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	2	2206867853	1103433926	59.96	<.0001
Error	12	220828147	18402346		
Corrected Total	14	2427696000			

Root MSE	4289.79552	**R-Square**	0.9090
Dependent Mean	63740	**Adj R-Sq**	0.8939
Coeff Var	6.73015		

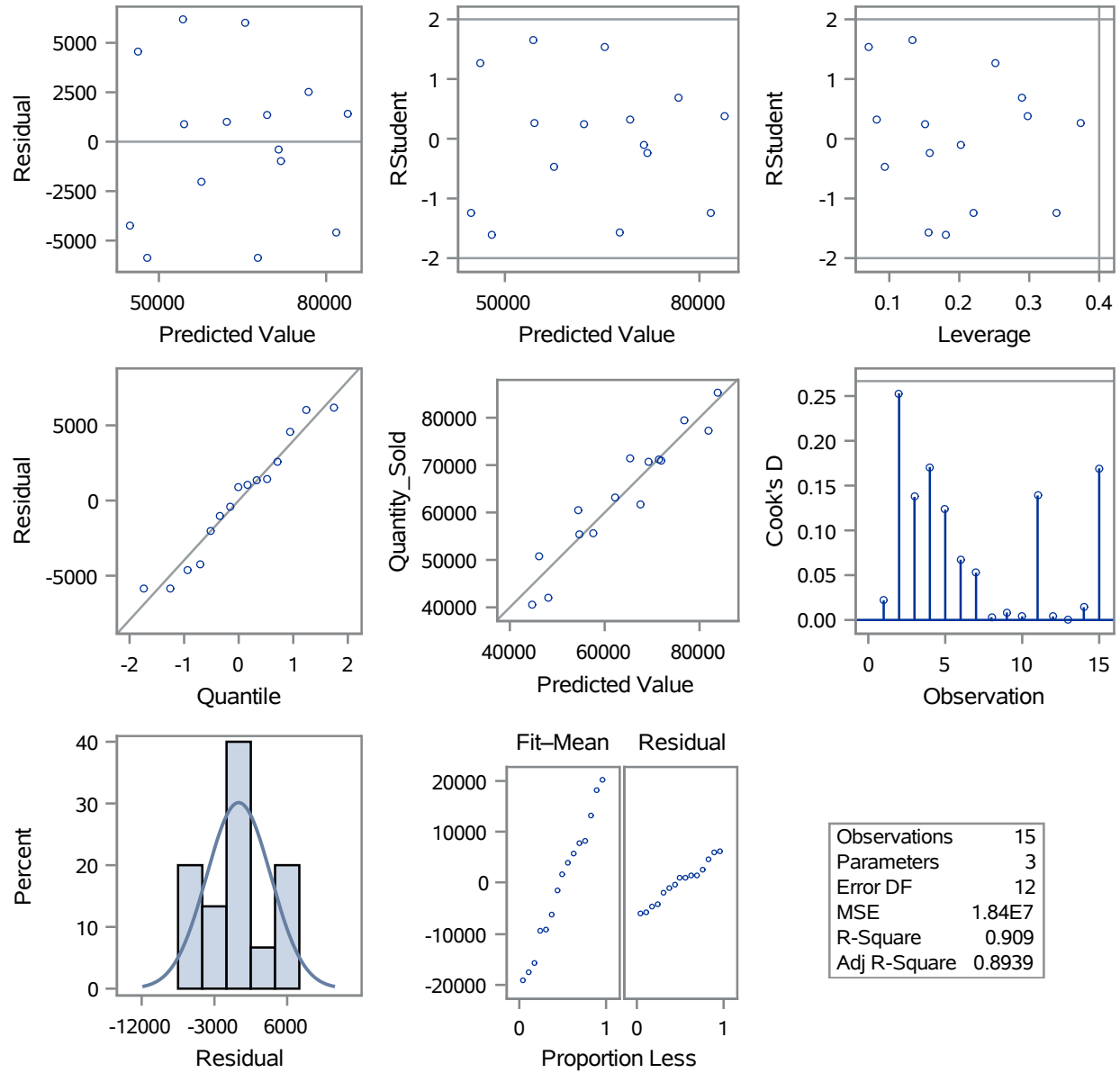| Parameter Estimates						
Variable	**Label**	**DF**	**Parameter Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
Intercept	Intercept	1	817.61031	17704	0.05	0.9639
Average_Price	Average_Price	1	-2617.59327	1189.74351	-2.20	0.0481
Monthly_Advertising_Expenditures	Monthly_Advertising_Expenditures	1	1.69157	0.16608	10.19	<.0001

The REG Procedure
Model: MODEL1
Dependent Variable: Quantity_Sold Quantity_Sold

Obs	Dependent Variable	Predicted Value	Std Error Mean Predict	95% CL Mean		95% CL Predict		Residual
1	85300	83889	2344	78783	88995	73238	94539	1411
2	40500	44737	2500	39291	50183	33920	55555	-4237
3	61800	67669	1698	63969	71368	57616	77721	-5869
4	50800	46232	2156	41536	50929	35772	56692	4568
5	60600	54410	1566	50997	57823	44460	64360	6190
6	79400	76855	2308	71826	81883	66241	87468	2545
7	71400	65395	1135	62923	67867	55727	75063	6005
8	70700	69364	1224	66697	72031	59644	79084	1336
9	55600	57616	1310	54762	60470	47843	67388	-2016
10	70900	71901	1705	68186	75617	61843	81960	-1001
11	77200	81799	2014	77410	86187	71473	92124	-4599
12	63200	62175	1668	58540	65810	52146	72204	1025
13	71100	71481	1928	67279	75682	61233	81728	-380.6818
14	55500	54588	2619	48882	60295	43637	65540	911.5834
15	42100	47990	1824	44015	51964	37833	58146	-5890
16	.	59220	2327	54151	64290	48587	69853	.

Sum of Residuals	0
Sum of Squared Residuals	220828147
Predicted Residual SS (PRESS)	335277882

The REG Procedure
Model: MODEL1

Fit Diagnostics for Quantity_Sold

The REG Procedure
Model: MODEL1

Residual by Regressors for Quantity_Sold