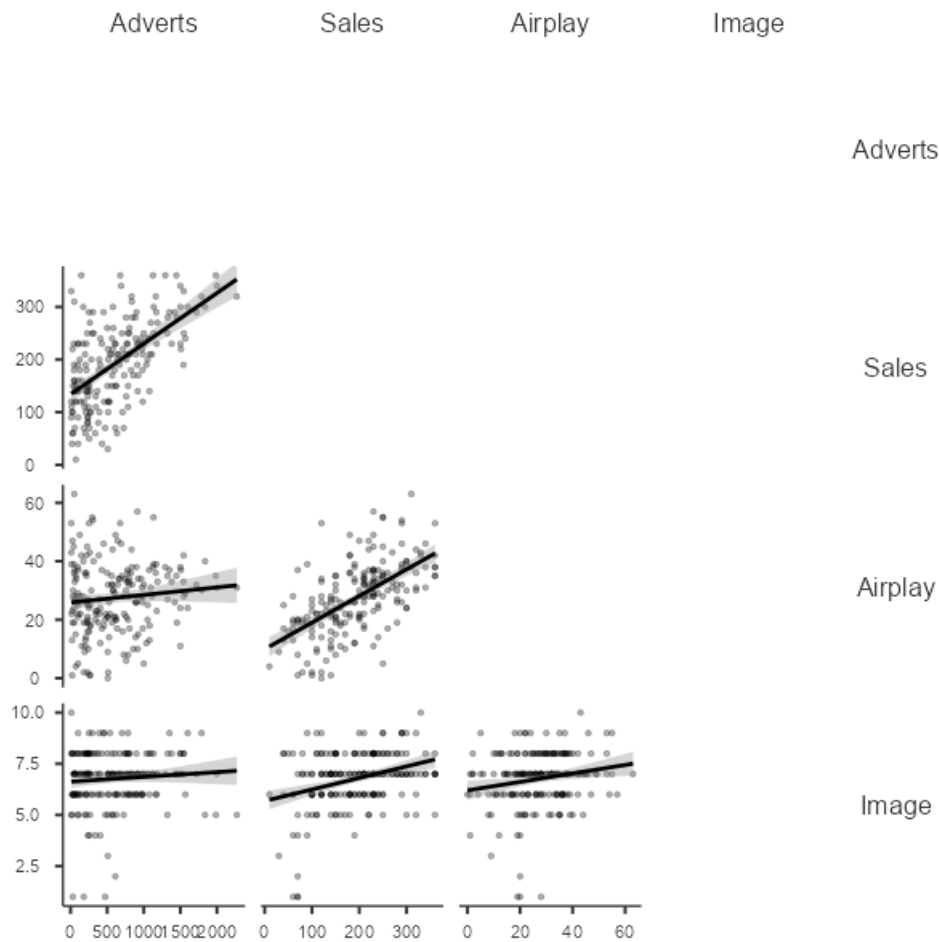
Image





Correlation Matrix

Correlation Matrix		Adverts	Sales	Airplay	Image
Adverts	Pearson's r	—			
	p-value	—			
	Spearman's rho	—			
	p-value	—			
	Kendall's Tau B	—			
	p-value	—			
Sales	Pearson's r	0.578	—		
	p-value	< .001	—		
	Spearman's rho	0.554	—		
	p-value	< .001	—		
	Kendall's Tau B	0.399	—		
	p-value	< .001	—		
Airplay	Pearson's r	0.102	0.599	—	
	p-value	0.151	< .001	—	
	Spearman's rho	0.093	0.628	—	
	p-value	0.189	< .001	—	
	Kendall's Tau B	0.066	0.455	—	
	p-value	0.173	< .001	—	
Image	Pearson's r	0.081	0.326	0.182	—
	p-value	0.256	< .001	0.010	—
	Spearman's rho	0.067	0.268	0.161	—
	p-value	0.345	< .001	0.023	—
	Kendall's Tau B	0.055	0.209	0.120	—
	p-value	0.298	< .001	0.023	—



