

The REG Procedure
Model: MODEL1
Dependent Variable: Quantity_Sold Quantity_Sold

Number of Observations Read	16
Number of Observations Used	15
Number of Observations with Missing Values	1

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	2117789777	2117789777	88.84	<.0001
Error	13	309906223	23838940		
Corrected Total	14	2427696000			

Root MSE	4882.51372	R-Square	0.8723
Dependent Mean	63740	Adj R-Sq	0.8625
Coeff Var	7.66005		

Parameter Estimates						
Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	Intercept	1	-32655	10305	-3.17	0.0074
Monthly_Advertising_Expenditures	Monthly_Advertising_Expenditures	1	1.75476	0.18617	9.43	<.0001

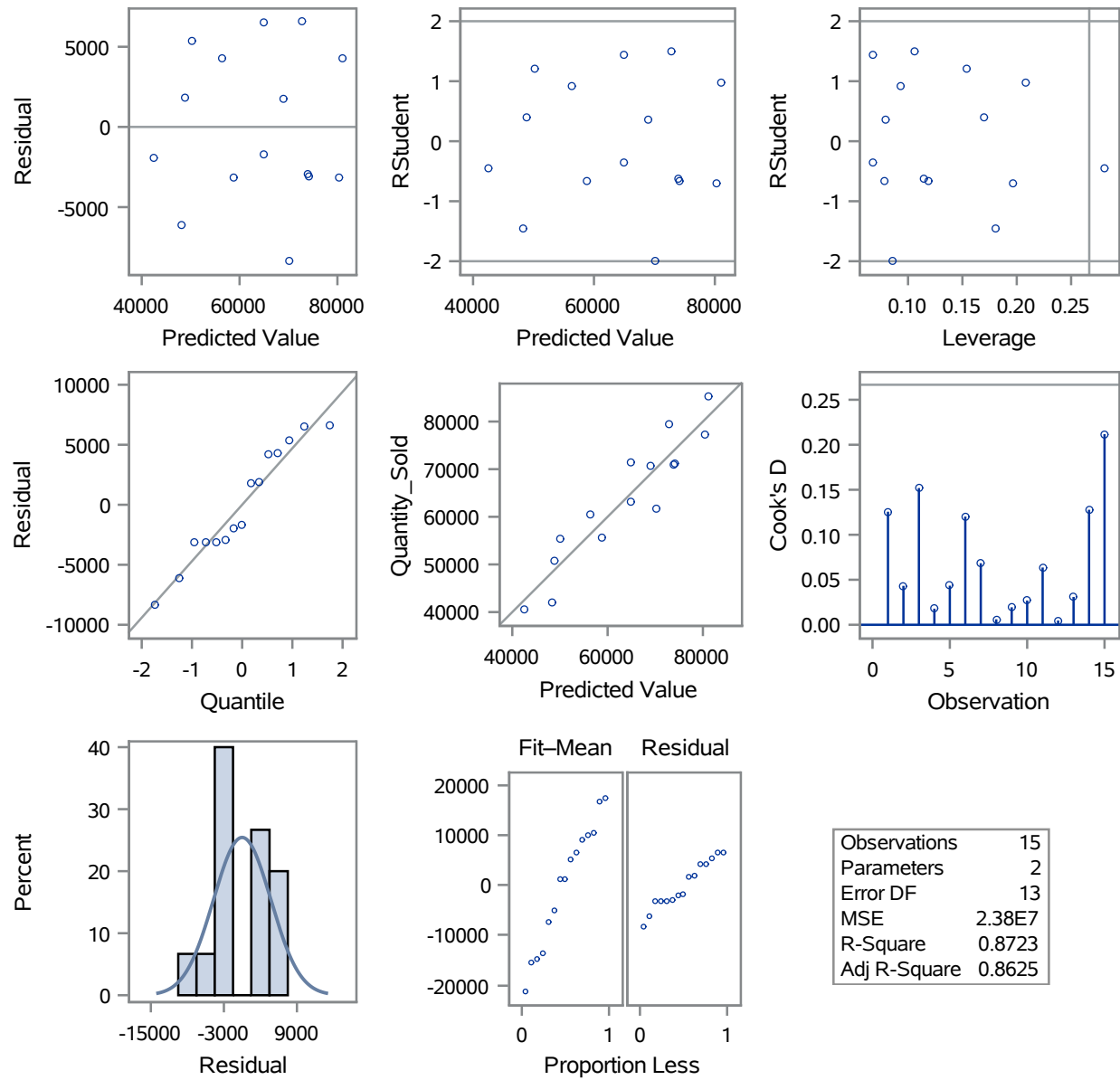
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Output Statistics								
Obs	Dependent Variable	Predicted Value	Std Error Mean Predict	95% CL Mean		95% CL Predict		Residual
1	85300	81054	2228	76241	85867	69459	92648	4246
2	40500	42449	2587	36860	48037	30512	54386	-1949
3	61800	70174	1434	67077	73271	59181	81167	-8374
4	50800	48941	2014	44591	53292	37532	60351	1859
5	60600	56311	1487	53100	59523	45285	67338	4289
6	79400	72806	1586	69381	76232	61716	83897	6594
7	71400	64910	1267	62173	67647	54013	75807	6490
8	70700	68946	1376	65972	71919	57987	79905	1754
9	55600	58768	1367	55816	61720	47815	69722	-3168
10	70900	73859	1656	70282	77436	62721	84997	-2959
11	77200	80352	2167	75670	85033	68812	91892	-3152
12	63200	64910	1267	62173	67647	54013	75807	-1710
13	71100	74210	1680	70580	77840	63055	85365	-3110
14	55500	50170	1914	46036	54304	38841	61499	5330
15	42100	48240	2072	43763	52716	36781	59698	-6140
16	.	55083	1560	51714	58453	44010	66156	.

