

Report for Linear Model multi_linear_reg

Basic Summary

Call:

lm(formula = Avg_Sale_Amount ~ Customer_Segment + Customer_ID + Store_Number + Avg_Num_Products_Purchased + Years_As_Customer, data = the.data)

Residuals:

Min	1Q	Median	3Q	Max
-665.60	-67.24	-2.43	71.05	970.90

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	4.352e+02	1.052e+02	4.1360	4e-05***
Customer_SegmentLoyalty Club Only	-1.496e+02	8.980e+00	-16.6629	< 2.2e-16***
Customer_SegmentLoyalty Club and Credit Card	2.823e+02	1.193e+01	23.6622	< 2.2e-16***
Customer_SegmentStore Mailing List	-2.460e+02	9.773e+00	-25.1727	< 2.2e-16***
Customer_ID	-1.377e-03	2.941e-03	-0.4684	0.63956
Store_Number	-1.138e+00	9.955e-01	-1.1426	0.25331
Avg_Num_Products_Purchased	6.699e+01	1.517e+00	44.1575	< 2.2e-16***
Years_As_Customer	-2.345e+00	1.223e+00	-1.9167	0.0554.

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

Residual standard error: 137.42 on 2367 degrees of freedom

Multiple R-squared: 0.8372, Adjusted R-Squared: 0.8368

F-statistic: 1739 on 7 and 2367 DF, p-value: < 2.2e-16

Type II ANOVA Analysis

Response: Avg_Sale_Amount

	Sum Sq	DF	F value	Pr(>F)
Customer_Segment	28749632.28	3	507.47	< 2.2e-16***
Customer_ID	4142.86	1	0.22	0.63956
Store_Number	24655.18	1	1.31	0.25331
Avg_Num_Products_Purchased	36822373.72	1	1949.88	< 2.2e-16***
Years_As_Customer	69375.32	1	3.67	0.0554.
Residuals	44699386.89	2367		

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

Basic Diagnostic Plots

