

Initial Analysis - 1/26/2016

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```
# Load Walmart dataset
data <- read.csv("TempOps-Analysis.csv", header=FALSE)

# Remove unnecessary rows
data <- data[-1:-6, ]
data <- data[-20:-132, ]

# Remove unnecessary columns
data <- data[ ,c(-1,-9,-21,-35)]

# Rename columns
colnames(data) <- c("StoreNumber", "CustomerSatisfaction", "CustomerGoal", "RxCount",
"RxCountChange", "RollingRxChange", "ReturnToStockRate", "PercentInstore", "AverageIn
storePerformance", "AverageInstoreResolution", "OnTimeInstore", "AverageInstoreOps",
"PercentExpectationsMet", "PartialFillRate", "OutOfStockRate", "EasyPay", "InputRerou
ting", "InputQuality", "RxSales", "OTCSales", "OTCSalesIncrease", "OTCSalesIncreaseFi
scal", "Outs", "OTCRetail", "OTCRetailInc", "RxCost", "RxCostInc", "InventoryTurnover
Rate", "MTMRate", "DiscountCardUtilized", "DiscountCardLoss", "OverallRank")

# More cleaning of row data, e.g. Removal of unnecessary rows and naming rows in nume
rical order
data <- data[-1:-2, ]
row.names(data) <- c(1:17)
data <- data[-12:-17, ]
data <- data[ , -3]

# Convert data frame from factors to numeric values
indx <- sapply(data, is.factor)
data[indx] <- lapply(data[indx], function(x) as.numeric(as.character(x)))

# Create new columns containing data from Internet sources
# Average temperature and its range (difference of average high and low temps) were c
ollected from www.wunderground.com by searching city by Week 49 data
# Texas city for each store was located using Google Maps
# Average household income and population data were acquired from Wikipedia search
data$AverageTemperature <- c(44,44,40,44,45,45,44,44,45,44,44)
data$AverageTemperatureRange <- c(53-36,54-34,45-35,54-33,55-35,55-35,54-34,53-36,55-
35,54-34,54-34)
data$TexasTown <- c("Denison", "Bonham", "Gainesville", "Bowie", "Wichita Falls", "Wichita
```

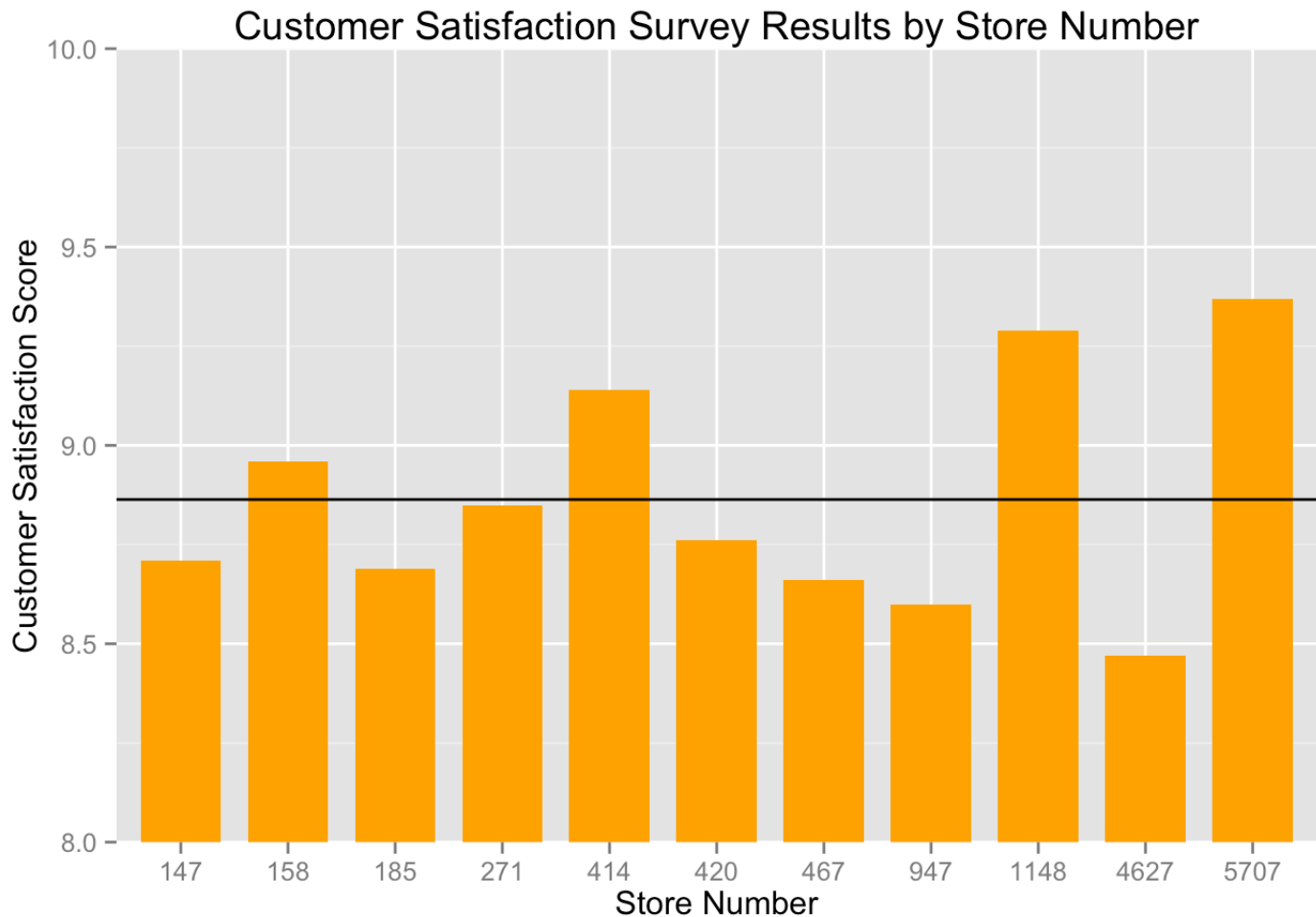
```
Falls","Denton","Sherman","Wichita Falls","Denton","Cross Roads")
data$AverageHouseholdIncome <- c(31474,27277,30571,33846,32554,32554,44415,34211,3255
4,44415,77031)
data$Population <- c(22816,10127,16002,5219,104553,104553,113383,38521,104553,113383,
1563)

