Effect of Price on Demand.

Scatter Chart:

Regression Statistics:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SUMMARY OUTPUT |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |  |  |  |  |
| Multiple R | 0.625557169 |  |  |  |  |  |  |  |  |
| R Square | 0.391321771 |  |  |  |  |  |  |  |  |
| Adjusted R Square | 0.389407689 |  |  |  |  |  |  |  |  |
| Standard Error | 34.58609683 |  |  |  |  |  |  |  |  |
| Observations | 320 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |  |  |  |  |
| Regression | 1 | 244554.9561 | 244554.9561 | 204.4435259 | 3.71268E-36 |  |  |  |  |
| Residual | 318 | 380390.9939 | 1196.198094 |  |  |  |  |  |  |
| Total | 319 | 624945.95 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95.0%* | *Upper 95.0%* |  |
| Intercept | 449.7633485 | 19.26210328 | 23.34964889 | 6.20984E-71 | 411.8660859 | 487.6606111 | 411.8660859 | 487.6606111 |  |
| X Variable 1 | -1.114627811 | 0.07795486 | -14.29837494 | 3.71268E-36 | -1.268000252 | -0.961255371 | -1.268000252 | -0.961255371 |  |
|  |  |  |  |  |  |  |  |  |  |