# 2022 - Data Analytics for Immersive Environments - CA4 - RDBMS & Linear Regression Project

CA4 Part B - Linear Regression Analysis

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# Repo Link

https://github.com/joeaoregan/2022\_DAIE\_CA4\_JOR1

# Statement of Assumptions

Variables to be tested should ideally be numeric for plotting graphs etc. Average monthly hours gaming (avg\_monthly\_hrs\_gaming) would have a positive effect on average monthly expenditure downloadable content (DLC) (avg\_monthly\_expenditure\_dlc).

The more hours a player plays games, the more inclined they would be to spend money on DLC. As the number of hours grows the expenditure should also grow.

I would assume there is linearity between the chosen variables and constant variance.

# Testing of Assumptions

Assumptions for Linear Regression

- 1. Independence of observation
- 2. Normality
- 3. Linearity
- 4. Homoscedasticity

#### Independence of observation (No autocorrellation)

No need to test for hidden relationships between variables when there is only one independent and one dependent variable. Find the R value or correlation between variables using cor(). The variables age and avg years playing games don't have floating values so are more likely to repeat.

#### Normality (Histograms, Shapiro-Wilk Significance Test

Visually inspect normality with histograms. If the histogram is symmetrical/unimodal, then the data is assumed to be normally distributed.

Shapiro-Wilk Significance test. Visual inspection isn't always reliable. Widely recommended for normality test and more powerful than Kolmogorov-Smirnov (K-S) nomality test.

Need to combine visual inspection and significance test to get good results, as normality test can be sensitive to sample size. Small samples can pass normality tests.

#### Linearity

Any relationship between the independent and dependent variable is linear: the line of best fit through the data points is a straight line and not a curve or grouping factor.

The statistical method for fitting a line to data where the relationship between two variables, x and y, can be modeled by a straight line with some error (M., D., D., C. and Çetinkaya-Rundel, M., 2019):

$$Y = \beta 0 + \beta 1x + \epsilon$$

 $\beta$ 0: intercept, predicted value of y when x is 0

 $\beta$ 1: regression coefficient - how much y changes as x increases

ε: Error of estimate. How much variation exists in estimate of regression coefficient

x: Explanatory variable (independent), influences y

y: Response variable (dependent)

#### Homoscedasticity

Homogeneity of variance. The size of the error in our prediction doesn't change significantly across the values of the independent variable.

Transforming the data had no impact with the p-value remaining low for all 3 transformations, log, square root and cube root.

### Analysis conducted and results obtained

#### Correlation (R Value)

Correlation between avg\_monthly\_hrs\_gaming and avg\_monthly\_expenditure\_dlc is smallest. There is no apparent linear relationship between the variables.

Correlation between age and avg\_yers\_playing\_games is largest but it is still not close to 1 or -1.

#### Normality

Visual: Inspecting the histograms, data is not normally distributed for both variables. For avg\_monthly\_hrs\_gaming the histogram is skewed to the right. The histogram for avg\_monthly\_expenditure\_dlc is roughly bell-shaped, but the number of breaks increases it appears multimodal.

**Significance:** Null hypothesis for Shapiro-Wilk's normality test rejected for all variables before sampling. The p-value is less than 0.05 and the distribution of the data is significantly different from normal distribution.

#### Linearity

After checking data meets assumptions, check the relationship between independent and dependent variables using linear regression.

Box plot: Outliers in the prediction can negatively affect predictions as they may affect the direction/slope of the best fit line.

#### Homoscedasticity

Plot the linear model results to check whether the observed data meets our model assumptions.

Normal Q-Qplot doesn't create a perfect one-to-one line with the theoretical residuals.

The red lines representing the mean of the residuals are not entirely horizontal.

#### Plot

From the scatterplot the variables appear to have a weak relationship, and trying a linear fit would be reasonable.

#### Line

When the least squares line is added there is a very weak downward trend in the data.