# Identify index positions of unneeded columns for removal (After more thoughts, remo
ved data is not needed for the analysis)
data <- data[ ,c(-which(colnames(data)== "RollingRxChange"))]
data <- data[ ,c(-which(colnames(data)== "OTCSalesIncreaseFiscal"))]
data <- data[ ,c(-which(colnames(data)== "OverallRank"))]
data <- data[ ,c(-which(colnames(data)== "Outs"):-which(colnames(data)== "RxCostInc"))]

# Reorder columns with Store Number being the first column, followed by location, wea
ther, and demographic data, and then by Operations Data
# After line 40 is executed, data structure should still be "11 observations by 28 va
riables"
data <- data[c(1,24:28,2:23)]
data <- data[c(1,4,6,5,2,3,7:28)]

# Write cleaned data set to csv file for ease of loading into MS Excel or Apple's Num
bers Application
write.table(data, file = "data_cleaned.csv", sep = ",", row.names = FALSE)
```

```
library(ggplot2)
ggplot(aes(x = ordered(as.factor(StoreNumber)), y = CustomerSatisfaction), data = dat
a, fill=StoreNumber) +
  geom_bar(stat="identity", fill="orange", width=0.75) +
  coord_cartesian(ylim=c(8,10)) +
  geom_hline(yintercept=mean(data$CustomerSatisfaction)) +
  xlab("Store Number") +
  ylab("Customer Satisfaction Score") +
  ggtitle("Customer Satisfaction Survey Results by Store Number")
```



```
# Create correlation matrix listing correlations of the entire dataset
cor_test <- cor(data[,c(3:28)], use="pairwise", method="spearman")
cor_test
```

