Results

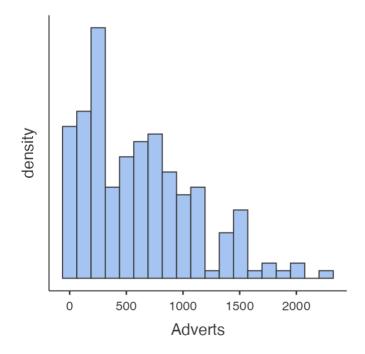
Descriptives

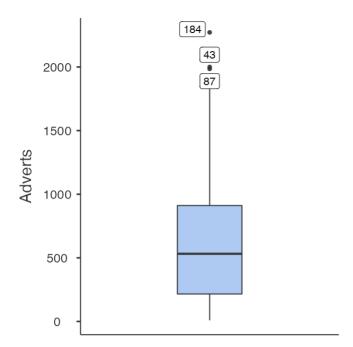
Descriptives

| | Adverts | Sales | Airplay | Image |
|---------------------|---------|--------|---------|-------|
| N | 200 | 200 | 200 | 200 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | 614 | 193 | 27.5 | 6.77 |
| 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 |

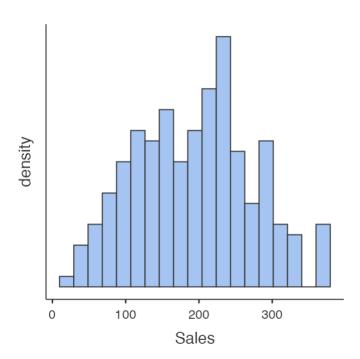
Plots

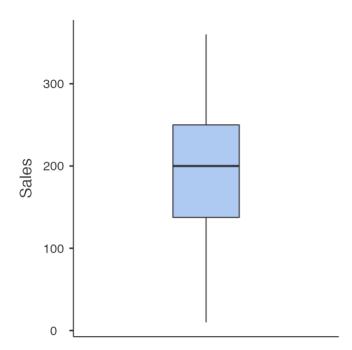
Adverts



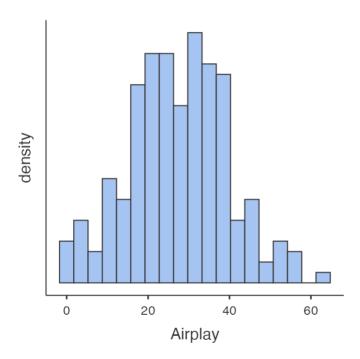


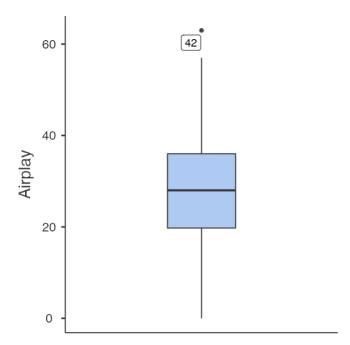
Sales



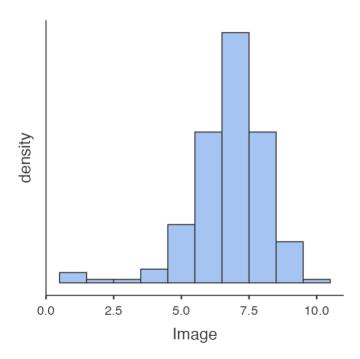


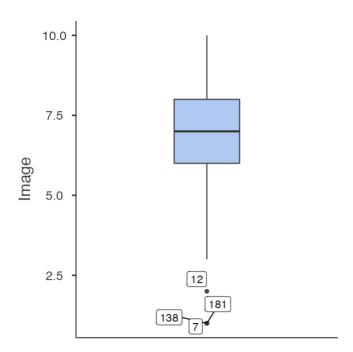
Airplay





Image





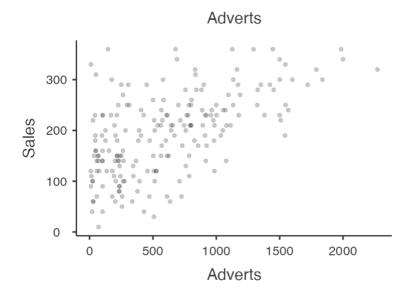
Relationships, Prediction, and Group Comparisons

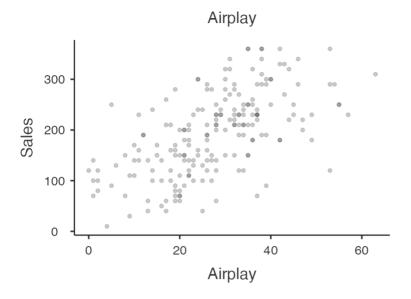
You have entered a numeric dependent variable and several numeric independent variables. Hence, <u>linear regression analysis</u> seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Linear Regression

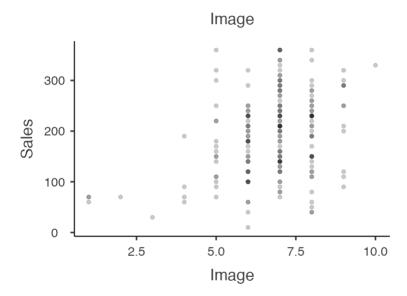
- Drop your dependent variable in the box below Dependent Variable
- Drop your independent variables in the box below Covariates

Click on the link to learn more about this method!