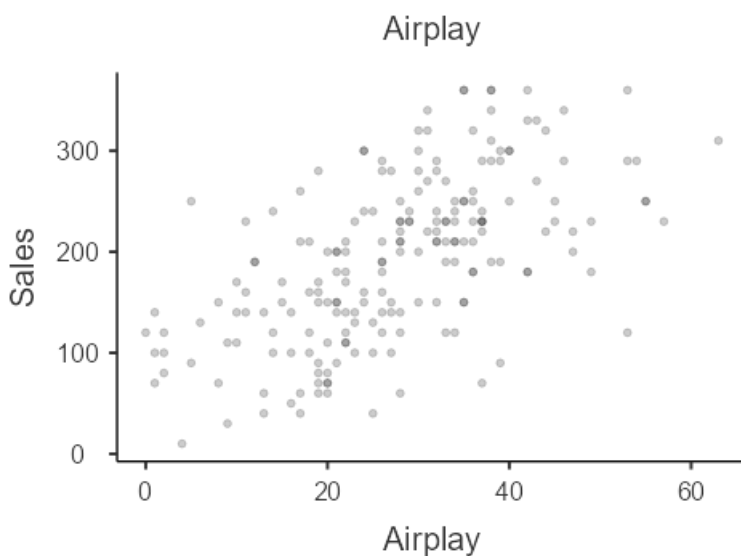
Relationships, Prediction, and Group Comparisons

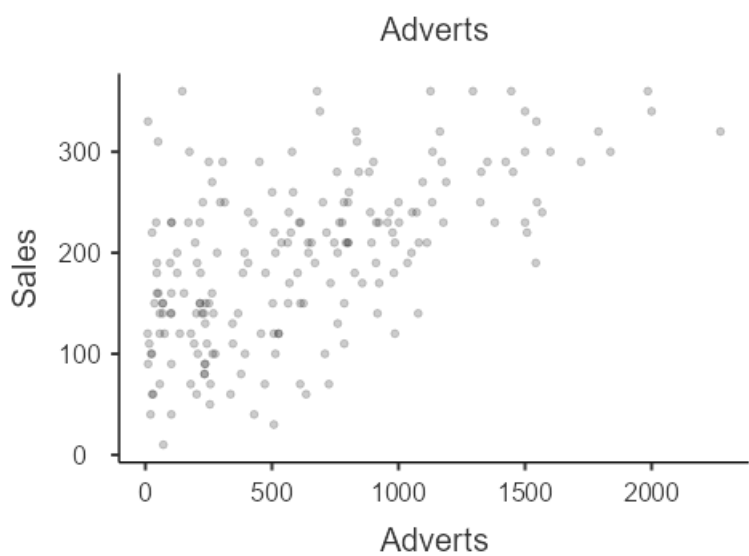
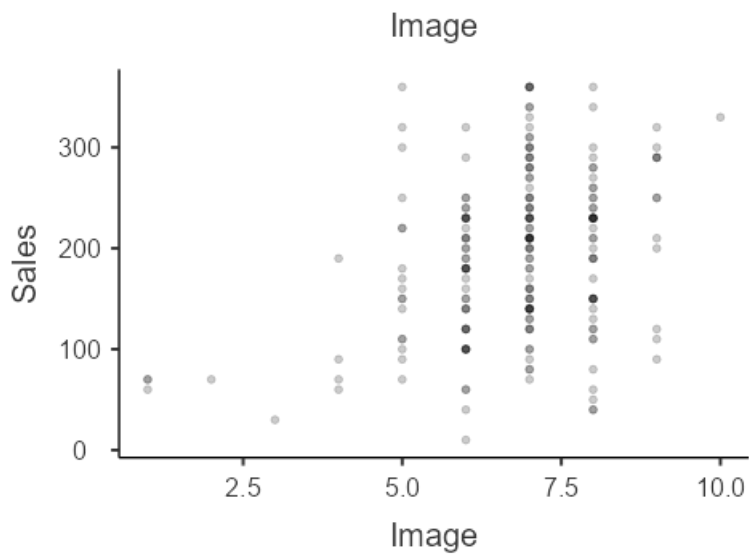
You have entered a numeric dependent variable and several numeric independent variables. Hence, [linear regression analysis](#) seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Linear Regression

- Drop your dependent variable in the box below Dependent Variable
- Drop your independent variables in the box below Covariates

Click on the link to learn more about this method!

