## Income predictor effect plot **Price predictor effect plot** 20 40 60 80 100 120 50 100 150 Advertising = 20 Advertising = 30 Age = 70Age = 8013 12 - 15 11 10 - 10 9 5 8 0 Sales Sales Advertising = 10 Age = 20 Age = 40Age = 50 Advertising = 0Advertising = 713 12 15 11 -10 10 9 5 8 7 -0 6 20 40 60 80 100 120 20 40 60 80 100 120 50 100 150 50 100 150 Price Income