























Coefficient of Multiple Determination (Excel)							
Regression S	tatistics		CCD 1	0460.0			
Multiple R	0.72213	$r^2 =$	$\frac{33K}{2} = \frac{2}{3}$	.9400.0	= 52148		
R Square	0.52148		SST 5	6493.3			
Adjusted R Square	0.44172		52 1%	f the var	istion in nie	colec ic	
Standard Error	47.46341	/	ovnloind	d by the	voriation in	nrico	
Observations	15	and advertising					
ANOVA	df	SS /	MS	F	Significance F		
Regression	2	29460.027	14730.013	6.53861	0.01201		
Residual	12	27033.306	2252.776				
Total	14	56493.333					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	
Intercept	306.52619	114.25389	2.68285	0.01993	57.58835	555.46404	
Drico	-24.97509	10.83213	-2.30565	0.03979	-48.57626	-1.37392	
TILE							



## Adjusted r<sup>2</sup>

• Shows the proportion of variation in Y explained by all X variables adjusted for the number of X variables used

$$r^{2} = 1 - \left[ (1 - r_{Y.12..k}^{2}) \left( \frac{n - 1}{n - k - 1} \right) \right]$$

(where n = sample size, k = number of independent variables)

- Penalizes excessive use of unimportant independent variables
- Smaller than r<sup>2</sup>

**W** 

• Useful in comparing models

"IIIII		Ad	juste	d r <sup>2</sup>		
Regression S	tatistics	<b>r</b> <sup>2</sup>	11170			
Multiple R	0.72213	$I_{adj} = .4$	+4172			
R Square	0.52148	44.000 641	•			
Adjusted R Square	0.44172	44.2% of th	e variatio	on in pie	sales is expla	ined
Standard Error	47.46341	by the varia	ation in p	rice and	advertising,	taking
Observations	15	into accour	t the sam	ple size a	and number	of
Observations	15	into accour independer	it the sam it variable	ple size a es	and number	of
Observations ANOVA	15	into accour independer	t the sam t variable <sup>MS</sup>	ple size a es F	and number Significance F	of
Observations ANOVA Regression	15 	into accour independer SS 29460.027	t the sam t variable MS 14730.013	ple size a es <u>F</u> 6.53861	Significance F 0.01201	of
Observations ANOVA Regression Residual	15 df 2 12	into accour independer 55 29460.027 27033.306	t the sam t variable <u>MS</u> 14730.013 2252.776	ple size a es <u>F</u> 6.53861	Significance F 0.01201	of
Observations ANOVA Regression Residual Total	15 df 2 12 14	into accour independer 55 29460.027 27033.306 56493.333	<i>MS</i> 14730.013 2252.776	ple size a es <u>F</u> 6.53861	Significance F 0.01201	of
Observations ANOVA Regression Residual Total	15 df 2 12 14 Coefficients	into accour independer SS 29460.027 27033.306 56493.333 Standard Error	t the sam t variable <u>MS</u> 14730.013 2252.776 t Stat	ple size a es F 6.53861 P-value	Significance F 0.01201 Lower 95%	of Upper 95%
Observations ANOVA Regression Residual Total Intercept	15 df 2 12 14 <i>Coefficients</i> 306.52619	into accour independer 55 29460.027 27033.306 56493.333 5tandard Error 114.25389	t the sam t variable MS 14730.013 2252.776 t Stat 2.68285	ple size a es <u>F</u> 6.53861 <u>P-value</u> 0.01993	Significance F 0.01201 Lower 95% 57.58835	of <u>Upper 95%</u> 555.4644
Observations ANOVA Regression Residual Total Intercept Price	15 df 2 12 14 <i>Coefficients</i> 306.52619 -24.97509	into accour           SS           29460.027           27033.306           56493.333           Standard Error           114.25389           10.83213	t the sam t variable MS 14730.013 2252.776 t Stat 2.68285 -2.30565	ple size a           F           6.53861           P-value           0.01993           0.03979	and number Significance F 0.01201 Lower 95% 57.58835 -48.57626	of <u>Upper 95%</u> 555.4644 -1.3739

















![](_page_12_Figure_0.jpeg)