Scatter Plots of Bivariate Relationships - Dependent/Independent Variables





Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²	AIC	BIC	RMSE	Overall Model Test			
							F	df1	df2	p
1	0.578	0.335	0.331	2247	2257	65.7	99.6	1	198	< .001
2	0.815	0.665	0.660	2114	2131	46.6	129.5	3	196	< .001

Model Comparisons

Comparison							
Model	Model	ΔR ²	F	df1	df2	p	
1	- 2	0.330	96.4	2	196	< .001	

Model Specific ResultsModel 1Model 2

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	< .001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001	
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00442	0.00158	0.00741	3.15e-8	0.0572

Assumption Checks

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
-0.0439	2.03	0.844

[3]

Collinearity Statistics

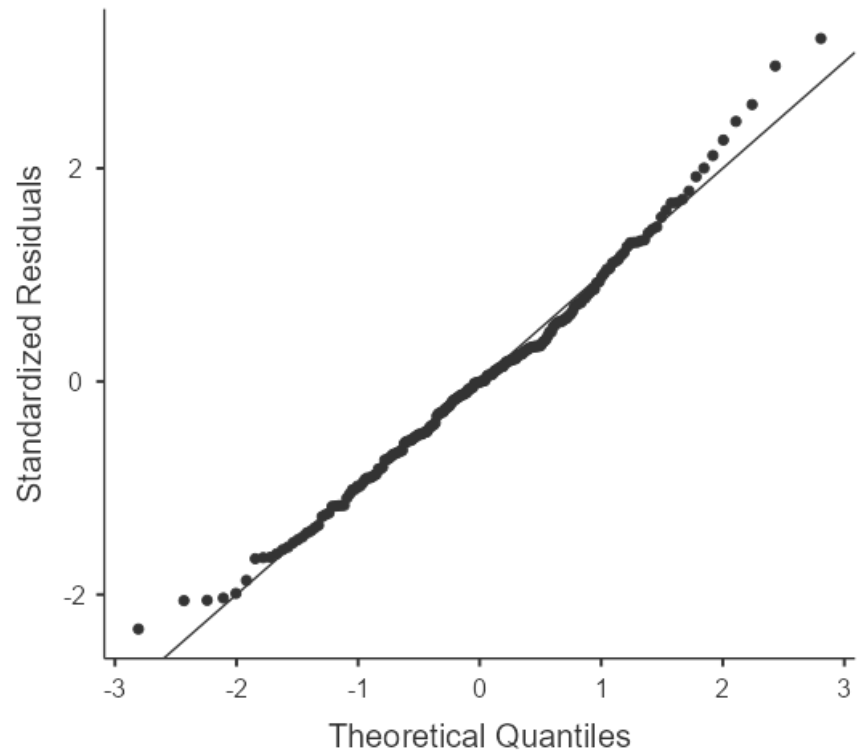
	VIF	Tolerance
Adverts	1.00	1.00

[3]

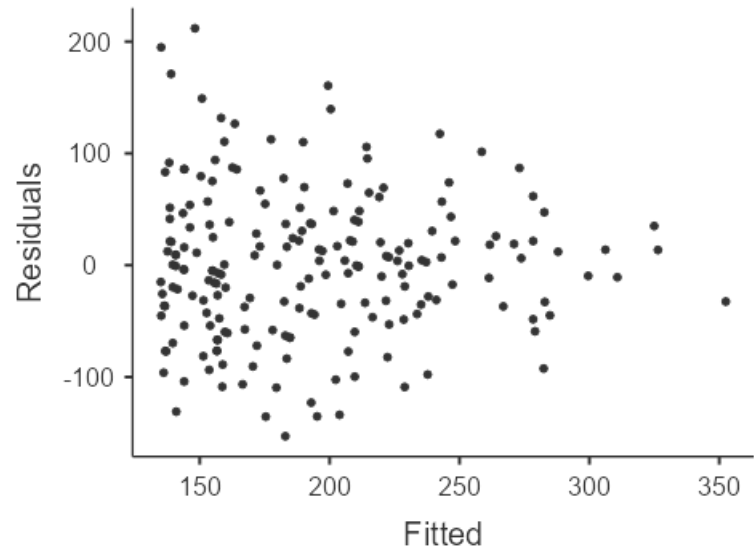
Normality Test (Shapiro-Wilk)

