1

Report for Linear Model Linear_Regression_3

2

Basic Summary

3

Call:

lm(formula = Avg_Sale_Amount ~ Years_as_customer + Customer_Segment + Avg_Num_Products_Purchased, data = the.data)

4

Residuals:

5

Min	1Q	Median	3Q	Max
-663.04	-68.42	-1.69	71.58	976.10

6

Coefficients:

7

	Estimate	Std. Error	t value	Pr(>|t|)	
(Intercept)	313.76	11.861	26.454	< 2.2e-16	***
Years_as_customer	-2.34	1.223	-1.914	0.0558	.
Customer_SegmentLoyalty Club Only	-149.11	8.969	-16.625	< 2.2e-16	***
Customer_SegmentLoyalty Club and Credit Card	282.62	11.910	23.729	< 2.2e-16	***
Customer_SegmentStore Mailing List	-245.48	9.762	-25.146	< 2.2e-16	***
Avg_Num_Products_Purchased	67.02	1.514	44.255	< 2.2e-16	***

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

8

Residual standard error: 137.41 on 2369 degrees of freedom
Multiple R-squared: 0.8371, Adjusted R-Squared: 0.8368
F-statistic: 2435 on 5 and 2369 degrees of freedom (DF), p-value < 2.2e-16

9

Type II ANOVA Analysis

10

Response: Avg_Sale_Amount

	Sum Sq	DF	F value	Pr(>F)	
Years_as_customer	69132.67	1	3.66	0.0558	.
Customer_Segment	28769501.17	3	507.92	< 2.2e-16	***
Avg_Num_Products_Purchased	36978219.27	1	1958.55	< 2.2e-16	***
Residuals	44727736.4	2369			

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1