#### R and R squared

Coefficient of determination (R2) tests how good the model is. The total variability explained by the regression model. Low r squared value means less variability is explained by the model.

High R squared isn't necessary in every situation.

#### Residuals

Residuals appear to be still random when plotting the linear model residuals.

Data transformation might be an option.

#### **Boxplots**

No substantial outliers detected.

#### R Code

#### Load and Randomly Sample Data

```
# Load and Randomly Sample Data
# use readr::read_csv() to load data from csv file
data <- read_csv("amalgamated_game_survey_250_2022.csv") # read data from csv
## Rows: 250 Columns: 11
## -- Column specification -----
## Delimiter: ","
## chr (7): gender, top_reason_gaming, gaming_platform, favourite_game, ethnici...
## dbl (4): age, avg_monthly_hrs_gaming, avg_years_playing_games, avg_monthly_e...
## i Use 'spec()' to retrieve the full column specification for this data.
## i Specify the column types or set 'show_col_types = FALSE' to quiet this message.
```

#### summary(data) # Check data has been read in correctly

```
##
      gender
                          age
                                     top_reason_gaming gaming_platform
##
  Length:250
                     Min. :20.00
                                     Length:250
                                                       Length: 250
## Class :character
                     1st Qu.:22.00
                                                       Class : character
                                     Class :character
## Mode :character Median :23.00
                                                       Mode :character
                                     Mode :character
                     Mean :23.16
##
##
                     3rd Qu.:24.00
##
                     Max.
                            :33.00
## favourite_game
                     avg_monthly_hrs_gaming avg_years_playing_games
## Length:250
                     Min. : 8.70
                                           Min. : 6.00
## Class:character 1st Qu.:17.23
                                            1st Qu.:10.00
## Mode :character
                     Median :19.80
                                            Median :12.00
##
                      Mean :19.98
                                            Mean
                                                  :11.78
                                            3rd Qu.:14.00
##
                      3rd Qu.:22.80
##
                            :27.20
                                                  :17.00
                      Max.
                                            Max.
## avg_monthly_expenditure_dlc ethnicity
                                                play_roblox
## Min.
        :38.93
                              Length:250
                                                Length: 250
## 1st Qu.:47.47
                              Class : character Class : character
## Median:55.28
                              Mode :character Mode :character
## Mean :55.48
## 3rd Qu.:63.48
## Max.
          :72.78
##
   use steam
## Length: 250
## Class :character
## Mode :character
##
##
##
```

```
# set a seed to reproduce random values
set.seed(1234)

# randomly sample 200 of the 250 rows
sample_data <- sample_n(data, 200) # returns tibble 200 x 11</pre>
```

#### Calculate Linear Regression for Data

#### 1. Independence of observation

Correlation / R Value

```
# check the correlation between the chosen variables
cor(sample_data$avg_monthly_hrs_gaming, sample_data$avg_monthly_expenditure_dlc)

## [1] -0.01702819

# perform correlation test on chosen variables
cor.test(sample_data$avg_monthly_hrs_gaming, sample_data$avg_monthly_expenditure_dlc)

##
## Pearson's product-moment correlation
##
## data: sample_data$avg_monthly_hrs_gaming and sample_data$avg_monthly_expenditure_dlc
## t = -0.23964, df = 198, p-value = 0.8109
## alternative hypothesis: true correlation is not equal to 0
```

#### 2. Normality

## -0.01702819

##

#### Histograms

Check data visually with histograms.