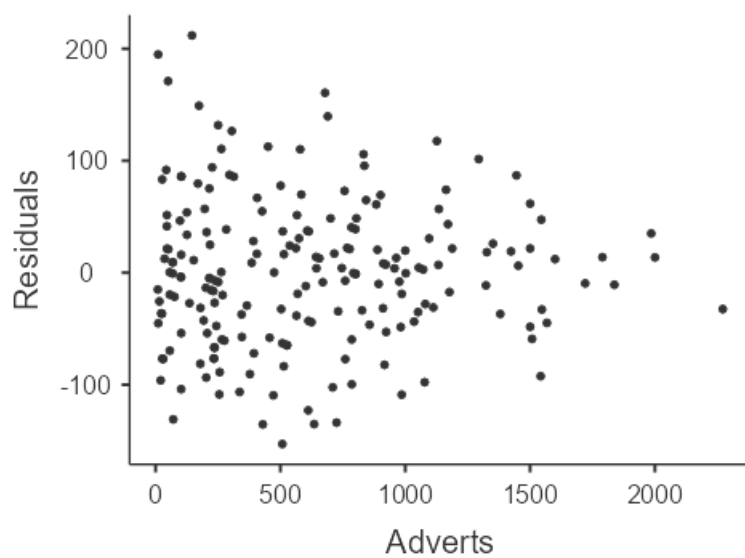
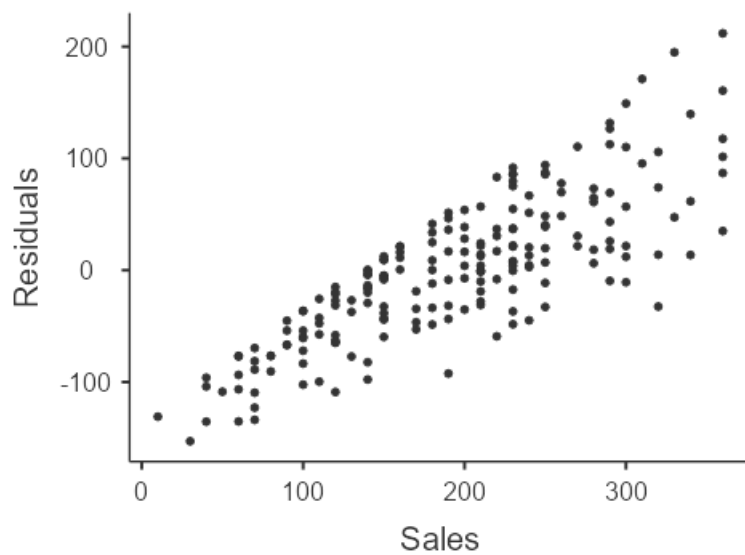
Statistic	p
0.990	0.176

Q-Q Plot



Residuals Plots





Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	333332	1	333332	150.3	< .001
Airplay	325860	1	325860	147.0	< .001
Image	45853	1	45853	20.7	< .001
Residuals	434575	196	2217		

Note. Type 3 sum of squares

[3]

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	-26.6130	17.35000	-60.8296	7.6037	-1.53	0.127	
Adverts	0.0849	0.00692	0.0712	0.0985	12.26	< .001	0.511
Airplay	3.3674	0.27777	2.8196	3.9152	12.12	< .001	0.512
Image	11.0863	2.43785	6.2786	15.8941	4.55	< .001	0.192

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00520	0.00166	0.00962	4.05e-7	0.0708

Assumption Checks

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
0.00270	1.95	0.704

[3]