```
##              Population AverageHouseholdIncome
## Population      1.000000000      0.209302326
## AverageHouseholdIncome 0.209302326      1.000000000
## AverageTemperature      0.409764538      0.010783277
## AverageTemperatureRange 0.005341792      0.347216476
## CustomerSatisfaction   -0.478192509     -0.147136157
## RxCount                0.294272314     -0.551760588
## RxCountChange          -0.289674309     -0.022990024
## ReturnToStockRate       0.915002975      0.188518201
## PercentInStore          0.721886769      0.142538152
## AverageInStorePerformance -0.124429248     -0.322594347
## AverageInStoreResolution -0.117516512     -0.315681611
## OnTimeInStore           0.317262338      0.473594505
## AverageInStoreOps        0.046084907     -0.442415104
## PercentExpectationsMet   0.197714211      0.501182534
```

## PartialFillRate	-0.110352118	-0.009196010
## OutOfStockRate	0.280478299	0.482790514
## EasyPay	-0.234498250	-0.464398495
## InputRerouting	-0.129930744	0.009280767
## InputQuality	0.041382044	-0.142538152
## RxSales	0.032186034	-0.583946622
## OTCSales	0.468996500	0.009196010
## OTCSalesIncrease	-0.229900245	0.386232411
## InventoryTurnoverRate	0.188518201	-0.593142632
## MTMRate	-0.142538152	0.602338642
## DiscountCardUtilized	0.197714211	-0.262086279
## DiscountCardLoss	-0.078166083	0.602338642
##	AverageTemperature	AverageTemperatureRange
## Population	0.40976454	0.005341792
## AverageHouseholdIncome	0.01078328	0.347216476
## AverageTemperature	1.00000000	0.433455229
## AverageTemperatureRange	0.43345523	1.000000000
## CustomerSatisfaction	0.45838154	0.406617047
## RxCount	0.26650090	-0.480547420
## RxCountChange	-0.08528029	0.121457040
## ReturnToStockRate	0.45838154	-0.084491854
## PercentInstore	0.09594032	-0.052807409
## AverageInstorePerformance	0.26176648	0.068806187
## AverageInstoreResolution	0.23505561	-0.111148456
## OnTimeInstore	-0.29848100	-0.010561482
## AverageInstoreOps	0.35258342	-0.185247427
## PercentExpectationsMet	-0.29848100	0.301002230
## PartialFillRate	0.42640143	0.633688905
## OutOfStockRate	-0.36244122	-0.153141485
## EasyPay	0.35178118	-0.184825931
## InputRerouting	0.20440745	0.282458853
## InputQuality	0.06396021	-0.147860745
## RxSales	0.55432186	-0.211229635
## OTCSales	-0.07462025	-0.686496314
## OTCSalesIncrease	0.13858047	0.211229635
## InventoryTurnoverRate	0.04264014	0.042245927
## MTMRate	-0.17056057	0.565039274
## DiscountCardUtilized	-0.42640143	-0.860760763
## DiscountCardLoss	0.10660036	0.860760763
##	CustomerSatisfaction	RxCount RxCountChange
## Population	-0.47819251	0.29427231 -0.289674309
## AverageHouseholdIncome	-0.14713616	-0.55176059 -0.022990024
## AverageTemperature	0.45838154	0.26650090 -0.085280287
## AverageTemperatureRange	0.40661705	-0.48054742 0.121457040
## CustomerSatisfaction	1.00000000	0.04545455 0.481818182
## RxCount	0.04545455	1.00000000 0.109090909
## RxCountChange	0.48181818	0.10909091 1.000000000

## ReturnToStockRate	-0.35454545	0.37272727	-0.13636363
## PercentInstore	-0.44545455	0.14545455	0.00909090
## AverageInstorePerformance	-0.03644656	-0.04100238	-0.47380532
## AverageInstoreResolution	-0.09111641	0.05011403	-0.44647040
## OnTimeInstore	-0.20909091	-0.02727273	0.30000000
## AverageInstoreOps	-0.05011403	0.12300715	-0.38724474
## PercentExpectationsMet	-0.08181818	-0.23636364	0.30909090
## PartialFillRate	0.50909091	-0.14545455	0.30000000
## OutOfStockRate	-0.69090909	-0.15454545	0.07272727
## EasyPay	0.65454545	0.54545455	0.16363636
## InputRerouting	0.17431926	-0.30276504	-0.09174698
## InputQuality	-0.09090909	-0.20909091	-0.07272727
## RxSales	0.38181818	0.81818182	-0.08181818
## OTCSales	-0.47272727	