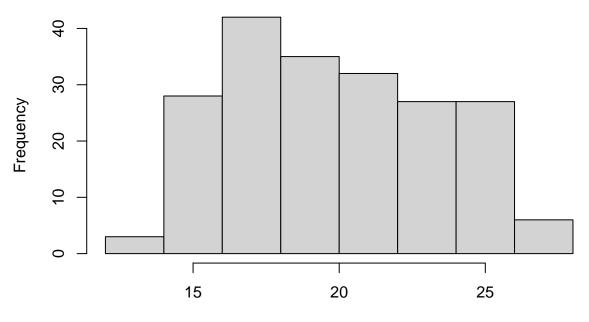
## 95 percent confidence interval:

## -0.1554021 0.1220011 ## sample estimates:

cor

```
hist(sample_data$avg_monthly_hrs_gaming,
    main="Average Monthly Hours Gaming Frequency",
    xlab="Average Monthly Hours Gaming")
```

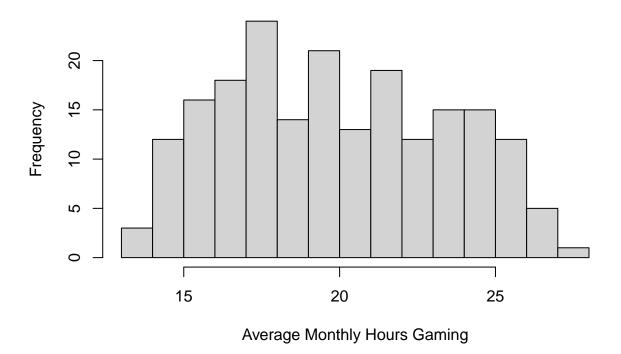
# **Average Monthly Hours Gaming Frequency**



Average Monthly Hours Gaming

```
hist(sample_data$avg_monthly_hrs_gaming,
    main="Average Monthly Hours Gaming Frequency",
    xlab="Average Monthly Hours Gaming",
    breaks=12)
```

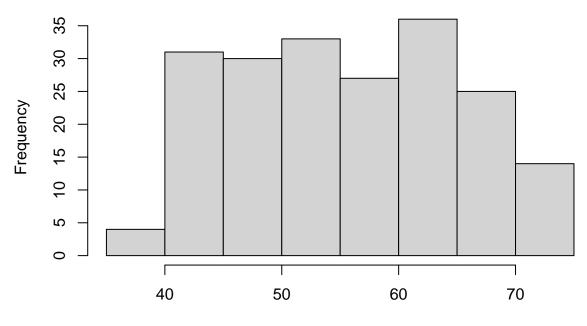
# **Average Monthly Hours Gaming Frequency**



Average Monthly Hours Gaming histogram skewed to the left slightly.

```
hist(sample_data$avg_monthly_expenditure_dlc,
    main="Average Monthly Expenditure DLC Fequency",
    xlab = "Average Monthly Expenditure DLC")
```

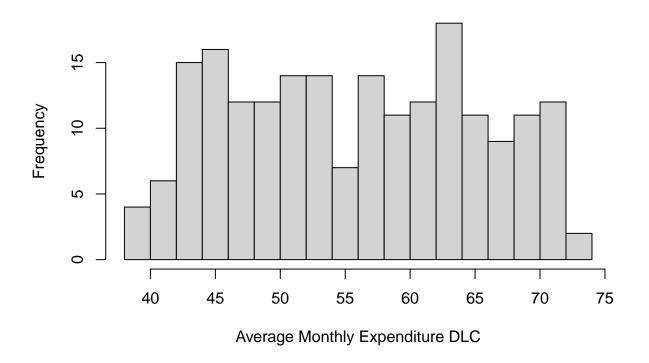
# **Average Monthly Expenditure DLC Fequency**



Average Monthly Expenditure DLC

```
hist(sample_data$avg_monthly_expenditure_dlc,
    main="Average Monthly Expenditure DLC Fequency",
    xlab = "Average Monthly Expenditure DLC",
    breaks=12)
```

# **Average Monthly Expenditure DLC Fequency**



Roughly bell-shaped. Increasing the breaks makes it appear multimodal.