Individual Variables Tests of Hypothesis									
Regression St	tatistics	t-value for	t-value for Price is t = -2.306, with p-						
Multiple K	0.72213	value .039	value .0398						
K Square	0.52148								
Adjusted R Square	0.44172	t-value for	t-value for Advertising is t = 2.855, with p-value_0145						
Standard Error	47.46341	with p-val							
Observations	15	<b>P</b>		1					
ANOVA	df	SS	MS	F	Significance F				
Regression	2	29460.027	14730.013	6.53861	0.01201				
Residual	12	27033.306	2252.776						
Total	14	56493.333							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%			
Intercept	306.52619	114.25389	2.68285	0.01993	57.58835	555.46404			
Price	-24.97509	10.83213	-2.30565	0.03979	-48.57626	-1.37392			
Advertising	74.13096	25.96732	2.85478	0.01449	17.55303	130.70888			

![](_page_13_Figure_0.jpeg)

![](_page_13_Figure_1.jpeg)

Confidence Interval Estimate for the Slope								
	Confi	dence inte	erval for the	pop	ulation slo	ppe β <sub>i</sub>		
<b>*</b>		Coefficients	Standard Error		Lower 95%	Upper 95%		
Intercept		306.52619	10.82212		57.58835	555.46404		
D. t.		-24.9/509	10.83213		-48.5/626	-1.37392		

![](_page_14_Figure_1.jpeg)

![](_page_15_Figure_0.jpeg)

![](_page_15_Figure_1.jpeg)

![](_page_16_Picture_0.jpeg)

![](_page_16_Figure_1.jpeg)

![](_page_17_Figure_0.jpeg)

![](_page_17_Figure_1.jpeg)

![](_page_18_Figure_0.jpeg)

![](_page_18_Figure_1.jpeg)

![](_page_19_Figure_0.jpeg)

![](_page_19_Figure_1.jpeg)

![](_page_20_Figure_0.jpeg)

![](_page_20_Figure_1.jpeg)

![](_page_21_Figure_0.jpeg)

![](_page_21_Figure_1.jpeg)

![](_page_22_Figure_0.jpeg)

![](_page_22_Figure_1.jpeg)

![](_page_23_Figure_0.jpeg)

![](_page_23_Figure_1.jpeg)

![](_page_24_Picture_0.jpeg)

	The F Test of a Multiple Regression Model								
A stat all of	istical test for the independ	by the existence lent variables $H_0: \beta_1 = \beta_2 =$ $H_1: Not all t$	ce of a linea $S X_1, x_2,, T$ $S = = \beta_k = 0$ he $\beta_i$ (i=1,2,	r relationship between X <sub>k</sub> : ,k) are equal to 0	Y and any	or			
	Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F Ratio				
	Regression	SSR	k	$MSR = \frac{SSR}{k}$					
	Error	SSE	n - (k+1)	$MSE = \frac{SSE}{(n - (k + 1))}$					
	Total	SST	n-1	$MST = \frac{SST}{m}$					

![](_page_25_Figure_0.jpeg)

![](_page_25_Figure_1.jpeg)

![](_page_26_Figure_0.jpeg)

![](_page_26_Figure_1.jpeg)

![](_page_27_Figure_0.jpeg)

![](_page_27_Figure_1.jpeg)

![](_page_28_Figure_0.jpeg)

![](_page_28_Figure_1.jpeg)

![](_page_29_Figure_0.jpeg)

![](_page_29_Figure_1.jpeg)

![](_page_30_Figure_0.jpeg)

![](_page_30_Figure_1.jpeg)

![](_page_31_Figure_0.jpeg)

![](_page_31_Figure_1.jpeg)

![](_page_32_Figure_0.jpeg)

''''''''''''''''''''''''''''''''''''''	Iuential Points continued	
	✓ Unstandardized       Upstandardized       Cancel         ✓ Standardized       Standardized       Cancel         Adjusted       Studentized       Help         Distances       Influence Statistics       Differ(s)         Cooks's       Differ(s)       Standardized Differ(s)         Prediction Intervals       Standardized Differ(s)       Standardized Differ(s)         Qorifidence Interval:       95 %       Export model information to XML file         Export model information to XML file       Browse       Browse	

![](_page_33_Figure_0.jpeg)

![](_page_33_Figure_1.jpeg)

![](_page_34_Figure_0.jpeg)

- **Std. DfFit:** Standardized difference in fit value. The change in the predicted value that results from the exclusion of a particular case. You may want to examine standardized values which in absolute value exceed 2 divided by the square root of p/N, where p is the number of independent variables in the equation and N is the number of cases.
- **Covariance Ratio:** The ratio of the determinant of the covariance matrix with a particular case excluded from the calculation of the regression coefficients to the determinant of the covariance matrix with all cases included. If the ratio is close to 1, the case does not significantly alter the covariance matrix.

![](_page_34_Figure_3.jpeg)

![](_page_35_Picture_0.jpeg)