0.48181818	-0.45454545
## OTCSalesIncrease	0.49090909	-0.19090909	0.36363636
## InventoryTurnoverRate	0.00000000	0.50000000	0.31818181
## MTMRate	0.28181818	-0.53636364	0.27272727
## DiscountCardUtilized	-0.69090909	0.39090909	-0.11818181
## DiscountCardLoss	0.30909091	-0.72727273	0.13636363
##	ReturnToStockRate	PercentInstore	
## Population	0.91500297	0.72188676	
## AverageHouseholdIncome	0.18851820	0.14253815	
## AverageTemperature	0.45838154	0.09594032	
## AverageTemperatureRange	-0.08449185	-0.05280740	
## CustomerSatisfaction	-0.35454545	-0.44545455	
## RxCount	0.37272727	0.14545455	
## RxCountChange	-0.13636364	0.00909090	
## ReturnToStockRate	1.00000000	0.80909090	
## PercentInstore	0.80909091	1.00000000	
## AverageInstorePerformance	-0.11389551	-0.39180056	
## AverageInstoreResolution	-0.06378149	-0.34168653	
## OnTimeInstore	0.30000000	0.58181818	
## AverageInstoreOps	0.10933969	-0.05466984	
## PercentExpectationsMet	0.11818182	0.39090909	
## PartialFillRate	0.09090909	0.17272727	
## OutOfStockRate	0.34545455	0.50000000	
## EasyPay	-0.16363636	-0.50000000	
## InputRerouting	-0.26606624	-0.48625896	
## InputQuality	0.00000000	0.21818181	
## RxSales	0.10909091	-0.21818181	
## OTCSales	0.55454545	0.40909090	
## OTCSalesIncrease	-0.18181818	-0.50909090	
## InventoryTurnoverRate	0.07272727	0.25454545	
## MTMRate	-0.22727273	-0.12727272	
## DiscountCardUtilized	0.23636364	0.24545455	
## DiscountCardLoss	-0.16363636	-0.00909090	
##	AverageInstorePerformance		

## Population	-0.12442925
## AverageHouseholdIncome	-0.32259435
## AverageTemperature	0.26176648
## AverageTemperatureRange	0.06880619
## CustomerSatisfaction	-0.03644656
## RxCount	-0.04100238
## RxCountChange	-0.47380533
## ReturnToStockRate	-0.11389551
## PercentInstore	-0.39180056
## AverageInstorePerformance	1.00000000
## AverageInstoreResolution	0.95890411
## OnTimeInstore	-0.91571992
## AverageInstoreOps	0.75342466
## PercentExpectationsMet	-0.81093604
## PartialFillRate	0.20501192
## OutOfStockRate	-0.20045610
## EasyPay	0.10933969
## InputRerouting	0.33564017
## InputQuality	-0.07289313
## RxSales	0.30068415
## OTCSales	-0.11845133
## OTCSalesIncrease	0.05466985
## InventoryTurnoverRate	-0.24601431
## MTMRate	-0.45102623
## DiscountCardUtilized	0.01366746
## DiscountCardLoss	-0.23234684
##	
	AverageInstoreResolution OnTimeInstore
## Population	-0.11751651 0.31726234
## AverageHouseholdIncome	-0.31568161 0.47359450
## AverageTemperature	0.23505561 -0.29848100
## AverageTemperatureRange	-0.11114846 -0.01056148
## CustomerSatisfaction	-0.09111641 -0.20909091
## RxCount	0.05011403 -0.02727273
## RxCountChange	-0.44647041 0.30000000
## ReturnToStockRate	-0.06378149 0.30000000
## PercentInstore	-0.34168654 0.58181818
## AverageInstorePerformance	0.95890411 -0.91571992
## AverageInstoreResolution	1.00000000 -0.87471753
## OnTimeInstore	-0.87471753 1.00000000
## AverageInstoreOps	0.85159817 -0.71526381
## PercentExpectationsMet	-0.90205245 0.88181818
## PartialFillRate	0.14578626 -0.10909091
## OutOfStockRate	-0.10933969 0.40000000
## EasyPay	0.07289313 -0.37272727
## InputRerouting	0.17011899 -0.52295779
## InputQuality	0.04555820 -0.04545455
## RxSales	0.34168654 -0.43636364

##	OTCSales	0.00455582	0.26363636
##	OTCSalesIncrease	0.02733492	-0.11818182
##	InventoryTurnoverRate	-0.29612833	0.13636364
##	MTMRate	-0.59681248	0.49090909
##	DiscountCardUtilized	0.17767700	0.00000000
##	DiscountCardLoss	-0.39635638	0.30000000
##	AverageInstoreOps PercentExpectationsMet		
##	Population	0.04608491	0.197714211
##	AverageHouseholdIncome	-0.44241510	0.501182534
##	AverageTemperature	0.35258342	-0.298481003
##	AverageTemperatureRange	-0.18524743	0.301002230
