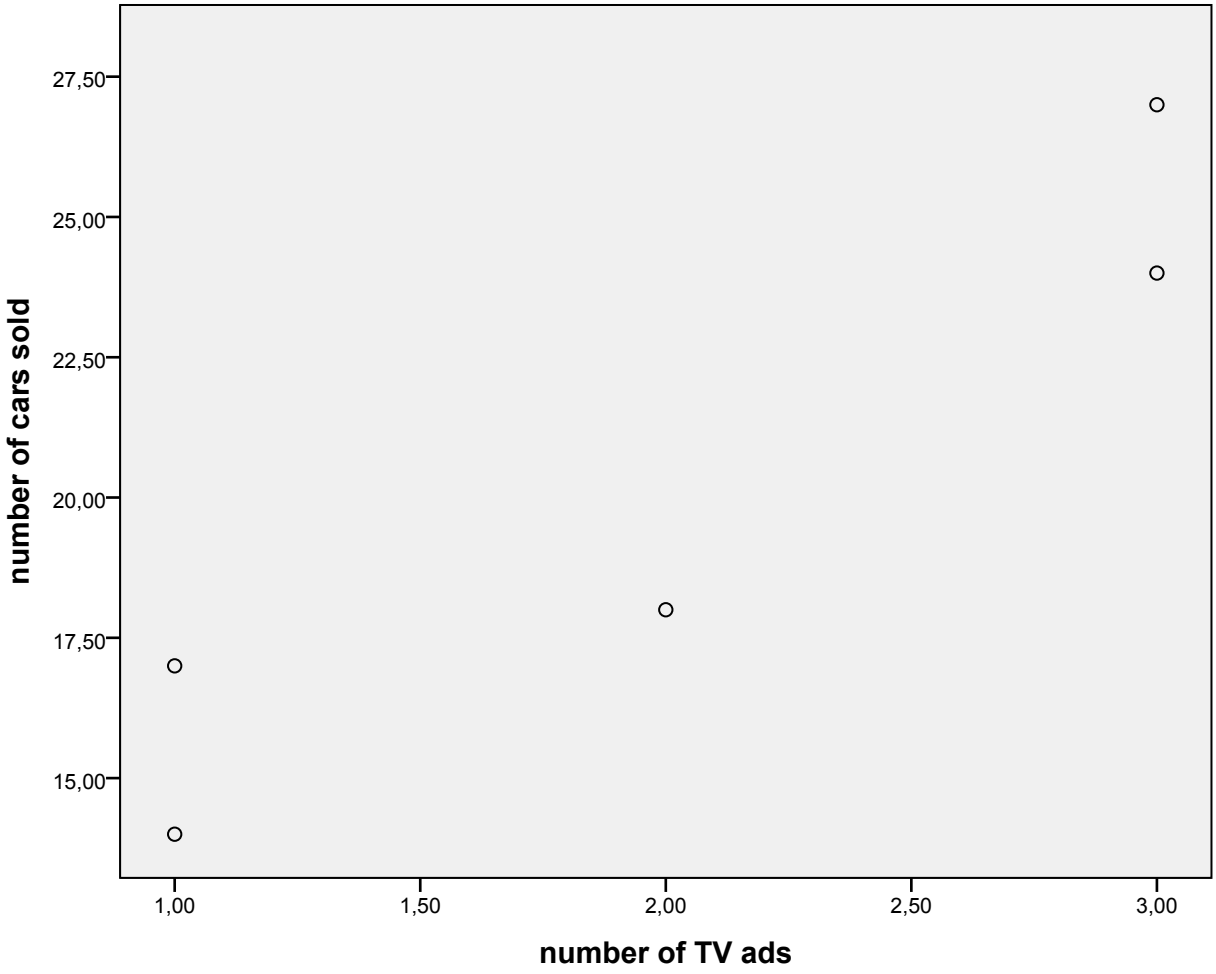
Graph



Curve Fit

Model Description

Model Name		MOD_1
Dependent Variable	1	number of cars sold
Equation	1	Linear
Independent Variable		number of TV ads
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified

Case Processing Summary

	N
Total Cases	5
Excluded Cases[a]	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