#### Shapiro-Wilk's Method (Significance test)

## [1] "reject"

 ${\bf null\ hypothesis:}\ {\bf the\ data}\ {\bf are\ sampled\ from\ a\ Gaussian\ distribution.}$ 

```
# Shapiro-Wilk's method for normality test

# If the P value is greater than 0.05 accept null hypothesis
# If the P value is less than or equal to 0.05 reject null hypothesis

significance <- 0.05

# perform shapiro test on avg_monthly_hrs_gaming
st_hours <- shapiro.test(sample_data$avg_monthly_hrs_gaming)

# if shapiro test result is too low reject the null hypothesis
if(st_hours$p.value < significance) {
    print("reject") } else {
    print("accept")
}</pre>
```

```
# perform shapiro test on avg_monthly_expenditure_dlc
st_bucks <- shapiro.test(sample_data$avg_monthly_expenditure_dlc)</pre>
```

```
# use ifelse() to perform similar check as above
print(ifelse(st_bucks$p.value < significance, "reject", "accept"))
## [1] "reject"</pre>
```

Null hypothesis rejected for all variables before sampling.

Data is not normally distributed for either variable.

#### 3. Linear Regression Analysis

```
##
## Call:
## lm(formula = avg_monthly_expenditure_dlc ~ avg_monthly_hrs_gaming,
      data = sample_data)
##
##
## Residuals:
##
       Min
                 1Q
                      Median
                                   3Q
## -16.2939 -8.2364 0.2041
                              7.8369 17.2410
## Coefficients:
                         Estimate Std. Error t value Pr(>|t|)
## (Intercept)
                         56.61685
                                     3.83003 14.78 <2e-16 ***
## avg_monthly_hrs_gaming -0.04529
                                     0.18899
                                               -0.24
                                                        0.811
## ---
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
## Residual standard error: 9.321 on 198 degrees of freedom
## Multiple R-squared: 0.00029,
                                   Adjusted R-squared:
## F-statistic: 0.05743 on 1 and 198 DF, p-value: 0.8109
```

Not a Significant positive relationship between avg\_monthly\_hrs\_gaming and avg\_monthly\_expenditure\_dlc (p value > 0.05)

Equation for least-squares regression line: avg\_monthly\_expenditure\_dlc = 56.61685 - 0.04529\*avg\_monthly\_hrs\_gaming (When seed is set 1234 above set.seed(1234))

```
#plot(sample_data$avg_monthly_hrs_gaming, mod$residuals)

df <- data.frame(sample_data$avg_monthly_hrs_gaming, sample_data$avg_monthly_expenditure_dlc)

par(mfrow=c(1,2), main="test") # 2 rows and 2 columns</pre>
```

```
## Warning in par(mfrow = c(1, 2), main = "test"): "main" is not a graphical ## parameter
```

#### **Chosen Variables** Residuals Average Monthly Expenditure DLC 70 10 65 9 2 residuals 55 0 -5 50 45 -15 4 14 18 22 26 0 100 150 200 50

```
par(mfrow=c(1,1)) # Reset to 1 row and 1 column

# r squared value, percent of variation
r_squared <- summary(mod)$r.squared</pre>
```

Index

```
## [1] 0.0002899591
```

r\_squared

Average Monthly Hours Gaming

```
# r value, derived from r squared
sqrt(r_squared)
```

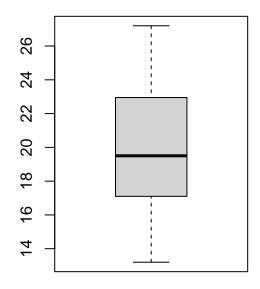
## [1] 0.01702819

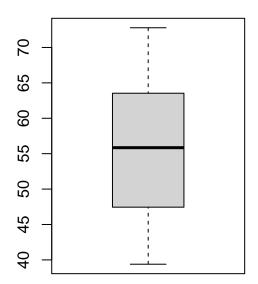
```
# r value, using correlation function
cor(sample_data$avg_monthly_hrs_gaming, sample_data$avg_monthly_expenditure_dlc)
```