Collinearity Statistics

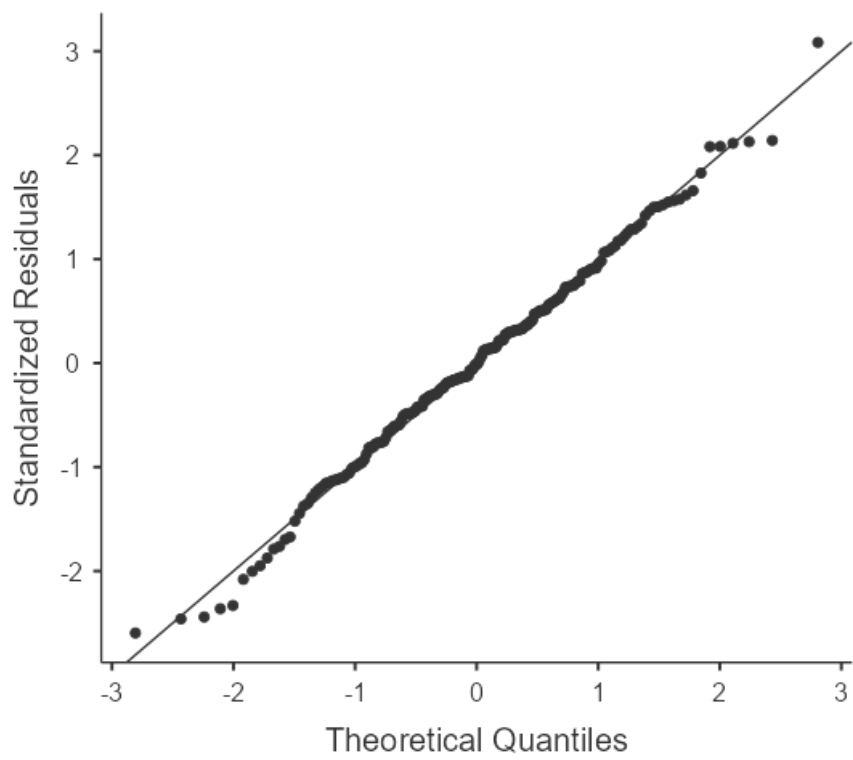
	VIF	Tolerance
Adverts	1.01	0.986
Airplay	1.04	0.959
Image	1.04	0.963

[3]

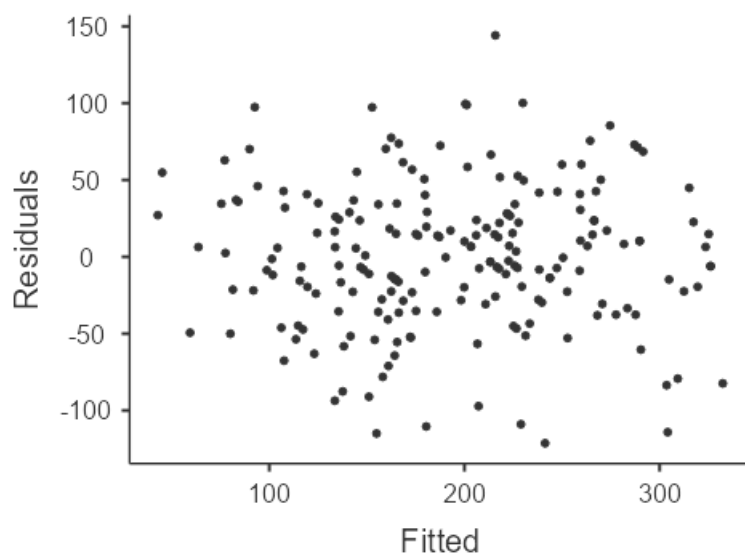
Normality Test (Shapiro-Wilk)

