

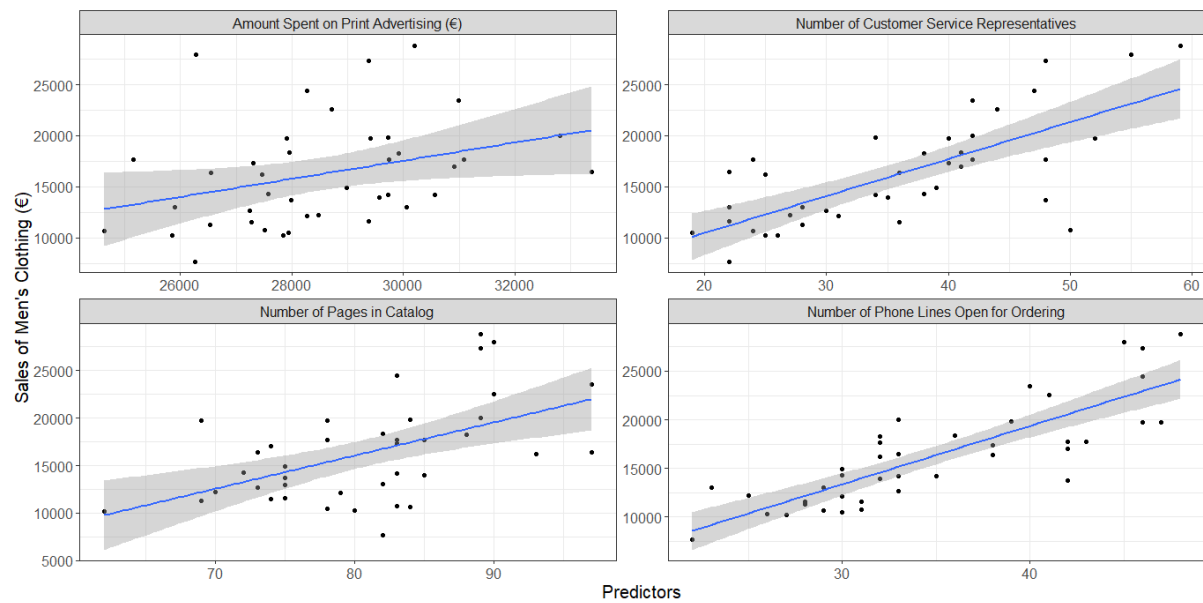
**Descriptive statistics**

Statistics	Measurements				
	Sales of Men's Clothing (€)	Amount Spent on Print Advertising (€)	Number of Customer Service Representatives	Number of Pages in Catalog	Number of Phone Lines Open for Ordering
Sample size	40	40	40	40	40
Mean	16242.81	28518.81	36.0	80.6	34.8
Standard deviation	5183.098	1945.899	10.32	7.94	7.15
Median	15549.28	28268.50	36.0	82.0	33.0
1st quartile	12203.47	27302.33	26.8	74.8	30.0
3rd quartile	18696.10	29727.89	42.0	85.0	41.3
Min	7670.15	24631.19	19.0	62.0	22.0
Max	28833.66	33378.84	59.0	97.0	48.0

**Normality**

Statistics	Measurements				
	Sales of Men's Clothing (€)	Amount Spent on Print Advertising (€)	Number of Customer Service Representatives	Number of Pages in Catalog	Number of Phone Lines Open for Ordering
Sample size	40	40	40	40	40
Mean	16242.81	28518.81	36.0	80.6	34.8
Median	15549.28	28268.50	36.0	82.0	33.0
Skewness	0.744	0.293	0.215	0.052	0.268
Normally distributed	No	Yes	Yes	Yes	Yes
p-value	0.0274	0.8126	0.2501	0.7306	0.0664

### Scatterplot and correlation



	Amount Spent on Print Advertising (€)	Number of Customer Service Representatives	Number of Pages in Catalog	Number of Phone Lines Open for Ordering
Pearson correlation coefficient	0.3331	0.7211	0.5337	0.8276
p-value	0.1786	<0.0005	0.0027	<0.0005