## [1] -0.01702819

Check for outliers

# Average Monthly Hours Gaming Average Monthly Expenditure DL





Outlier rows:

Outlier rows:

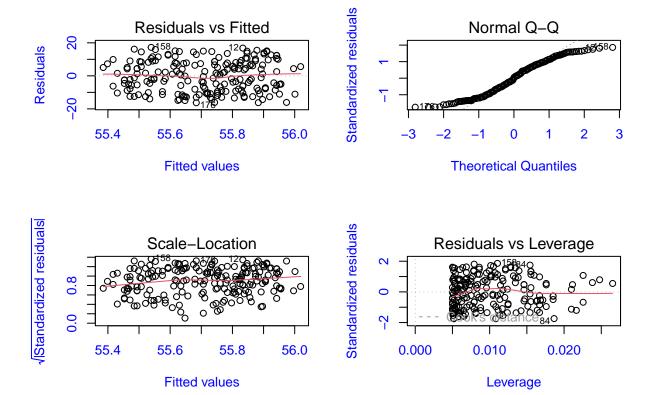
no outliers detected

#### 4. Check for homoscedasticity

```
par(mfrow=c(2,2), main="test") # 2 rows and 2 columns

## Warning in par(mfrow = c(2, 2), main = "test"): "main" is not a graphical
## parameter

plot(mod, col.lab="blue", col.axis="blue") # plot the model
```



par(mfrow=c(1,1)) # Reset to 1 row and 1 column

Normal Q-Qplot doesn't a perfect one-to-one line with the theoretical residuals.

#### Linear Regression Plot(s)

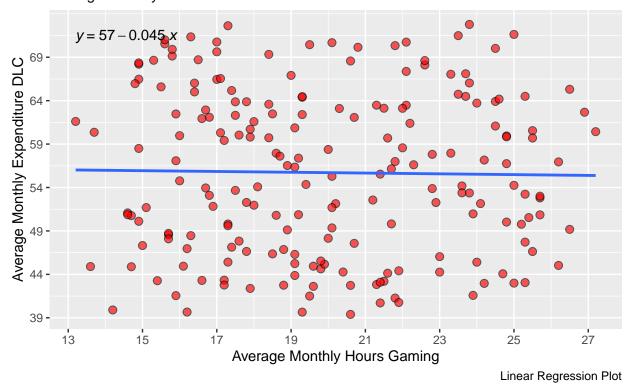
The plot is created using the linear model data to map the avg\_monthly\_hrs\_gaming and avg\_montly\_expenditure\_dlc variables as points in the plot.

The scale of the x and y axiis are set using the rounded down min value for the variable and the max value rounded up. With just rounded values they were showing with a decimal place and didn't look right.

```
# plot dataset in a scatter plot, add colours for points
plot <- ggplot(data = mod, mapping = aes(x = avg_monthly_hrs_gaming,</pre>
                                 y = avg_monthly_expenditure_dlc)) +
  geom_point(alpha = 0.66, # transparcency, lets stacked points show darker
             shape=21,# round
             fill="red", # inner colour
             color="black", # outline colour
             size=2.5) + # size (3 too big, 1 too small) +
  labs(title = "Relationship between games played + DLC expenditure",
       subtitle = "Average monthly values",
       caption = "Linear Regression Plot")
# Calculate x and y tick spacing and frequency
scale_x = scale_x_continuous(breaks = seq(
  floor(min(sample_data$avg_monthly_hrs_gaming)), # round down lowest value
  ceiling(max(sample data$avg monthly hrs gaming)), # round up highest value
  by = 2), # frequency
  name = "Average Monthly Hours Gaming") # x label
scale_y = scale_y_continuous(breaks = seq(
  floor(min(sample_data$avg_monthly_expenditure_dlc)),
  ceiling(max(sample data$avg monthly expenditure dlc)),
  bv = 5).
 name = "Average Monthly Expenditure DLC")
# Get intercept and slope for regresion line
coeff <- coefficients(mod) # get coefficients returned from linear model</pre>
intercept <- coeff[1] # avq_monthly_hrs_gaming intercept</pre>
slope <- coeff[[2]] # slope of line, double square brackets = just the number</pre>
# Add x and y labels and geometry line to plot
plot + scale_x + scale_y +
  # geom_abline(intercept = intercept, slope = slope, color="red") + # regression line
  #stat smooth(method = "lm", formula = y ~ x, geom = "smooth")
  geom smooth(method="lm", se=F) +
  stat_regline_equation() # add equation to regression line
```

