

Fig. 3.5

MP

2015-06-04

```
> setwd("D:/Dropbox/R/2015-NUS/Session-2/(a) Data Modelling - Basics/Figure 3.5")
```

```
> Dataset <-  
+ read.table("D:/Dropbox/R/2015-NUS/Session-2/(a) Data Modelling - Basics/Figure 3.5/Table 3.1 Sales-Advertising.csv",  
+ header=TRUE, sep=",", na.strings="NA", dec=".", strip.white=TRUE)
```

```
> RegModel.1 <- lm(SALES~ADVT, data=Dataset)  
> summary(RegModel.1)
```

```
Call:  
lm(formula = SALES ~ ADVT, data = Dataset)  
  
Residuals:  
    Min       1Q   Median       3Q      Max  
-31.0945  -9.9708   0.4255   9.6146  21.7419  
  
Coefficients:  
            Estimate Std. Error t value Pr(>|t|)  
(Intercept)  51.849     27.990   1.852  0.0768 .  
ADVT          7.527     2.741   2.746  0.0115 *  
---  
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1  
  
Residual standard error: 14.51 on 23 degrees of freedom  
Multiple R-squared:  0.2469,    Adjusted R-squared:  0.2142  
F-statistic: 7.54 on 1 and 23 DF,  p-value: 0.01151
```

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```