

# Results

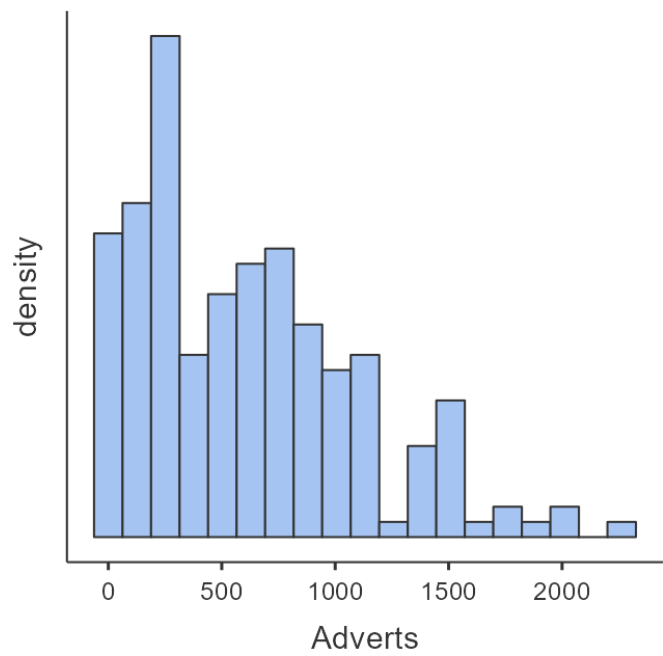
## Descriptives

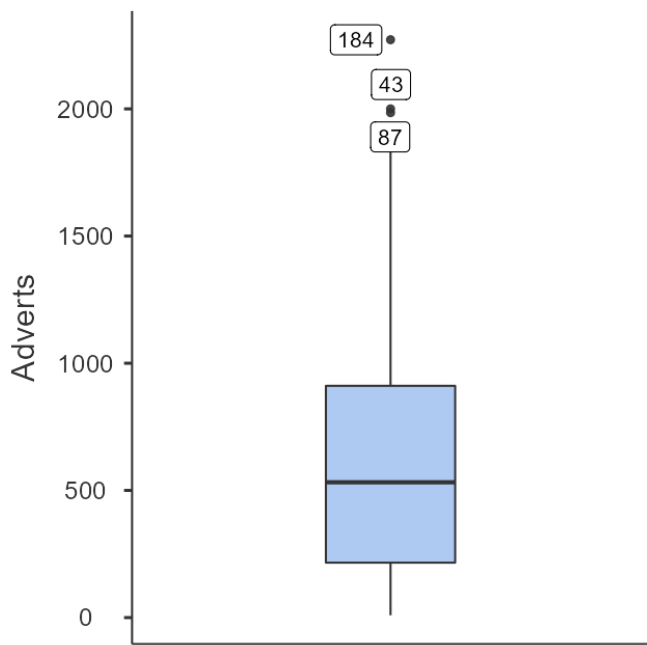
Descriptives

	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

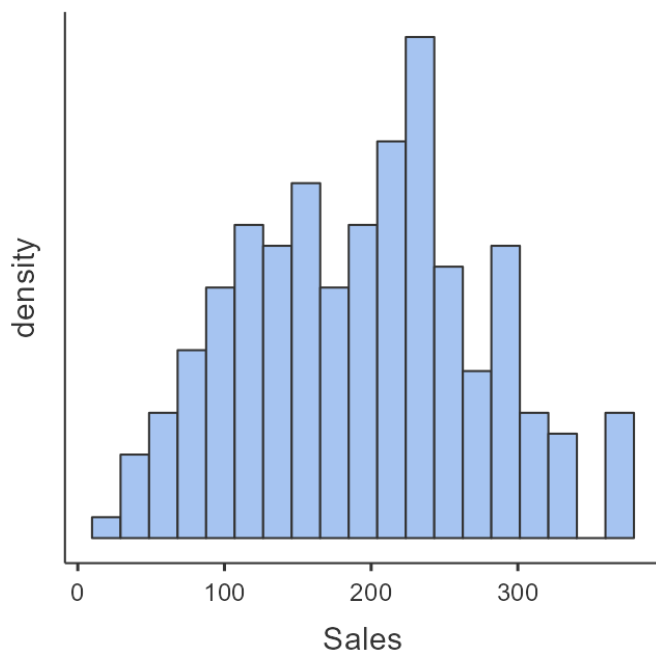
## Plots

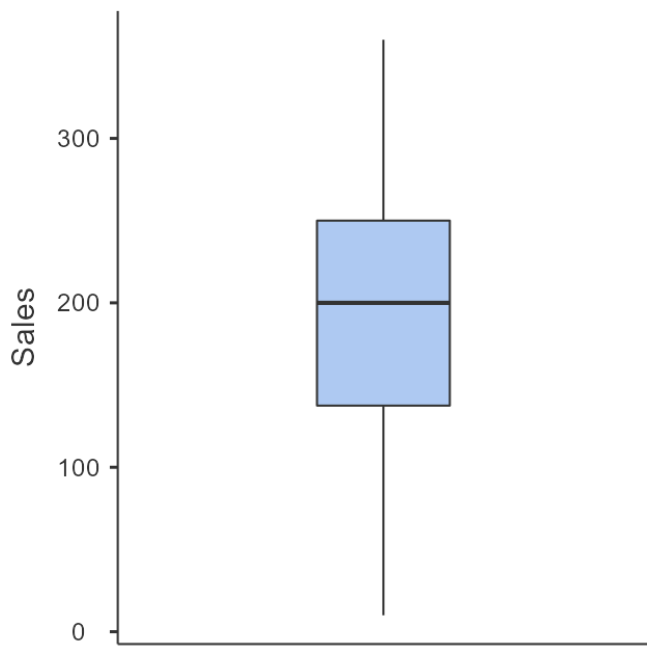
### Adverts



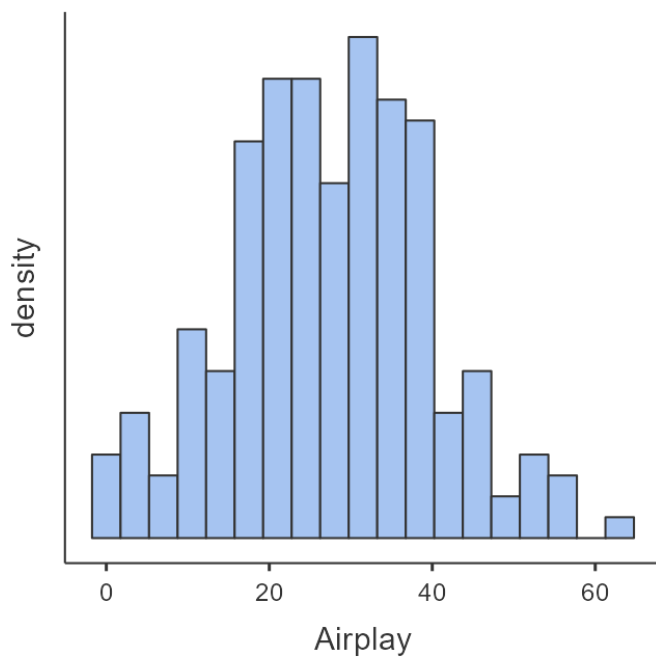


