

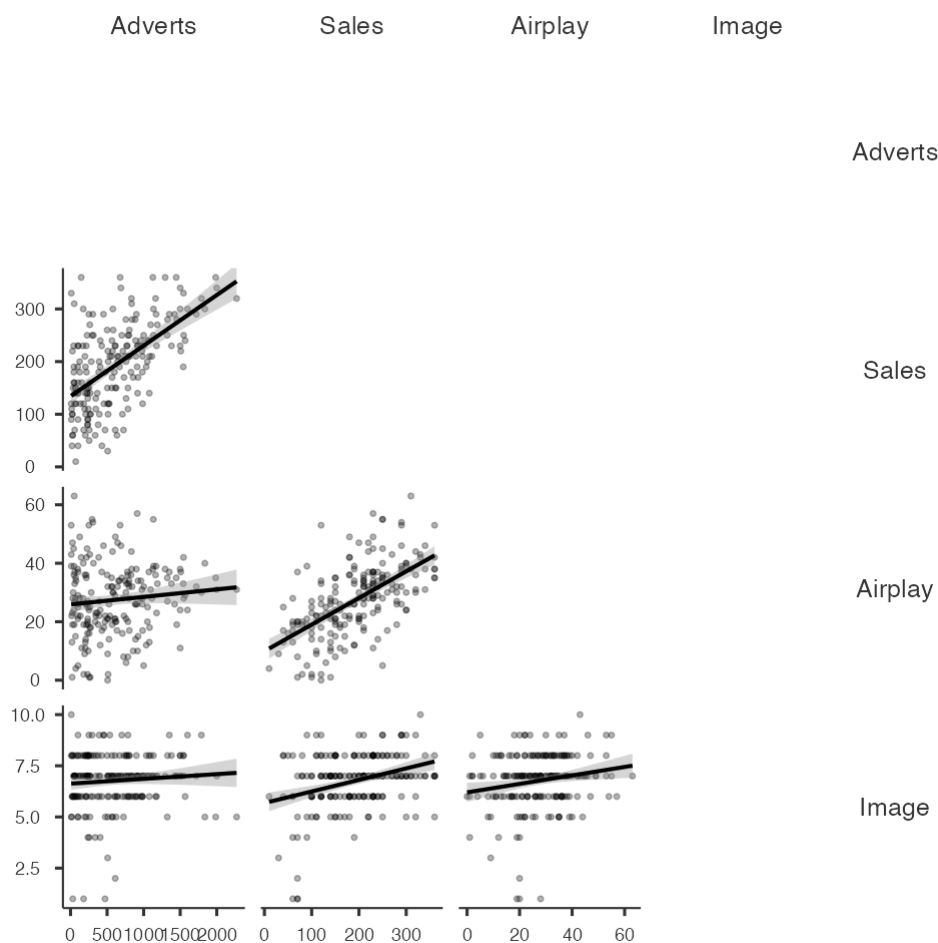
## Results

### Correlation Matrix

Correlation Matrix

		Adverts	Sales	Airplay	Image
Adverts	Pearson's r	—			
	p-value	—			
Sales	Pearson's r	0.578	—		
	p-value	< .001	—		
Airplay	Pearson's r	0.102	0.599	—	
	p-value	0.151	< .001	—	
Image	Pearson's r	0.081	0.326	0.182	—
	p-value	0.256	< .001	0.010	—