##	CustomerSatisfaction	-0.05011403	-0.081818182
##	RxCount	0.12300715	-0.236363636
##	RxCountChange	-0.38724474	0.309090909
##	ReturnToStockRate	0.10933969	0.118181818
##	PercentInstore	-0.05466985	0.390909091
##	AverageInstorePerformance	0.75342466	-0.810936045
##	AverageInstoreResolution	0.85159817	-0.902052454
##	OnTimeInstore	-0.71526381	0.881818182
##	AverageInstoreOps	1.00000000	-0.888384993
##	PercentExpectationsMet	-0.88838499	1.000000000
##	PartialFillRate	0.18678864	-0.009090909
##	OutOfStockRate	-0.21412356	0.272727273
##	EasyPay	0.02733492	-0.309090909
##	InputRerouting	-0.01839124	-0.201843357
##	InputQuality	0.46924951	-0.272727273
##	RxSales	0.35079818	-0.536363636
##	OTCSales	0.06378149	-0.018181818
##	OTCSalesIncrease	-0.17767700	0.018181818
##	InventoryTurnoverRate	-0.11845133	0.154545455
##	MTMRate	-0.73804292	0.763636364
##	DiscountCardUtilized	0.21867938	-0.281818182
##	DiscountCardLoss	-0.45102623	0.590909091
##	PartialFillRate OutOfStockRate EasyPay		
##	Population	-0.110352118	0.28047830 -0.23449825
##	AverageHouseholdIncome	-0.009196010	0.48279051 -0.46439849
##	AverageTemperature	0.426401433	-0.36244122 0.35178118
##	AverageTemperatureRange	0.633688905	-0.15314149 -0.18482593
##	CustomerSatisfaction	0.509090909	-0.69090909 0.65454545
##	RxCount	-0.145454545	-0.15454545 0.54545455
##	RxCountChange	0.300000000	0.07272727 0.16363636
##	ReturnToStockRate	0.090909091	0.34545455 -0.16363636
##	PercentInstore	0.172727273	0.50000000 -0.50000000
##	AverageInstorePerformance	0.205011921	-0.20045610 0.10933969
##	AverageInstoreResolution	0.145786255	-0.10933969 0.07289313
##	OnTimeInstore	-0.109090909	0.40000000 -0.37272727
##	AverageInstoreOps	0.186788640	-0.21412356 0.02733492

## PercentExpectationsMet	-0.009090909	0.27272727	-0.30909091
## PartialFillRate	1.000000000	-0.14545455	-0.06363636
## OutOfStockRate	-0.145454545	1.00000000	-0.73636364
## EasyPay	-0.063636364	-0.73636364	1.00000000
## InputRerouting	-0.229367451	-0.22936745	0.28441564
## InputQuality	-0.127272727	-0.01818182	-0.29090909
## RxSales	0.045454545	-0.49090909	0.73636364
## OTCSales	-0.381818182	0.18181818	0.06363636
## OTCSalesIncrease	0.118181818	-0.24545455	0.39090909
## InventoryTurnoverRate	-0.018181818	-0.09090909	0.09090909
## MTMRate	0.181818182	-0.07272727	-0.09090909
## DiscountCardUtilized	-0.627272727	0.50909091	-0.15454545
## DiscountCardLoss	0.454545455	-0.05454545	-0.30909091
##	InputRerouting	InputQuality	RxSales
## Population	-0.129930744	0.04138204	0.03218603
## AverageHouseholdIncome	0.009280767	-0.14253815	-0.58394662
## AverageTemperature	0.204407454	0.06396021	0.55432186
## AverageTemperatureRange	0.282458853	-0.14786074	-0.21122964
## CustomerSatisfaction	0.174319263	-0.09090909	0.38181818
## RxCount	-0.302765035	-0.20909091	0.81818182
## RxCountChange	-0.091746980	-0.07272727	-0.08181818
## ReturnToStockRate	-0.266066243	0.00000000	0.10909091
## PercentInstore	-0.486258996	0.21818182	-0.21818182
## AverageInstorePerformance	0.335640166	-0.07289313	0.30068415
## AverageInstoreResolution	0.170118988	0.04555820	0.34168654
## OnTimeInstore	-0.522957788	-0.04545455	-0.43636364
## AverageInstoreOps	-0.018391242	0.46924951	0.35079818
## PercentExpectationsMet	-0.201843357	-0.27272727	-0.53636364
## PartialFillRate	-0.229367451	-0.12727273	0.04545455
## OutOfStockRate	-0.229367451	-0.01818182	-0.49090909
## EasyPay	0.284415639	-0.29090909	0.73636364
## InputRerouting	1.000000000	0.00000000	-0.01834940
## InputQuality	0.000000000	1.00000000	-0.16363636
## RxSales	-0.018349396	-0.16363636	1.00000000
## OTCSales	-0.486258996	-0.13636364	0.23636364
## OTCSalesIncrease	0.275240941	-0.40000000	-0.08181818