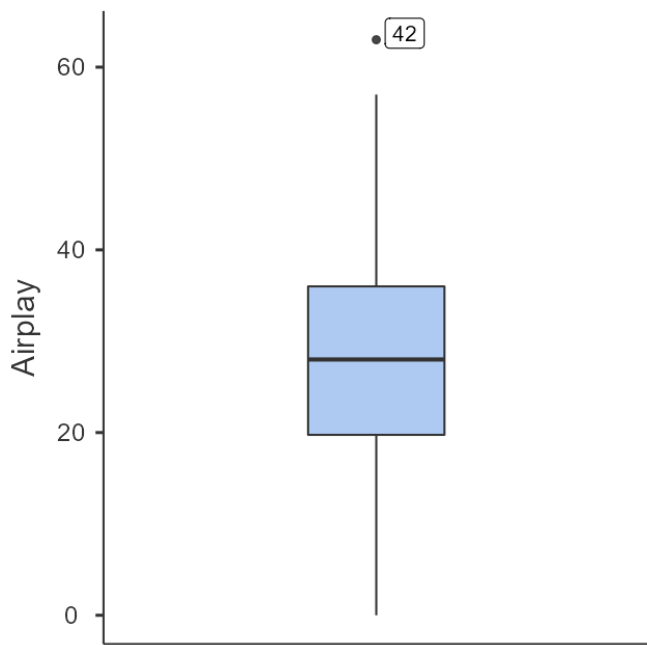
### Sales



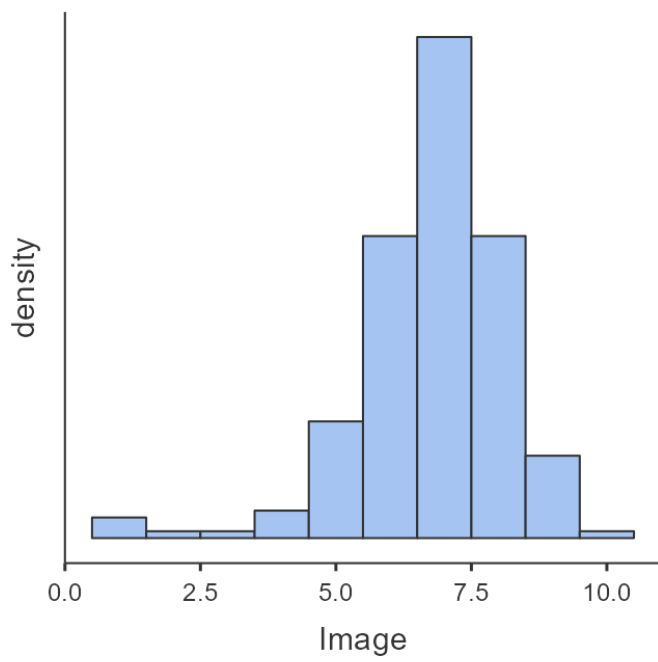


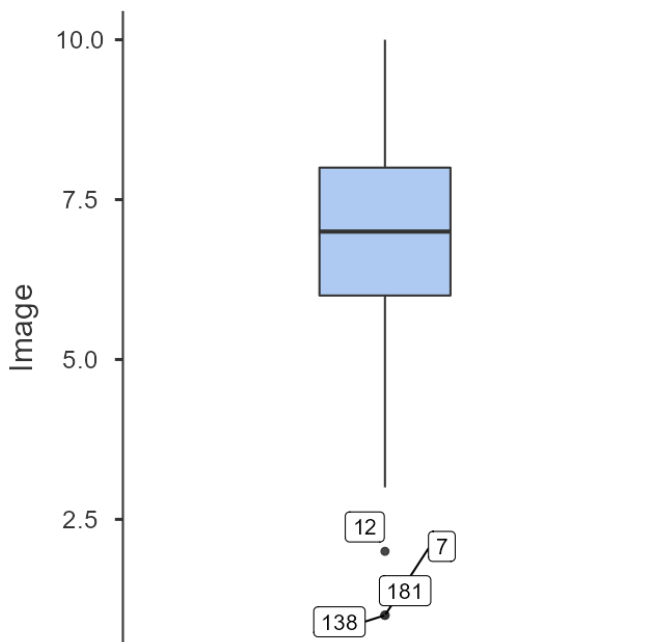
### Airplay





Image





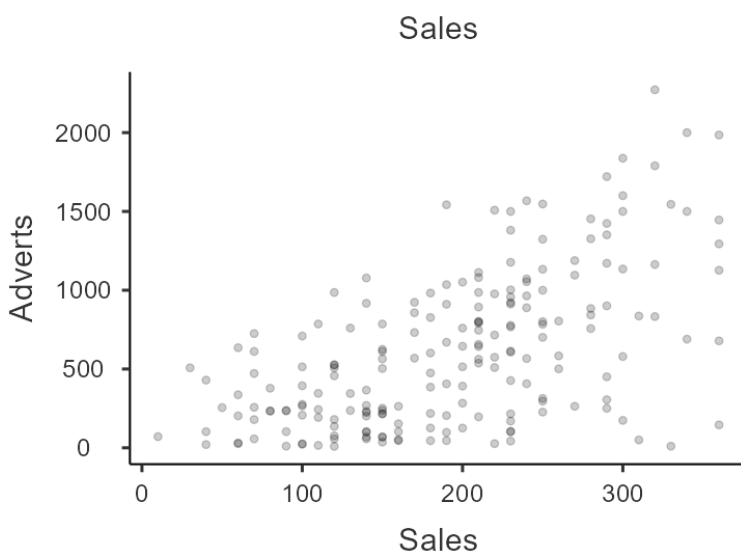
## Relationships, Prediction, and Group Comparisons

You have entered a numeric variable for Variable 1 / Dependent Variable and