### Plot



### Relationships, Prediction, and Group Comparisons

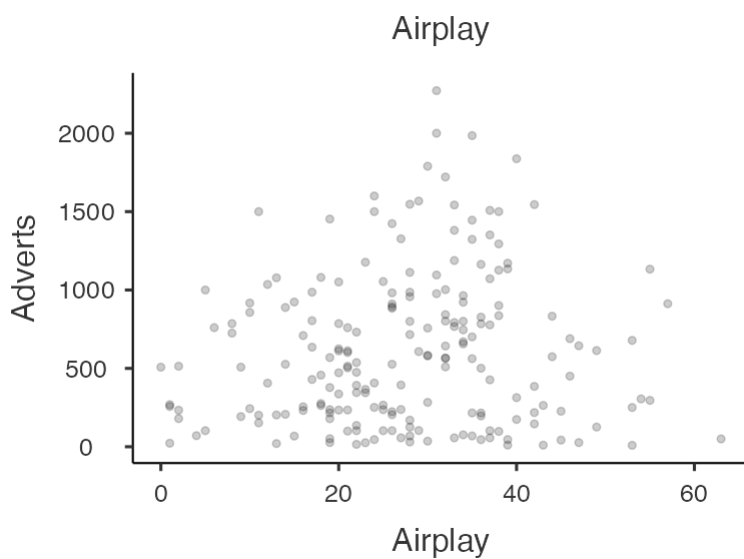
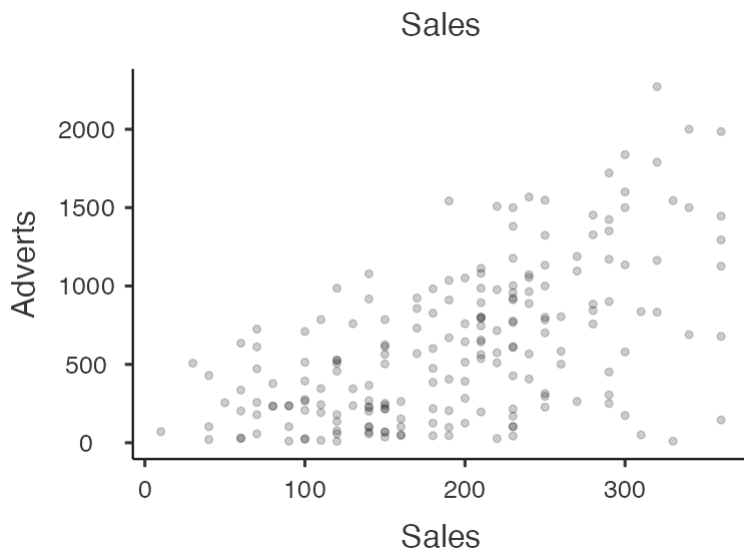
You have entered a numeric dependent variable and several numeric independent variables. Hence, [linear regression analysis](#) seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Linear Regression

- Drop your dependent variable in the box below Dependent Variable

- Drop your independent variables in the box below Covariates

Click on the link to learn more about this method!

## Scatter Plots of Bivariate Relationships - Dependent/Independent Variables



## Linear Regression

Model Fit Measures

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	AIC	BIC	RMSE	Overall Model Test			
							F	df1	df2	p
1	0.578	0.335	0.331	2247	2257	65.7	99.6	1	198	<.001
2	0.815	0.665	0.660	2114	2131	46.6	129.5	3	196	<.001

Model Comparisons

Comparison		$\Delta R^2$	F	df1	df2	p
Model	Model					
1	- 2	0.330	96.4	2	196	< .001

Model Specific ResultsModel 1Model 2

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	< .001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate	95% Confidence Interval	
			Lower	Upper				Lower	Upper
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001			
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578	0.464	0.693

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00442	0.00158	0.00741	3.15e-8	0.0572

Assumption Checks

Normality Tests

	Statistic	p
Shapiro-Wilk	0.990	0.176
Kolmogorov-Smirnov	0.0634	0.397
Anderson-Darling	0.430	0.306

Note. Additional results provided by *moretests*

Heteroskedasticity Tests

	Statistic	p
Breusch-Pagan	7.18	0.007
Goldfeld-Quandt	1.03	0.440
Harrison-McCabe	0.492	0.449