Scatter Plots of Bivariate Relationships - Dependent/Independent Variables





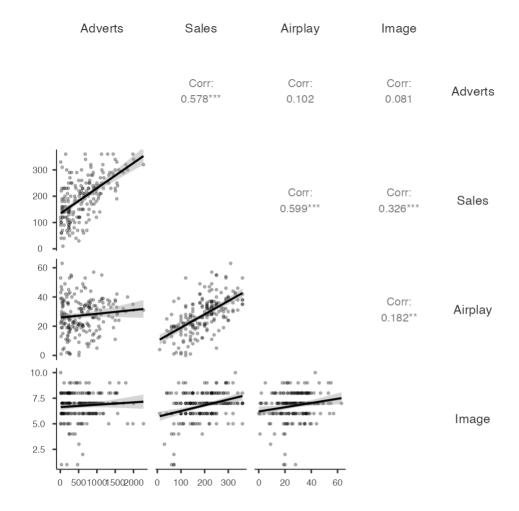


Correlation Matrix

Correlation Matrix

| | | Adverts | Sales | Airplay | Image |
|---------|-------------|-----------|-----------|---------|-------|
| Adverts | Pearson's r | _ | | | |
| | df | _ | | | |
| | p-value | _ | | | |
| Sales | Pearson's r | 0.578 *** | _ | | |
| | df | 198 | _ | | |
| | p-value | <.001 | _ | | |
| Airplay | Pearson's r | 0.102 | 0.599 *** | _ | |
| | df | 198 | 198 | _ | |
| | p-value | 0.151 | <.001 | _ | |
| Image | Pearson's r | 0.081 | 0.326 *** | 0.182** | _ |
| | df | 198 | 198 | 198 | _ |
| | p-value | 0.256 | <.001 | 0.010 | _ |

Note. * p < .05, ** p < .01, *** p < .001



Linear Regression

Model Fit Measures

| | | | | Overall Model Test | | | est |
|-------|-------|----------------|-------------------------|---------------------------|-----|-----|-------|
| Model | R | \mathbb{R}^2 | Adjusted R ² | F | df1 | df2 | р |
| 1 | 0.578 | 0.335 | 0.331 | 99.6 | 1 | 198 | <.001 |
| 2 | 0.815 | 0.665 | 0.660 | 129.5 | 3 | 196 | <.001 |

Model Comparisons

| Comparison | | | | | | | |
|------------|---|-------|--------------|------|-----|-----|-------|
| Model | | Model | ΔR^2 | F | df1 | df2 | р |
| 1 | - | 2 | 0.330 | 96.4 | 2 | 196 | <.001 |

Model Specific ResultsModel 1Model 2

Omnibus ANOVA Test

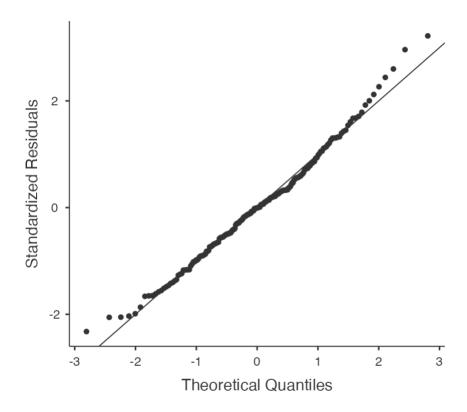
| | Sum of Squares | df | Mean Square | F | р |
|-----------|----------------|-----|-------------|------|-------|
| Adverts | 433688 | 1 | 433688 | 99.6 | <.001 |
| Residuals | 862264 | 198 | 4355 | | |

Note. Type 3 sum of squares

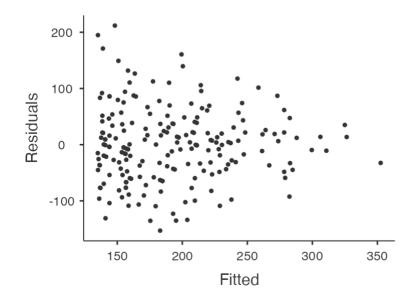
| | | | 95% Confider | | | | |
|-----------|----------|---------|--------------|---------|-------|-------|-----------------|
| Predictor | Estimate | SE | Lower | Upper | t | р | Stand. Estimate |
| Intercept | 134.1399 | 7.53657 | 119.2777 | 149.002 | 17.80 | <.001 | |
| Adverts | 0.0961 | 0.00963 | 0.0771 | 0.115 | 9.98 | <.001 | 0.578 |