a numeric variable for Variable 2 / Independent Variables. Hence, the [Pearson correlation coefficient](#), which is a measure for the strength of the linear relationship between two variables, seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Correlation Matrix

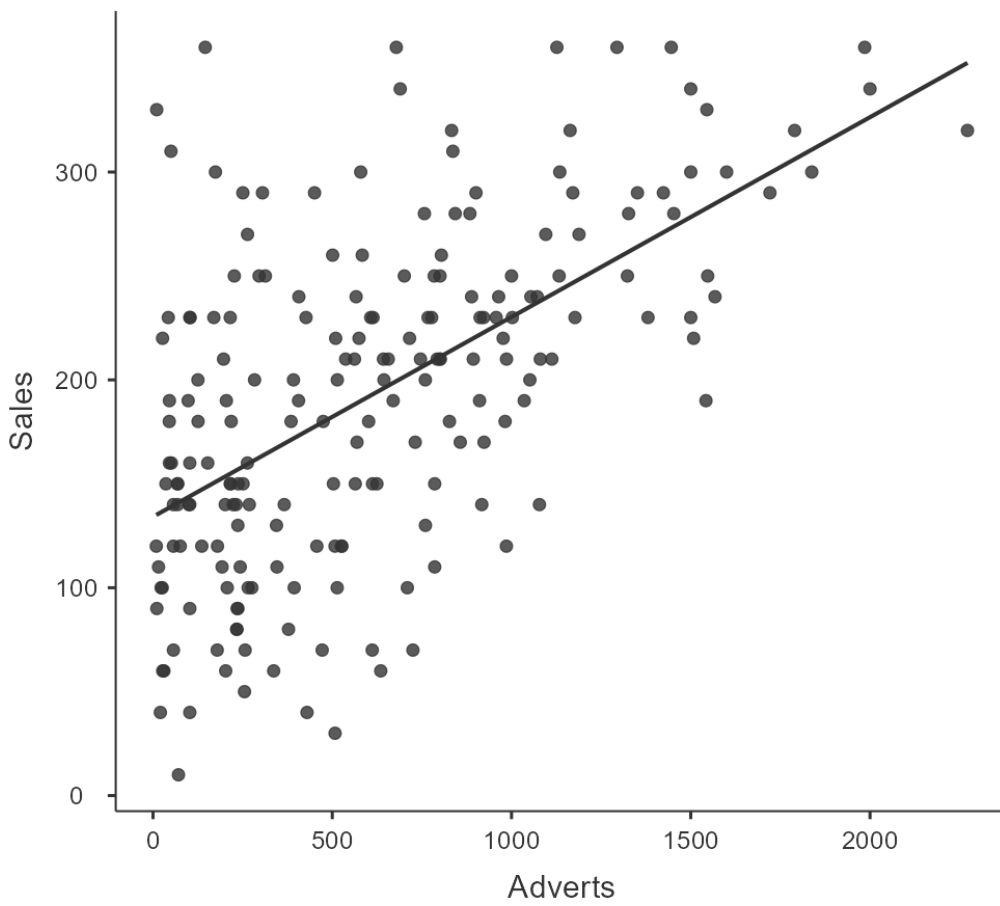
- Drop your two variables in the white box at the right
- Under Correlation Coefficients, select Pearson (selected by default)
- Under Hypothesis, select your alternative hypothesis

Alternatively, you could perform a [linear regression analysis](#). The test outcomes of both methods will be equivalent. Click on the links to learn more about these methods!