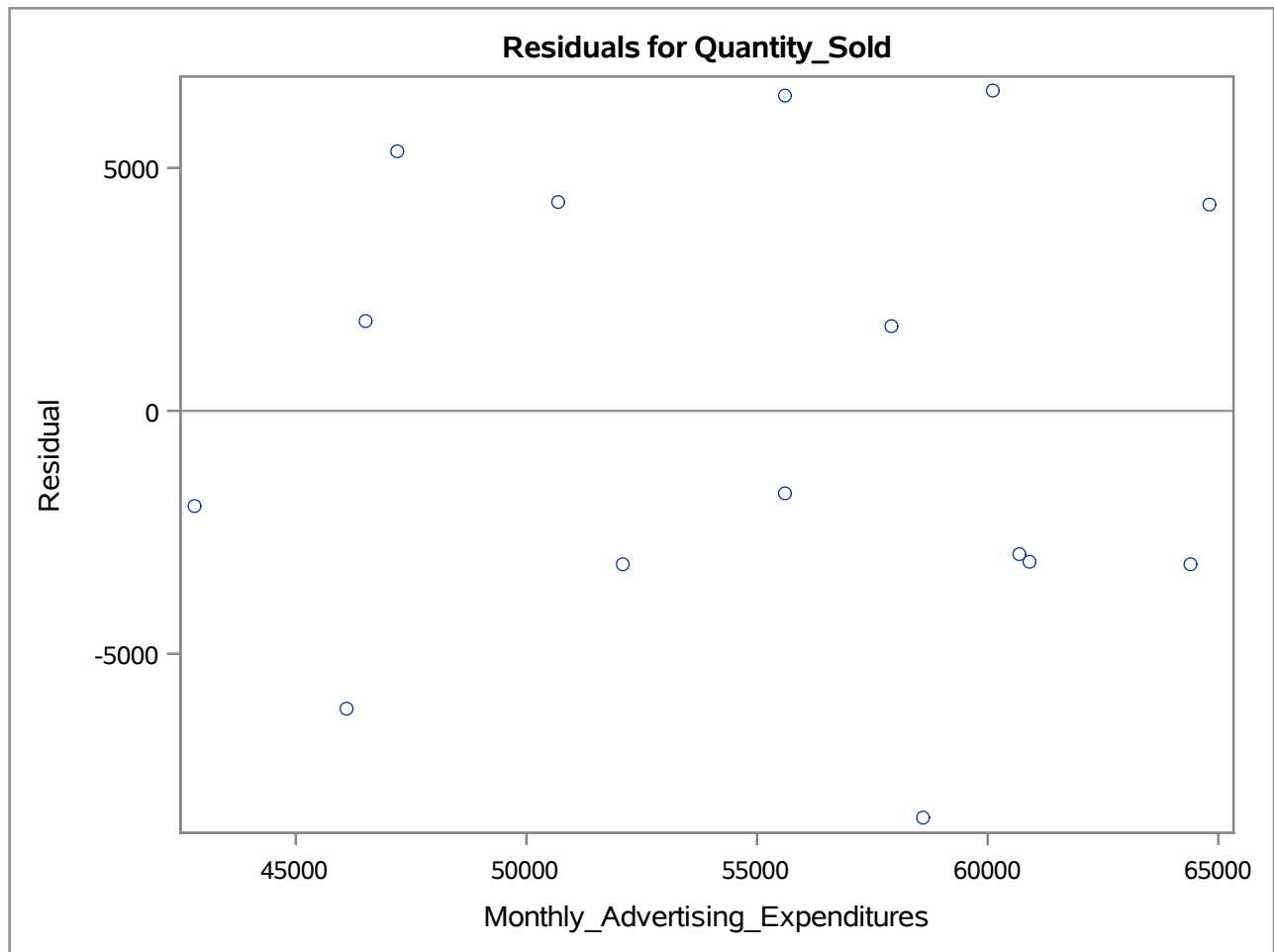
Sum of Residuals	0
Sum of Squared Residuals	309906223
Predicted Residual SS (PRESS)	403774068

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Fit Diagnostics for Quantity_Sold



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