## 'geom\_smooth()' using formula = 'y ~ x'

# Relationship between games played + DLC expenditure Average monthly values



## **Appendices**

#### Transform Data

Perform transformation: log, square root, or cube root. To see can data become more normally distributed.

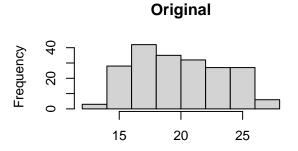
```
log_hours <- log10(sample_data$avg_monthly_hrs_gaming)
log_bucks <- log10(sample_data$avg_monthly_expenditure_dlc)

df_log <- data.frame(log_hours, log_bucks)
mod_log <- lm(log_bucks ~ log_hours, data=df_log)
summary(mod_log)</pre>
```

```
##
## Call:
## lm(formula = log_bucks ~ log_hours, data = df_log)
## Residuals:
##
       \mathtt{Min}
                 1Q Median
                                   ЗQ
                                           Max
## -0.14413 -0.06323 0.00774 0.06338 0.12339
##
## Coefficients:
##
              Estimate Std. Error t value Pr(>|t|)
## (Intercept) 1.75827 0.08854 19.859
                                            <2e-16 ***
## log_hours -0.01427
                          0.06833 -0.209
                                             0.835
## ---
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
## Residual standard error: 0.07388 on 198 degrees of freedom
## Multiple R-squared: 0.0002204, Adjusted R-squared: -0.004829
## F-statistic: 0.04365 on 1 and 198 DF, p-value: 0.8347
```

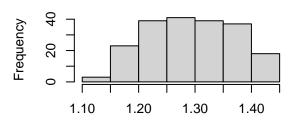
```
sqrt_hours <- log10(sample_data$avg_monthly_hrs_gaming)</pre>
sqrt_bucks <- log10(sample_data$avg_monthly_expenditure_dlc)</pre>
df_sqrt <- data.frame(sqrt_hours, sqrt_bucks)</pre>
mod_sqrt <- lm(sqrt_bucks ~ sqrt_hours, data=df_sqrt)</pre>
summary(mod_sqrt)
##
## lm(formula = sqrt_bucks ~ sqrt_hours, data = df_sqrt)
## Residuals:
                1Q Median
       Min
                                   3Q
                                           Max
## -0.14413 -0.06323 0.00774 0.06338 0.12339
##
## Coefficients:
              Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 1.75827 0.08854 19.859 <2e-16 ***
                          0.06833 -0.209
## sqrt_hours -0.01427
                                             0.835
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
## Residual standard error: 0.07388 on 198 degrees of freedom
## Multiple R-squared: 0.0002204, Adjusted R-squared: -0.004829
## F-statistic: 0.04365 on 1 and 198 DF, p-value: 0.8347
```

```
cube_hours <- sample_data$avg_monthly_hrs_gaming^(1/3)</pre>
cube_bucks <- sample_data$avg_monthly_expenditure_dlc^(1/3)</pre>
df_cube <- data.frame(cube_hours, cube_bucks)</pre>
mod_cube <- lm(cube_bucks ~ cube_hours, data=df_cube)</pre>
summary(mod_cube)
##
## Call:
## lm(formula = cube_bucks ~ cube_hours, data = df_cube)
## Residuals:
                1Q Median
       Min
                                    3Q
                                           Max
## -0.40410 -0.18618 0.01661 0.18339 0.37140
##
## Coefficients:
##
              Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.86404 0.25986 14.869 <2e-16 ***
## cube_hours -0.02096
                          0.09596 -0.218
                                             0.827
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
## Residual standard error: 0.2148 on 198 degrees of freedom
## Multiple R-squared: 0.000241, Adjusted R-squared: -0.004808
## F-statistic: 0.04772 on 1 and 198 DF, p-value: 0.8273
```