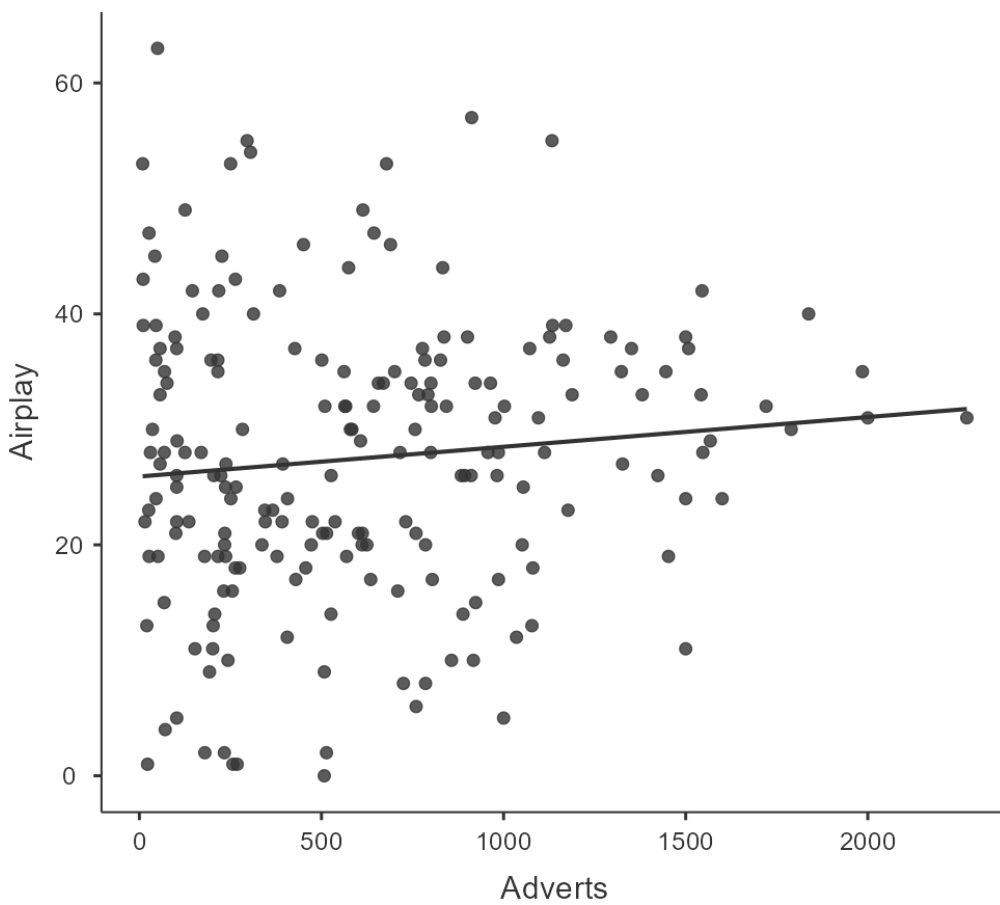
## Scatter Plots of Bivariate Relationships - Dependent/Independent Variables