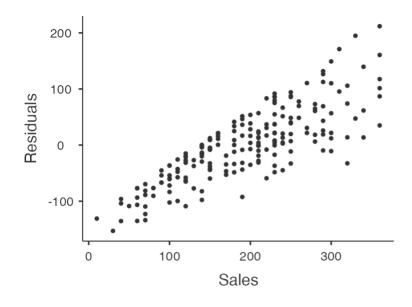
Assumption Checks

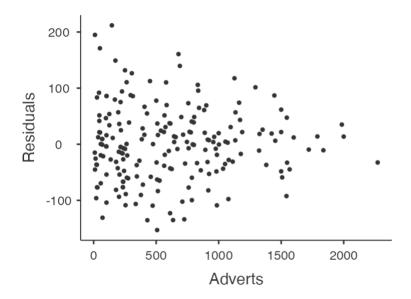
Q-Q Plot



Residuals Plots







Omnibus ANOVA Test

| | Sum of Squares | df | Mean Square | F | р |
|-----------|----------------|-----|-------------|-------|-------|
| 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

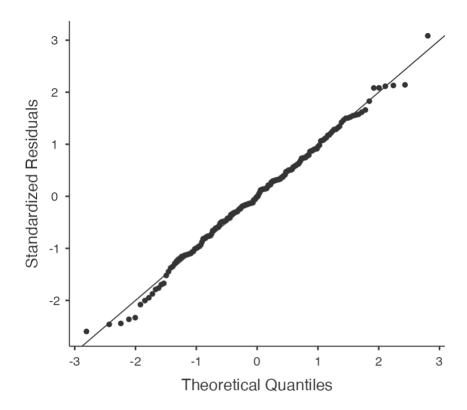
[3]

Model Coefficients - Sales

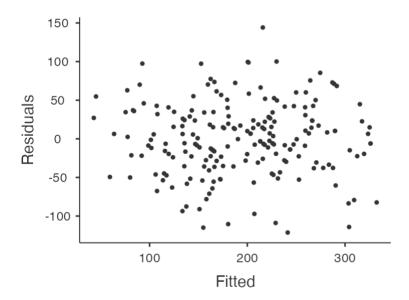
| | | | 95% Confide | 95% Confidence Interval | | | |
|-----------|----------|----------|-------------|-------------------------|-------|-------|-----------------|
| Predictor | Estimate | SE | Lower | Upper | t | р | Stand. Estimate |
| Intercept | -26.6130 | 17.35000 | -60.8296 | 7.6037 | -1.53 | 0.127 | |
| 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 |

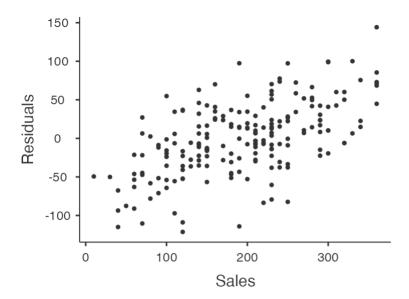
Assumption Checks

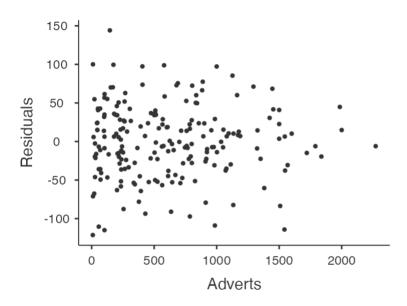
Q-Q Plot

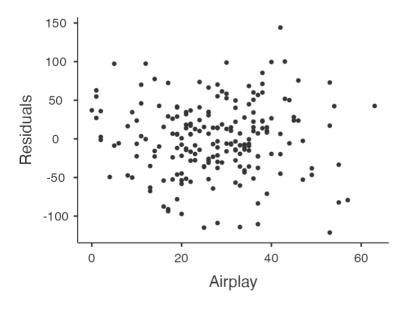


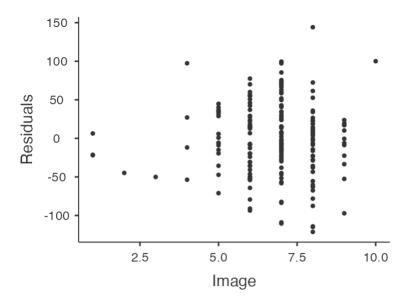
Residuals Plots











References

[1] The jamovi project (2022). jamovi. (Version 2.3) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2021). R: A Language and environment for statistical computing. (Version 4.1) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2022-01-01).

[3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from https://cran.r-project.org/package=car.