Note. Additional results provided by *moretests*

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
-0.0439	2.03	0.826

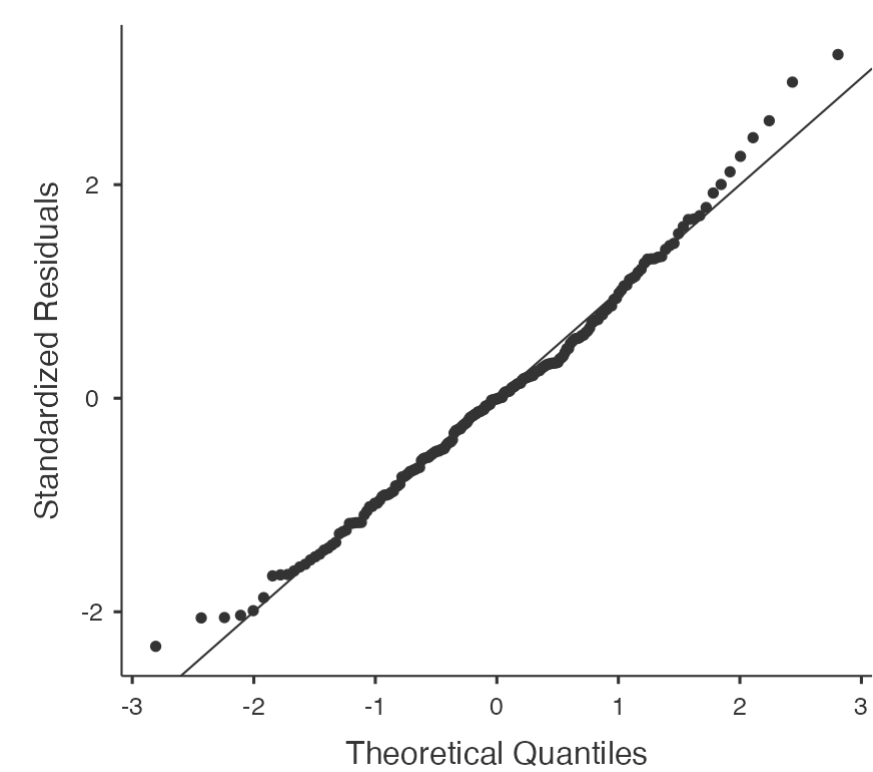
[3]

Collinearity Statistics

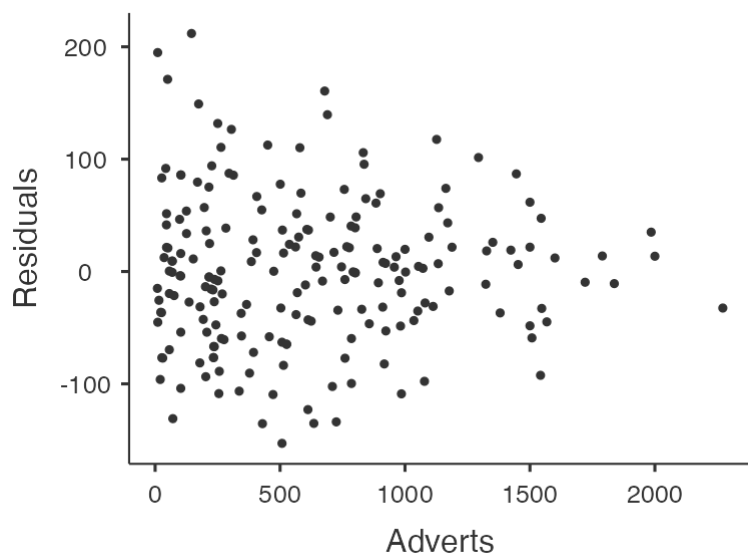
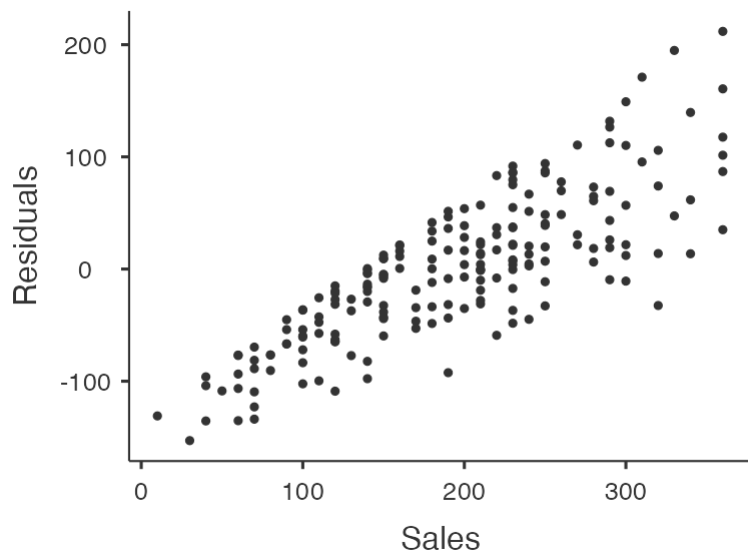
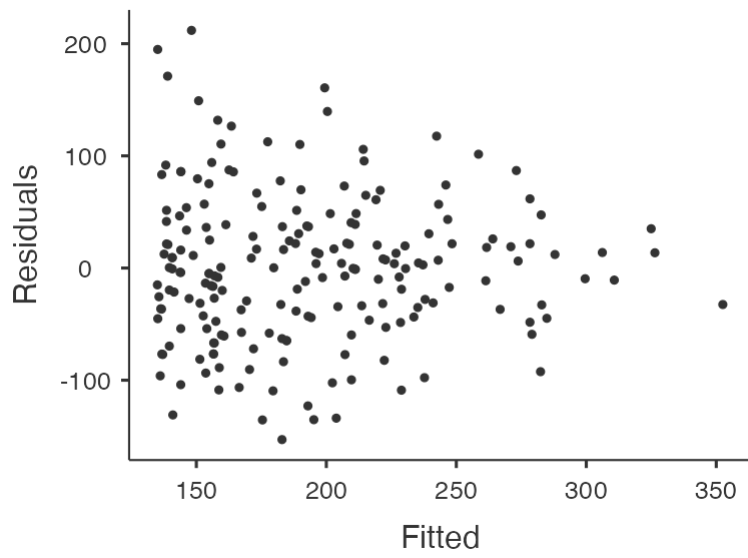
	VIF	Tolerance
Adverts	1.00	1.00