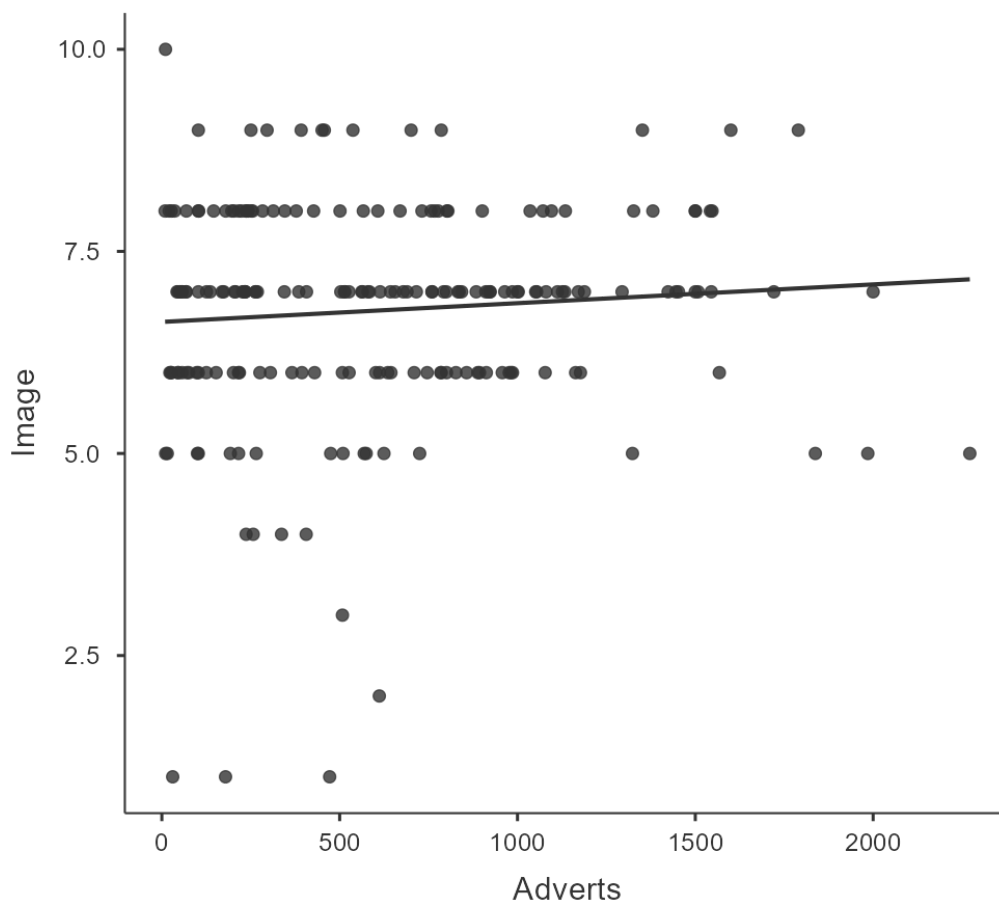
## Scatterplot



Scatterplot



Scatterplot



## Correlation Matrix

Correlation Matrix

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

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

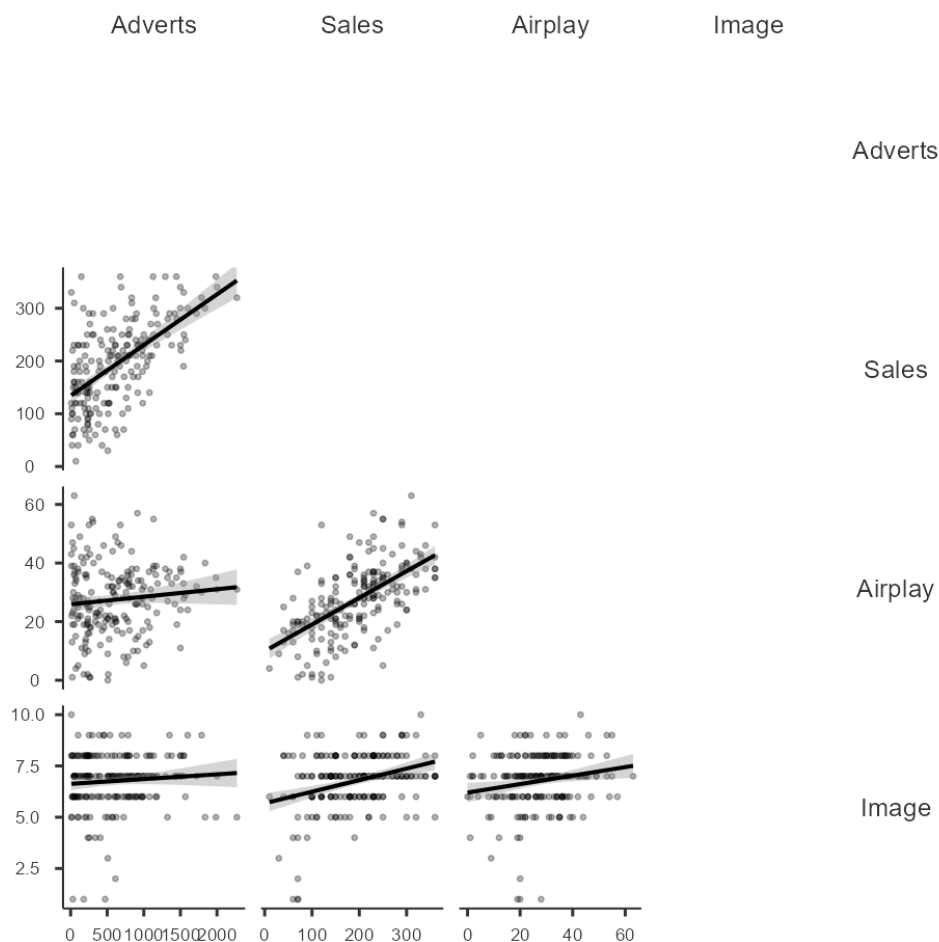
## Correlation Matrix

## Correlation Matrix

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

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