Variable Processing Summary

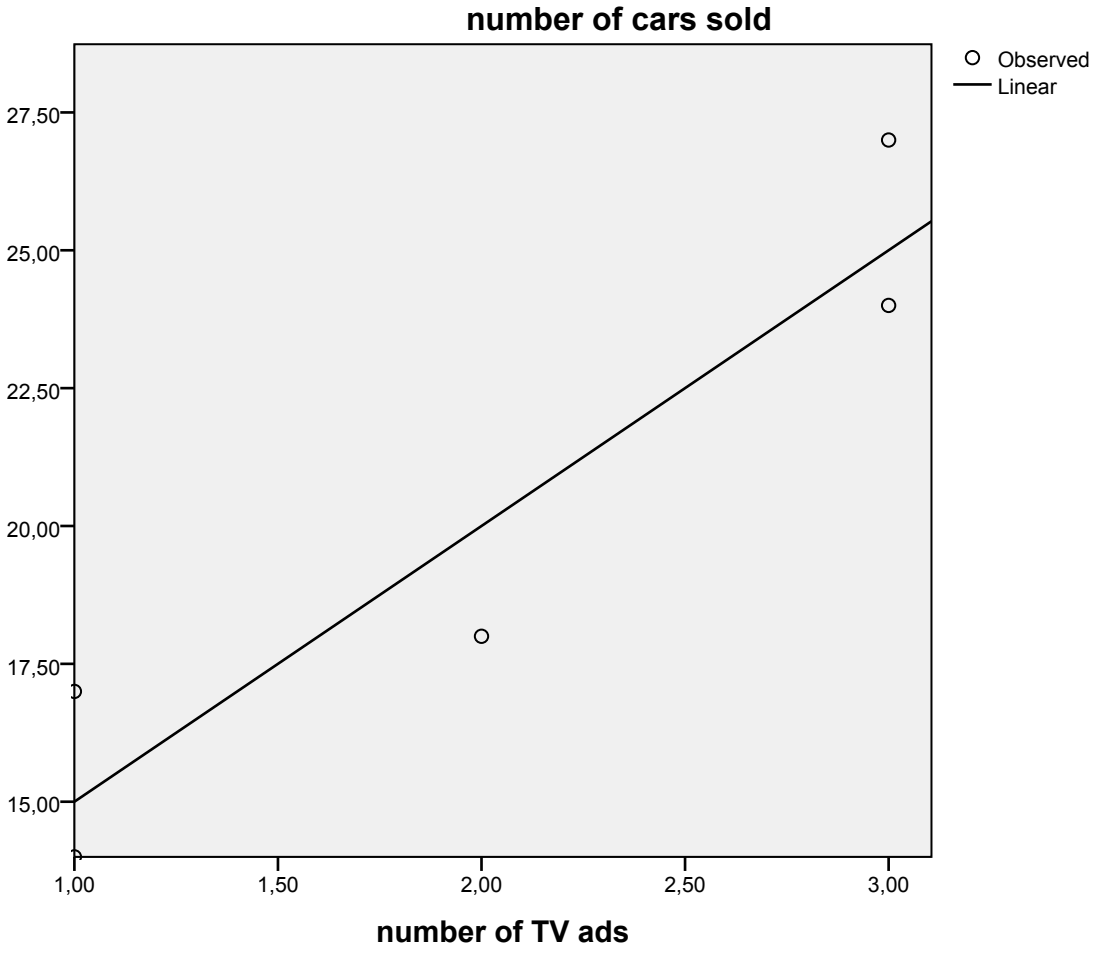
		Variables	
		Dependent	Independent
		number of cars sold	number of TV ads
Number of Positive Values		5	5
Number of Zeros		0	0
Number of Negative Values		0	0
Number of Missing Values	User-Missing	0	0
	System-Missing	0	0

Model Summary and Parameter Estimates

Dependent Variable: number of cars sold

	Model Summary					Parameter Estimates	
Equation	R Square	F	df1	df2	Sig.	Constant	b1
Linear	,877	21,429	1	3	,019	10,000	5,000

The independent variable is number of TV ads.



