

# Regression

[DataSet0] C:\Users\hallga  
to\Documents\Ex5\_Ch15\_14Ma  
y2014.sav

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	newspaper ads, television ads <sup>b</sup>	.	Enter

- a. Dependent Variable: revenue
- b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,959 <sup>a</sup>	,919	,887	,64259	2,174

- a. Predictors: (Constant), newspaper ads, television ads
- b. Dependent Variable: revenue

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F
1	Regression	23,435	2	11,718	28,378
	Residual	2,065	5	,413	
	Total	25,500	7		

ANOVA<sup>a</sup>

Model		Sig.
1	Regression	,002 <sup>b</sup>
	Residual	
	Total	

a. Dependent Variable: revenue

b. Predictors: (Constant), newspaper ads, television ads

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	83,230	1,574	
	television ads	2,290	,304	1,153
	newspaper ads	1,301	,321	,621

## Coefficients<sup>a</sup>

Model		t	Sig.	95,0% Confidence Interval for B	
				Lower Bound	Upper Bound
1	(Constant)	52,882	,000	79,184	87,276
	television ads	7,532	,001	1,509	3,072
	newspaper ads	4,057	,010	,477	2,125

a. Dependent Variable: revenue

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	90,4124	96,6325	93,7500	1,82973	8
Residual	-,63249	,65769	,00000	,54309	8
Std. Predicted Value	-1,824	1,575	,000	1,000	8
Std. Residual	-,984	1,024	,000	,845	8

a. Dependent Variable: revenue

# Regression

[DataSet0] C:\Users\hallga  
to\Documents\Ex5\_Ch15\_14Ma  
y2014.sav

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	television ads <sup>b</sup>	.	Enter

a. Dependent Variable: revenue

b. All requested variables entered.

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,808 <sup>a</sup>	,653	,595	1,2152	1,837

a. Predictors: (Constant), television ads

b. Dependent Variable: revenue

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F
1	Regression	16,64	1	16,64	11,27
	Residual	8,860	6	1,477	
	Total	25,50	7		

ANOVA<sup>a</sup>

Model		Sig.
1	Regression	,015 <sup>b</sup>
	Residual	
	Total	

a. Dependent Variable: revenue

b. Predictors: (Constant), television ads

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	88,64	1,582	
	television ads	1,604	,478	,808

Coefficients<sup>a</sup>

Model		t	Sig.	95,0% Confidence Interval for B	
				Lower Boun..	Upper Boun..
1	(Constant)	56,02	,000	84,77	92,51
	television ads	3,357	,015	,435	2,773

a. Dependent Variable: revenue

Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	91,8454	96,6570	93,7500	1,54180	8
Residual	-1,84541	1,55072	,00000	1,12503	8
Std. Predicted Value	-1,235	1,885	,000	1,000	8
Std. Residual	-1,519	1,276	,000	,926	8

a. Dependent Variable: revenue