Source:

A dataset containing the effect of three advertising medias (youtube, facebook and newspaper) on sales. The covariates are the advertising budget in thousands of dollars and the response variable is the sales. The experiment of advertising has been repeated 200 times.

install.packages("datarium")

library(datarium)

data(marketing)

marketing

model <- lm(sales ~ youtube + facebook + newspaper, data = marketing) summary(model)

d$predicted <- predict(model) *# Save the predicted values*

d$residuals <- residuals(model) *# Save the residual values*

plot(d$predicted,d$residuals)

plot(marketing$youtube,d$residuals)

plot(marketing$newspaper,d$residuals)

plot(marketing$facebook,d$residuals)

qqnorm for normal qqplot

**AIC = nlog SSRes n +2k**