H0 : There is no relationship between X and Y

the alternative hypothesis alternative hypothesis

Ha : There is some relationship between X and Y .

Mathematically, this corresponds to testing

H0 : β1 = 0

Ha : β1 != 0,

Coefficient Std. error t-statistic p-value

Intercept 2.939 0.3119 9.42 < 0.0001

TV 0.046 0.0014 32.81 < 0.0001

radio 0.189 0.0086 21.89 < 0.0001

newspaper −0.001 0.0059 −0.18 0.8599

P value : 0.8599

Alpha: 0.05

P<alpha: Reject the null hypotheis

p>alpha : not reject the null hypothesis

Null hypothesis is True

B1= 0 : Which mean NP should not be included in The regression line

Tv p: 0.0001 alpha: 0.05 p<alpha: Reject the Null hypo : b1=0 include the variable

Radio p: 0.0001 alpha: 0.05 p<alpha: Reject the Null hypo : b1=0 include the variable

Np p: 0.8 alpha: 0.05 p>alpha: Not Reject the Null hypo : b1=0 do not include the variable





