**Sales Data ICE**

A B2B company measures sales in 15 different regions of the country. A priori, they have the following hypotheses:

H1: There is a positive relationship between sales potential of an area/region and sales.

H2: There is a positive relationship between the number of dealers and sales.

H3: There is a positive relationship between number of sales people and sales.

H4: There is a negative relationship between level of competition and sales.

H5: There is a positive relationship between number of service people and sales.

H6: There is a positive relationship between the number of customers and sales.

The data are in the file “regression data1.sav”. How will you test the above hypotheses? How many of them are supported? How can you improve the conclusions drawn and thereby fine-tune the recommendations you give to the company? What technique should you use?