## InventoryTurnoverRate	-0.036698792	0.11818182	0.30000000
## MTMRate	0.082572282	-0.41818182	-0.54545455
## DiscountCardUtilized	-0.165144565	0.22727273	0.04545455
## DiscountCardLoss	0.183493961	-0.12727273	-0.56363636
##	OTCSales	OTCSalesIncrease	
## Population	0.46899650	-0.22990024	
## AverageHouseholdIncome	0.00919601	0.38623241	
## AverageTemperature	-0.07462025	0.13858047	
## AverageTemperatureRange	-0.68649631	0.21122964	
## CustomerSatisfaction	-0.47272727	0.49090909	
## RxCount	0.48181818	-0.19090909	

## RxCountChange	-0.45454545	0.36363636
## ReturnToStockRate	0.55454545	-0.18181818
## PercentInstore	0.40909091	-0.50909091
## AverageInstorePerformance	-0.11845133	0.05466985
## AverageInstoreResolution	0.00455582	0.02733492
## OnTimeInstore	0.26363636	-0.11818182
## AverageInstoreOps	0.06378149	-0.17767700
## PercentExpectationsMet	-0.01818182	0.01818182
## PartialFillRate	-0.38181818	0.11818182
## OutOfStockRate	0.18181818	-0.24545455
## EasyPay	0.06363636	0.39090909
## InputRerouting	-0.48625900	0.27524094
## InputQuality	-0.13636364	-0.40000000
## RxSales	0.23636364	-0.08181818
## OTCSales	1.00000000	-0.24545455
## OTCSalesIncrease	-0.24545455	1.00000000
## InventoryTurnoverRate	-0.21818182	-0.50909091
## MTMRate	-0.31818182	0.52727273
## DiscountCardUtilized	0.52727273	-0.39090909
## DiscountCardLoss	-0.54545455	0.30909091
##	InventoryTurnoverRate	MTMRate
## Population	0.18851820	-0.14253815
## AverageHouseholdIncome	-0.59314263	0.60233864
## AverageTemperature	0.04264014	-0.17056057
## AverageTemperatureRange	0.04224593	0.56503927
## CustomerSatisfaction	0.00000000	0.28181818
## RxCount	0.50000000	-0.53636364
## RxCountChange	0.31818182	0.27272727
## ReturnToStockRate	0.07272727	-0.22727273
## PercentInstore	0.25454545	-0.12727273
## AverageInstorePerformance	-0.24601431	-0.45102623
## AverageInstoreResolution	-0.29612833	-0.59681248
## OnTimeInstore	0.13636364	0.49090909
## AverageInstoreOps	-0.11845133	-0.73804292
## PercentExpectationsMet	0.15454545	0.76363636
## PartialFillRate	-0.01818182	0.18181818
## OutOfStockRate	-0.09090909	-0.07272727
## EasyPay	0.09090909	-0.09090909
## InputRerouting	-0.03669879	0.08257228
## InputQuality	0.11818182	-0.41818182
## RxSales	0.30000000	-0.54545455
## OTCSales	-0.21818182	-0.31818182
## OTCSalesIncrease	-0.50909091	0.52727273
## InventoryTurnoverRate	1.00000000	-0.24545455
## MTMRate	-0.24545455	1.00000000
## DiscountCardUtilized	0.12727273	-0.67272727
## DiscountCardLoss	-0.20909091	0.84545455

##	DiscountCardUtilized	DiscountCardLoss
## Population	0.19771421	-0.078166083
## AverageHouseholdIncome	-0.26208628	0.602338642
## AverageTemperature	-0.42640143	0.106600358
## AverageTemperatureRange	-0.86076076	0.860760763
## CustomerSatisfaction	-0.69090909	0.309090909
## RxCount	0.39090909	-0.727272727
## RxCountChange	-0.11818182	0.136363636
## ReturnToStockRate	0.23636364	-0.163636364
## PercentInstore	0.24545455	-0.009090909
## AverageInstorePerformance	0.01366746	-0.232346844
## AverageInstoreResolution	0.17767700	-0.396356381
## OnTimeInstore	0.00000000	0.300000000
## AverageInstoreOps	0.21867938	-0.451026227
## PercentExpectationsMet	-0.28181818	0.590909091
## PartialFillRate	-0.62727273	0.454545455
## OutOfStockRate	0.50909091	-0.054545455
## EasyPay	-0.15454545	-0.309090909
## InputRerouting	-0.16514456	0.183493961
## InputQuality	0.22727273	-0.127272727
## RxSales	0.04545455	-0.563636364
## OTCSales	0.52727273	-0.545454545
## OTCSalesIncrease	-0.39090909	0.309090909
## InventoryTurnoverRate	0.12727273	-0.209090909
## MTMRate	-0.67272727	0.845454545
## DiscountCardUtilized	1.00000000	-0.827272727
## DiscountCardLoss	-0.82727273	1.000000000