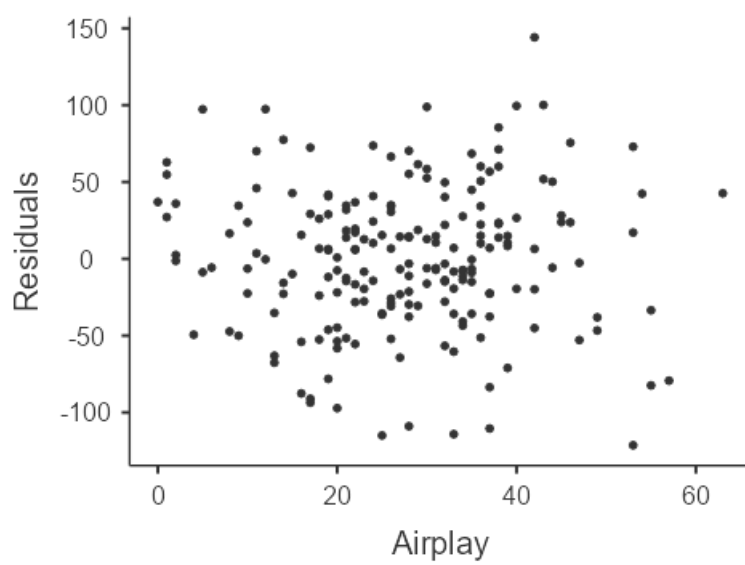
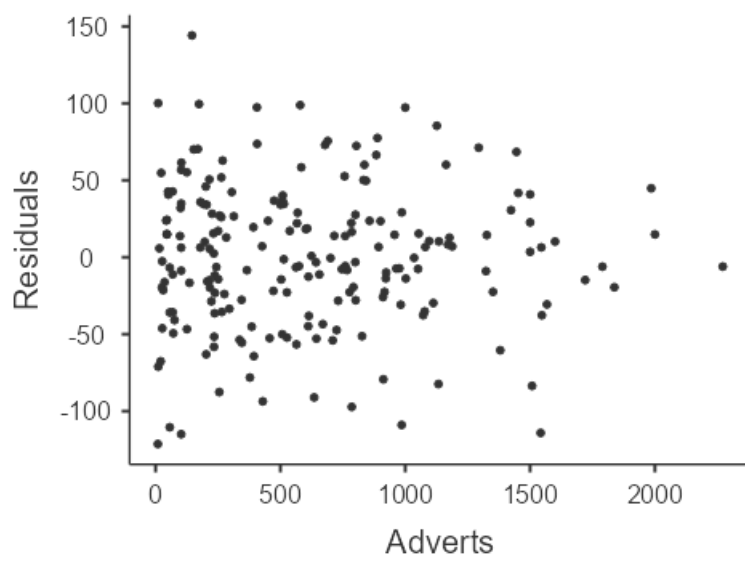
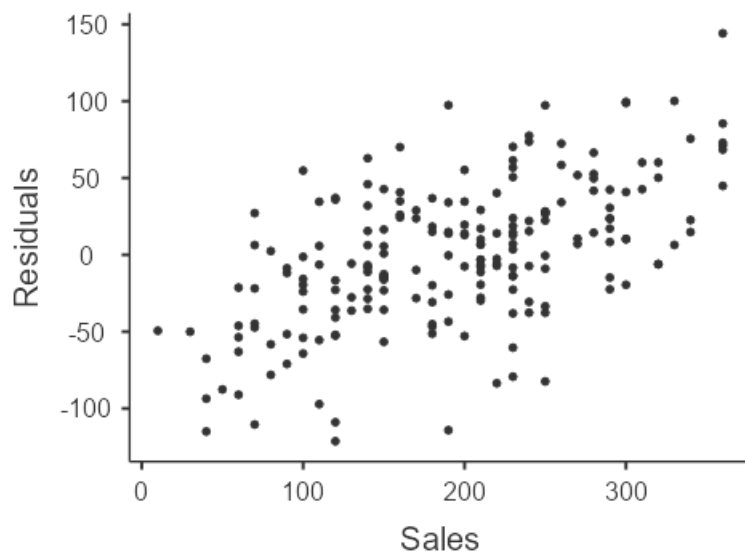
Statistic	p
0.995	0.725

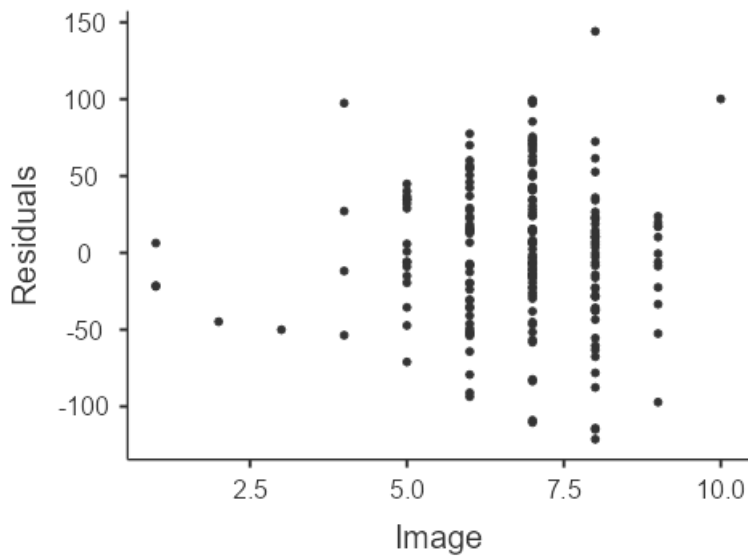
Q-Q Plot



Residuals Plots







References

- [1] The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- [2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).
- [3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.