

# The Data Science of Marketing - Regression with R

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## Connect with our data

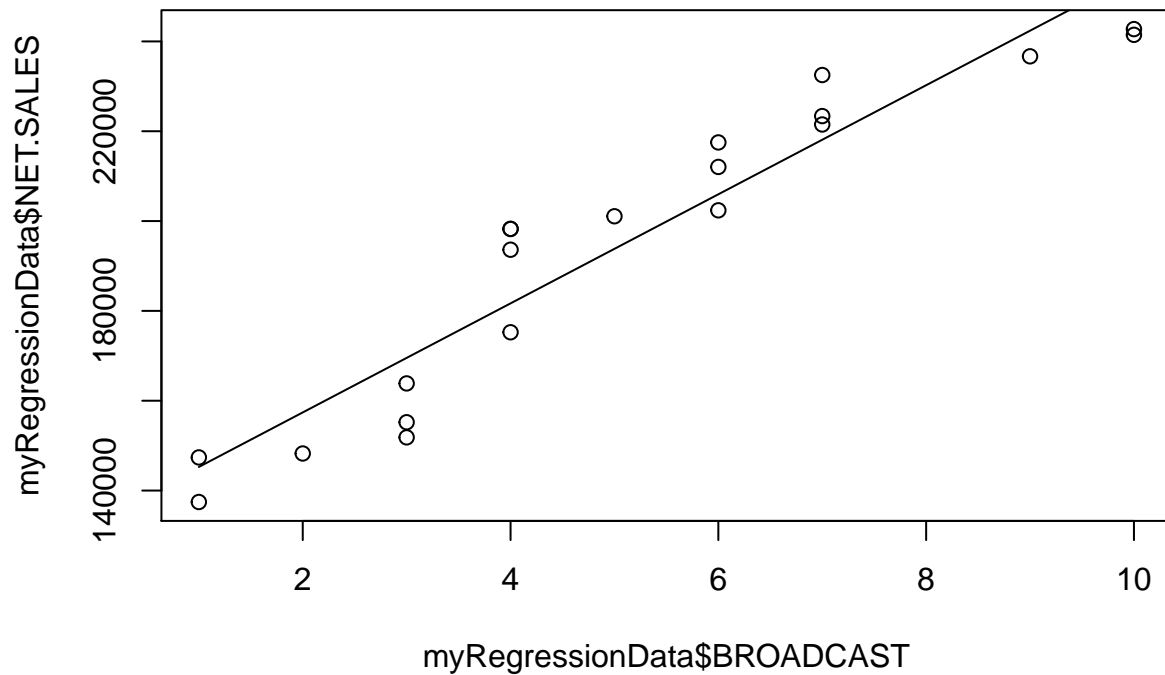
```
myRegressionData <- read.csv("c:/Ex_Files_Data_Science_of_Marketing/Exercise_Files/03_02/regression-r.csv")
```

## Plot our data (broadcast & sales)

```
plot(myRegressionData$BROADCAST, myRegressionData$NET.SALES)

mylm <- lm(myRegressionData$NET.SALES ~ myRegressionData$BROADCAST)

lines(myRegressionData$BROADCAST, mylm$fitted.values)
```



## Fit a line

## Visualize the line

Mostra a correlação entre broadcast e netsales.

```
# Show our coefficient
```

```
format(mylm$coefficients, big.mark = ",")
```

```
##                (Intercept) myRegressionData$BROADCAST
```

```
##                "133,108.78"                " 12,141.94"
```

Sem broadcast as vendas são de 133.108,78 Para cada unidade investida em broadcast as vendas aumentam em 12.141.94