[3]

Q-Q Plot



Residuals Plots



Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	333332	1	333332	150.3	< .001
Airplay	325860	1	325860	147.0	< .001
Image	45853	1	45853	20.7	< .001
Residuals	434575	196	2217		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate	95% Confidence Interval	
			Lower	Upper				Lower	Upper
Intercept	-26.6130	17.35000	-60.8296	7.6037	-1.53	0.127			
Adverts	0.0849	0.00692	0.0712	0.0985	12.26	< .001	0.511	0.429	0.593
Airplay	3.3674	0.27777	2.8196	3.9152	12.12	< .001	0.512	0.429	0.595
Image	11.0863	2.43785	6.2786	15.8941	4.55	< .001	0.192	0.109	0.275

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00520	0.00166	0.00962	4.05e-7	0.0708

Assumption Checks

Normality Tests

	Statistic	p
Shapiro-Wilk	0.995	0.725
Kolmogorov-Smirnov	0.0350	0.967
Anderson-Darling	0.244	0.760

Note. Additional results provided by *moretests*

Heteroskedasticity Tests

	Statistic	p
Breusch-Pagan	6.19	0.103
Goldfeld-Quandt	0.838	0.806
Harrison-McCabe	0.544	0.800

*Note.* Additional results provided by *moretests*

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
0.00270	1.95	0.742

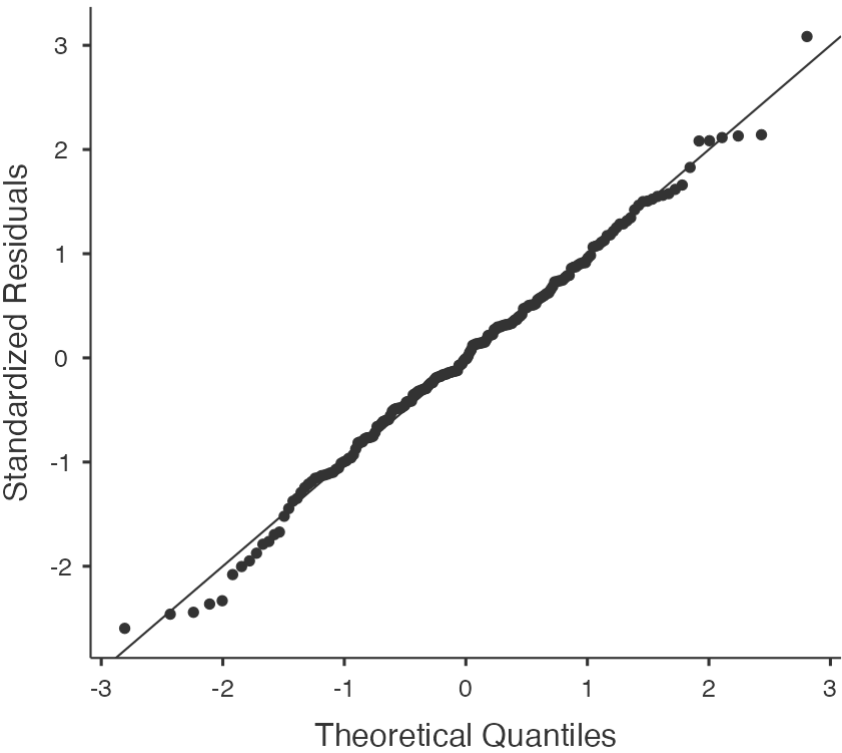
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Collinearity Statistics

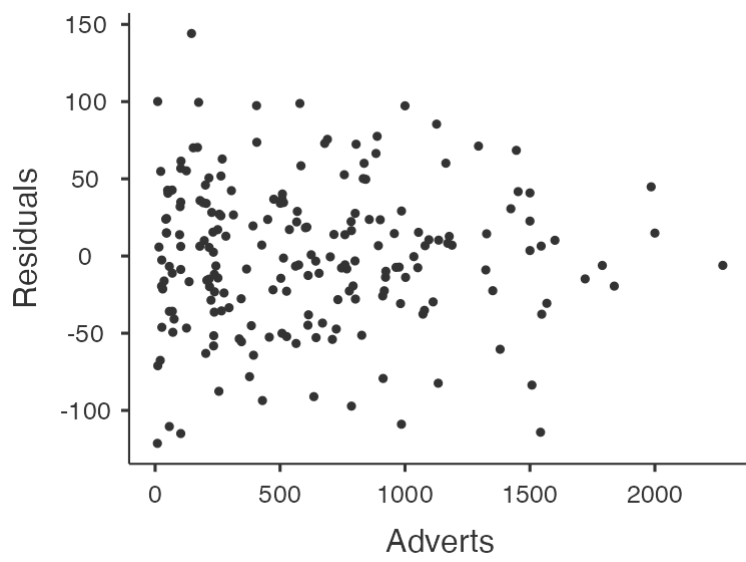
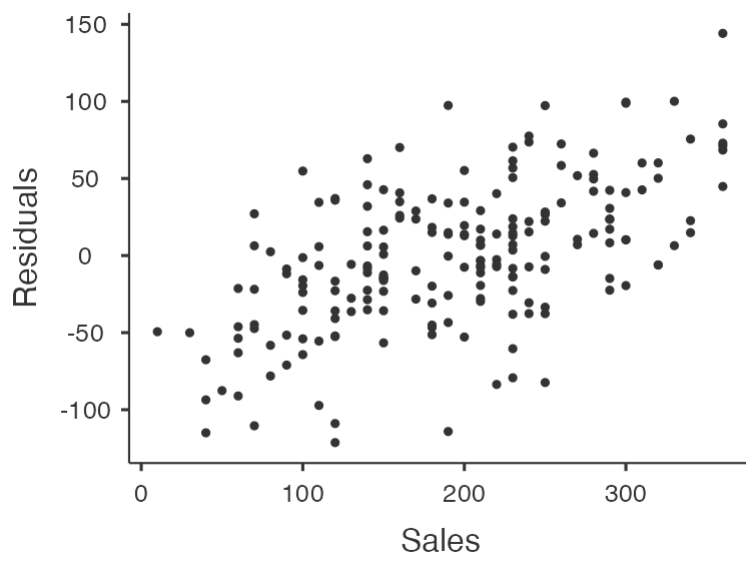
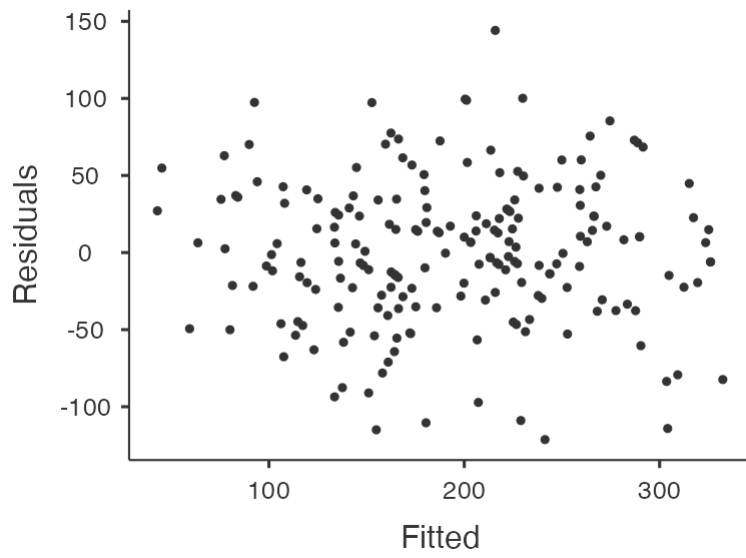
	VIF	Tolerance
Adverts	1.01	0.986
Airplay	1.04	0.959
Image	1.04	0.963