Curve Fit

Model Description

Model Name		MOD_2
Dependent Variable	1	number of cars sold
Equation	1	Linear
Independent Variable		number of TV ads
Constant		Included
Variable Whose Values Label Observations in Plots		Unspecified

Case Processing Summary

	N
Total Cases	5
Excluded Cases[a]	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

Variable Processing Summary

		Variables	
		Dependent	Independent
		number of cars sold	number of TV ads
Number of Positive Values		5	5
Number of Zeros		0	0
Number of Negative Values		0	0
Number of Missing Values	User-Missing	0	0
	System-Missing	0	0

number of cars sold

Linear

Model Summary

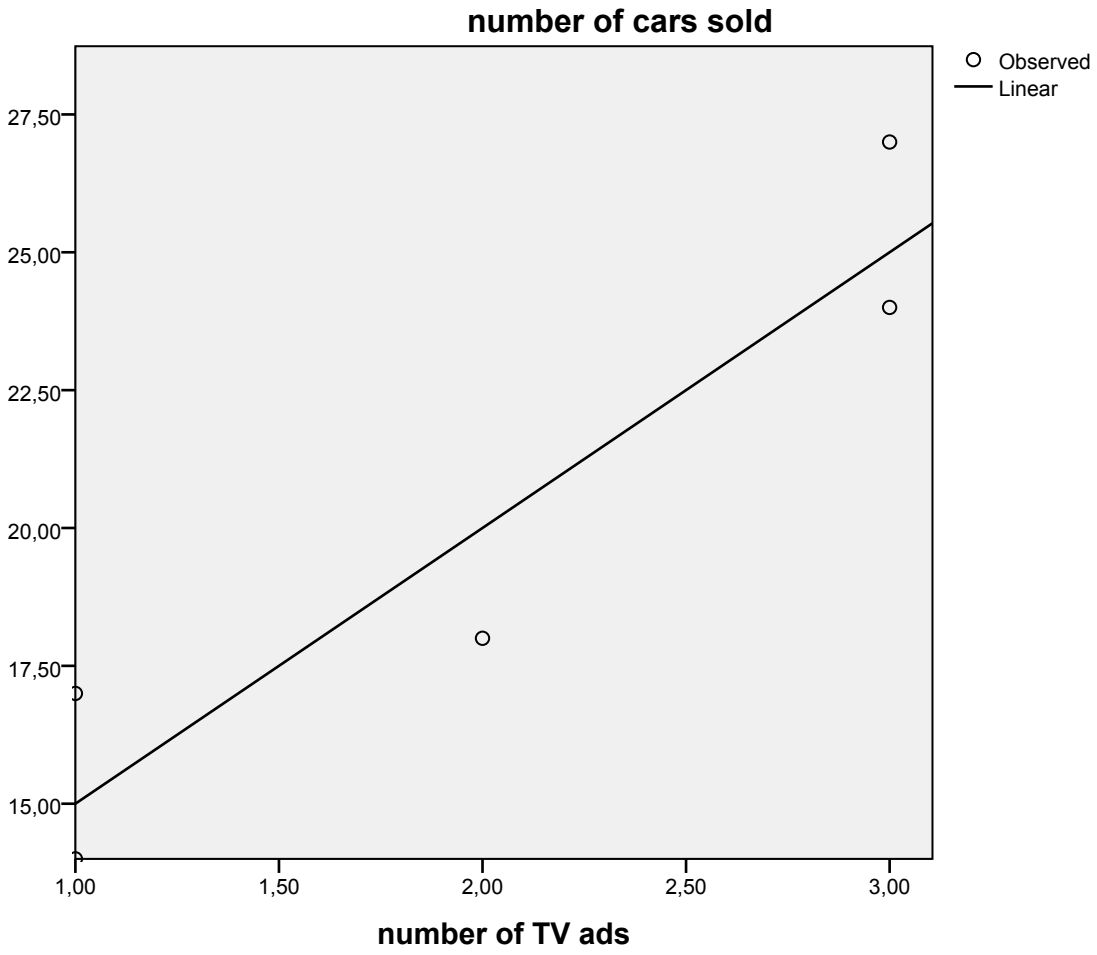
R	R Square	Adjusted R Square	Std. Error of the Estimate
,937	,877	,836	2,160

The independent variable is number of TV ads.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	100,000	1	100,000	21,429	,019
Residual	14,000	3	4,667		
Total	114,000	4			

The independent variable is number of TV ads.

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
number of TV ads	5,000	1,080	,937	4,629	,019
(Constant)	10,000	2,366		4,226	,024