### Correlation matrix (predictors only)

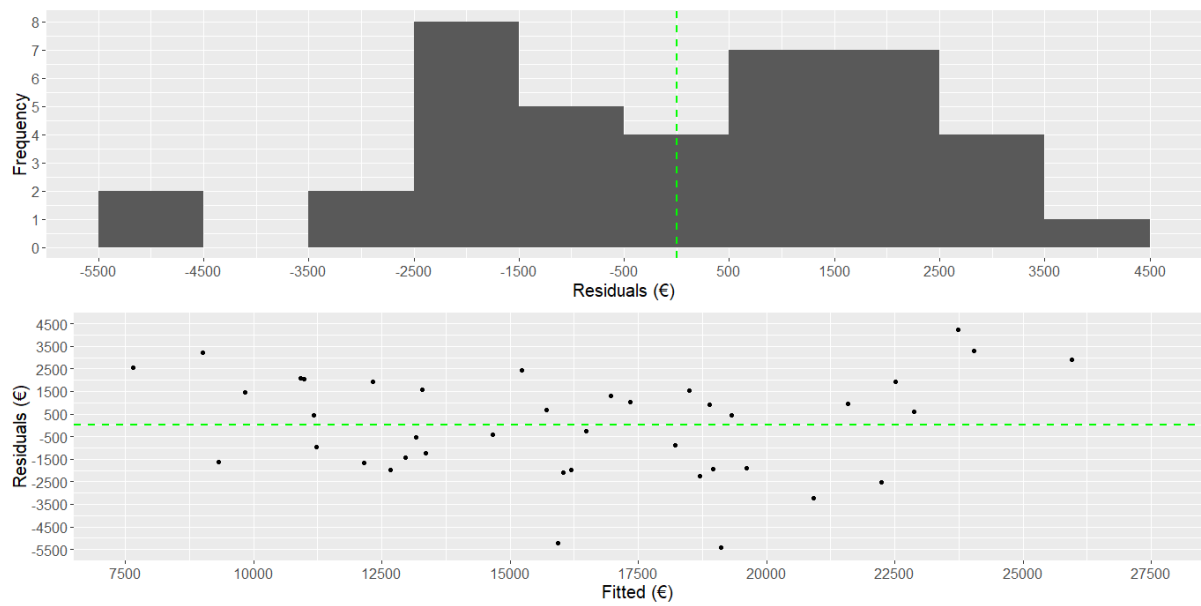
	Amount Spent on Print Advertising (€)	Number of Customer Service Representatives	Number of Pages in Catalog	Number of Phone Lines Open for Ordering
Amount Spent on Print Advertising (€)	1			
Number of Customer Service Representatives	0.1013	1		
Number of Pages in Catalog	0.4322	0.2176	1	
Number of Phone Lines Open for Ordering	0.1737	0.8014	0.2502	1

**Model selection (Note: no multi-collinearity present)**

Adjusted R <sup>2</sup>	Variables	Regression Coefficients	Standardised regression coefficients	p-value	VIF
78.92%	Intercept	-24246.8			
	Amount Spent on Print Advertising (€)	0.2002	0.0752	0.3658	1.2455
	Number of Customer Service Representatives	77.6283	0.1545	0.2187	2.8169
	Number of Pages in Catalog	205.3021	0.3145	<0.0005	1.2843
	Number of Phone Lines Open for Ordering	443.6886	0.6121	<0.0005	2.8788

**Final model**

Labels	Adjusted R <sup>2</sup>	Regression coefficients	95% CI (Lower)	95% CI (Upper)	Standardised regression coefficients	p-value
Overall	78.92%					<0.0005
Intercept		-24246.8				
Amount Spent on Print Advertising (€)		0.2002	-0.2434	0.6439	0.0752	0.3658
Number of Customer Service Representatives		77.6283	-48.2003	203.457	0.1545	0.2187
Number of Pages in Catalog		205.3021	94.877	315.7272	0.3145	<0.0005
Number of Phone Lines Open for Ordering		443.6886	260.1269	627.2503	0.6121	<0.0005

**Assumptions**

Statistics	Outcome	p-value
Normally distributed	Yes	0.3452
Zero mean	Yes	1.0000
Random	Yes	0.8754