## Plot



## Linear Regression

### Model Fit Measures

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Overall Model Test			
				F	df1	df2	p
1	0.578	0.335	0.331	99.6	1	198	< .001



Omnibus ANOVA Test

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

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

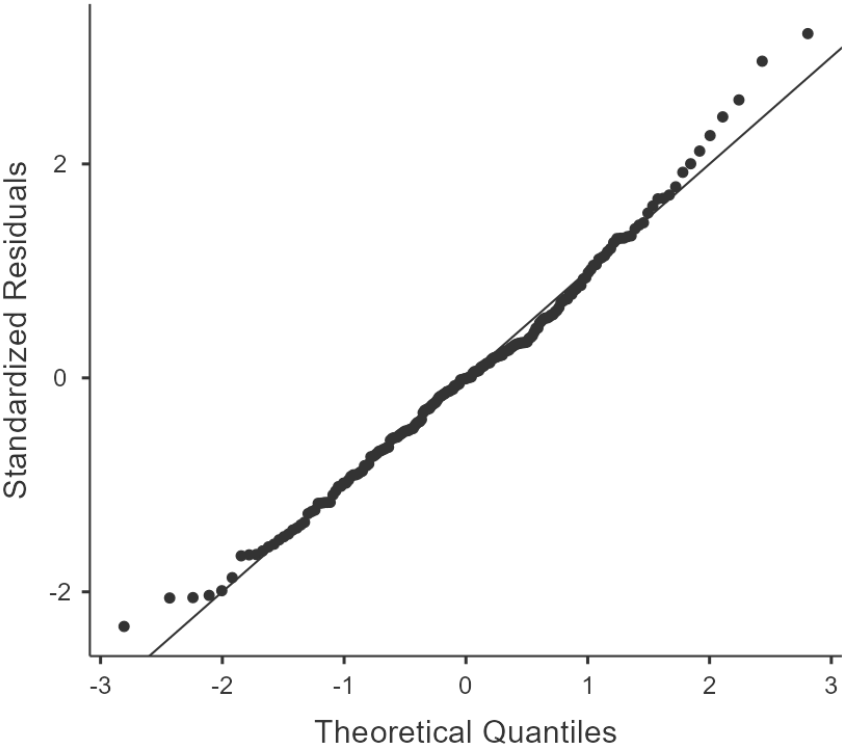
Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001	
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578