Average Monthly Hours Gaming

## **Log Transformation**



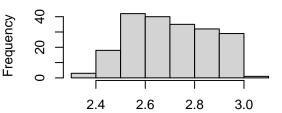
Log of Average Monthly Hours Gaming

#### **Square Root Transformation**

# Frequency 1.10 1.20 1.30 1.40

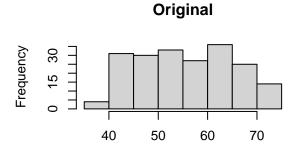
Square Root of Average Monthly Hours Gaming

#### **Cube Root Transformation**



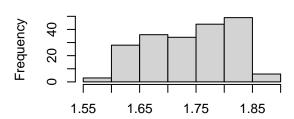
Cube Root of Average Monthly Hours Gaming

par(mfrow=c(1,1)) # Reset to 1 row and 1 column



Average Monthly Expenditure DLC

## **Log Transformation**



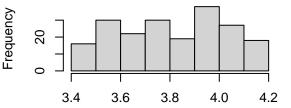
Log of Average Monthly Expenditure DLC

#### **Square Root Transformation**

# 1.55 1.65 1.75 1.85

Square Root of Avg. Monthly Expenditure DLC

#### **Cube Root Transformation**



Cube Root of Avg. Monthly Expenditure DLC

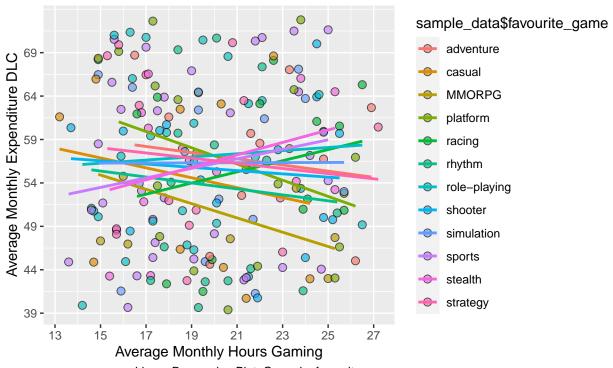
par(mfrow=c(1,1)) # Reset to 1 row and 1 column

```
st1 <- shapiro.test(sample_data$avg_monthly_hrs_gaming)</pre>
##
    Shapiro-Wilk normality test
##
## data: sample_data$avg_monthly_hrs_gaming
## W = 0.96331, p-value = 4.589e-05
print(ifelse(st1$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st2 <- shapiro.test(log hours)</pre>
print(ifelse(st2$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st3 <- shapiro.test(sqrt_hours)</pre>
print(ifelse(st3$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st4 <- shapiro.test(cube_hours)</pre>
print(ifelse(st4$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st5 <- shapiro.test(sample_data$avg_monthly_expenditure_dlc)</pre>
print(ifelse(st5$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st6 <- shapiro.test(log_bucks)</pre>
print(ifelse(st6$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st7 <- shapiro.test(sqrt_bucks)</pre>
print(ifelse(st7$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
st8 <- shapiro.test(cube_bucks)</pre>
print(ifelse(st8$p.value < significance, "reject", "accept"))</pre>
## [1] "reject"
Well, that was a waste of time.
```