[3]

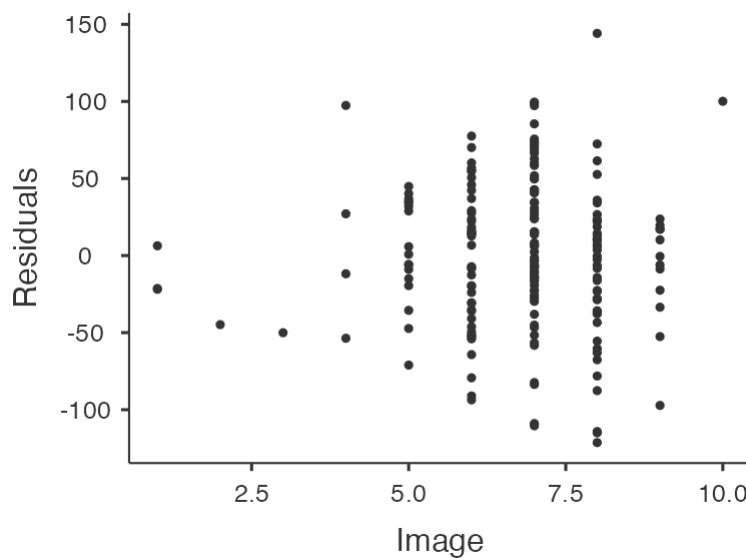
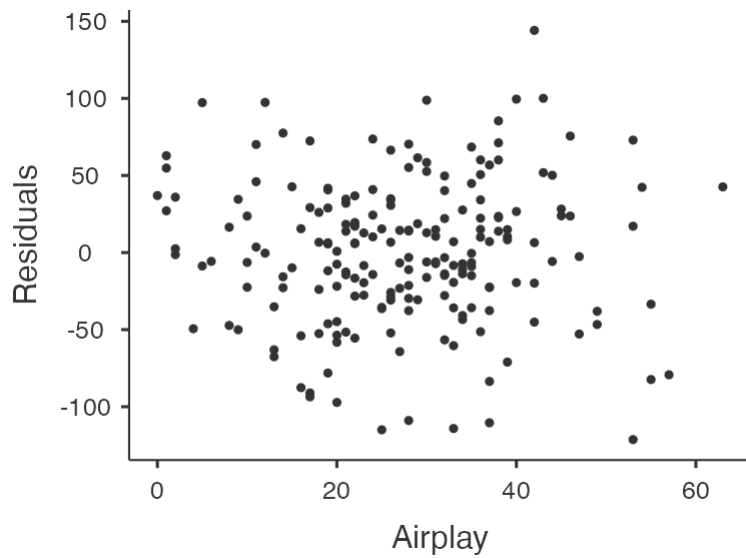
Q-Q Plot



Residuals Plots







## References

- [1] The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- [2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).
- [3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.