Assumption Checks

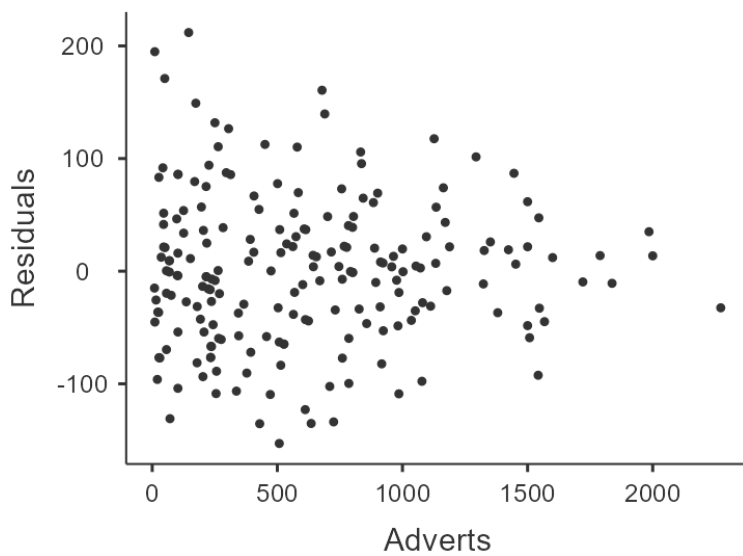
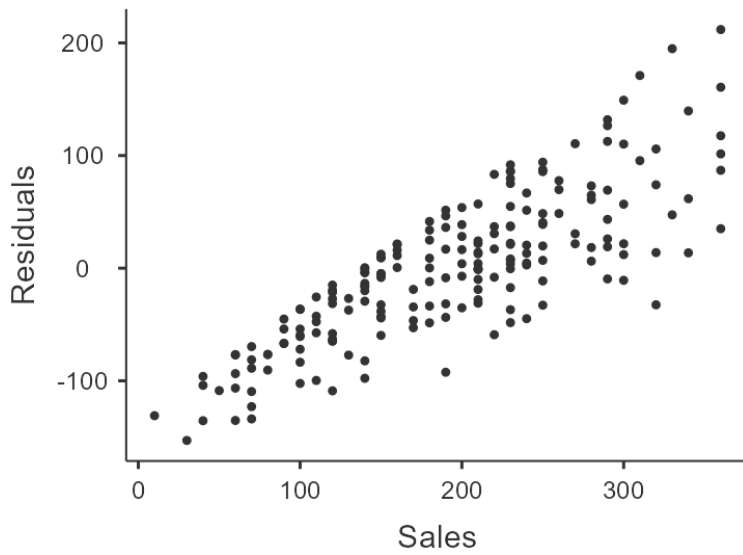
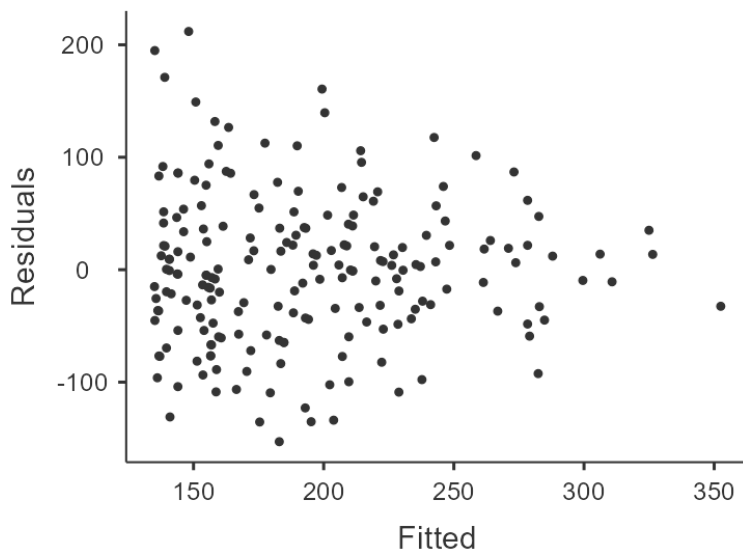
Normality Test (Shapiro-Wilk)

Statistic	p
0.990	0.176

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>.