Misc plots to try and make sense of the data (and failing)

## 'geom\_smooth()' using formula = 'y ~ x'

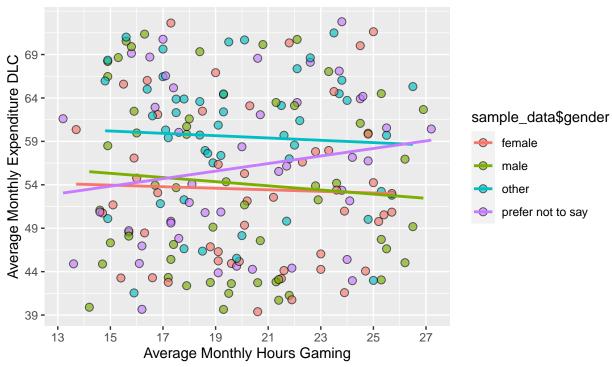
# Relationship between games played + DLC expenditure Average monthly values



Linear Regression Plot: Group by favourite game

## 'geom\_smooth()' using formula = 'y ~ x'

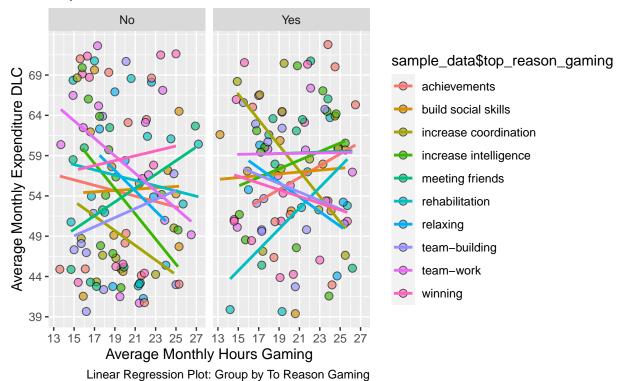
# Relationship between games played + DLC expenditure Average monthly values



Linear Regression Plot: Group by gender

## 'geom\_smooth()' using formula = 'y ~ x'

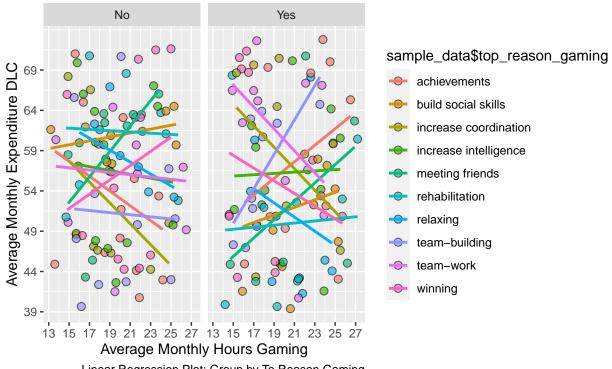
# Relationship between games played + DLC expenditure Play Roblox



```
plot <- ggplot(data = mod, mapping = aes(x = avg_monthly_hrs_gaming,</pre>
                                 y = avg_monthly_expenditure_dlc,
                                 fill=sample_data$top_reason_gaming,
                                 color=sample_data$top_reason_gaming)) +
  geom_point(alpha = 0.66, # transparcency, lets stacked points show darker
             shape=21,# round
             color="black", # outline colour
             size=2.5) + # size (3 too big, 1 too small) +
  labs(title = "Relationship between games played + DLC expenditure",
       subtitle = "Use Steam",
       caption = "Linear Regression Plot: Group by To Reason Gaming")
\# Add x and y labels and geometry line to plot
plot + scale_x + scale_y +
  geom_smooth(method="lm", se=F) +
  facet_grid(~sample_data$use_steam)
```

## 'geom\_smooth()' using formula = 'y ~ x'

# Relationship between games played + DLC expenditure Use Steam



Linear Regression Plot: Group by To Reason Gaming

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