```

# Create linear regression model with the dependent variable as CustomerSatisfaction
# and the independent variables as the measures highly correlated with Customer Satis
faction scores
SatisfactionReg <- lm(CustomerSatisfaction ~ OutOfStockRate + EasyPay + DiscountCardU
tilized + PartialFillRate + OTCSalesIncrease, data= data)
summary(SatisfactionReg)

```

```
##
## Call:
## lm(formula = CustomerSatisfaction ~ OutOfStockRate + EasyPay +
##     DiscountCardUtilized + PartialFillRate + OTCSalesIncrease,
##     data = data)
##
## Residuals:
```

	1	2	3	4	5	6
##	-1.094e-01	8.905e-02	5.181e-02	-8.260e-02	3.795e-05	8.804e-02
	7	8	9	10	11	
##	-4.590e-02	-9.310e-02	-2.493e-02	4.276e-02	8.419e-02	

```
##
## Coefficients:
```

	Estimate	Std. Error	t value	Pr(> t)	
## (Intercept)	8.881e+00	3.624e-01	24.505	2.11e-06	***
## OutOfStockRate	-1.101e+01	6.815e+00	-1.615	0.16724	
## EasyPay	2.734e-03	2.491e-03	1.097	0.32250	
## DiscountCardUtilized	4.810e-05	2.284e-04	0.211	0.84152	
## PartialFillRate	5.094e+01	1.493e+01	3.412	0.01900	*
## OTCSalesIncrease	2.780e+00	6.814e-01	4.079	0.00955	**

```
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.1072 on 5 degrees of freedom
## Multiple R-squared:  0.9328, Adjusted R-squared:  0.8655
## F-statistic: 13.87 on 5 and 5 DF,  p-value: 0.005918
```

```
# Create linear regression model with the dependent variable as RxSales
# and the independent variables as the measures highly correlated with RxSales
RxSalesReg <- lm(RxSales ~ AverageHouseholdIncome + AverageTemperature + RxCount + Ea
syPay + DiscountCardLoss, data= data)
summary(RxSalesReg)
```

```
##
## Call:
## lm(formula = RxSales ~ AverageHouseholdIncome + AverageTemperature +
##      RxCount + EasyPay + DiscountCardLoss, data = data)
##
## Residuals:
```

	1	2	3	4	5	6	7
##	-8650.25	-2597.58	1995.20	8805.44	-2975.41	10982.53	-13454.56
	8	9	10	11			
##	3573.29	-26.33	-575.68	2923.35			

```
##
## Coefficients:
```

	Estimate	Std. Error	t value	Pr(> t)
## (Intercept)	-2.399e+05	1.590e+05	-1.509	0.1916
## AverageHouseholdIncome	-2.184e-01	2.643e-01	-0.826	0.4462
## AverageTemperature	5.613e+03	3.232e+03	1.737	0.1430
## RxCount	5.444e+01	1.530e+01	3.558	0.0163 *
## EasyPay	4.637e+02	1.930e+02	2.403	0.0614 .
## DiscountCardLoss	2.660e+00	2.828e+00	0.941	0.3900

```
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 9952 on 5 degrees of freedom
## Multiple R-squared:  0.932, Adjusted R-squared:  0.8641
## F-statistic: 13.71 on 5 and 5 DF, p-value: 0.006073
```