

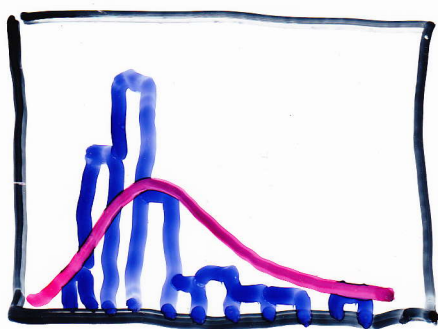
# Exercise

sales 37. sav

a)  $R = 0.728$  medium correlation

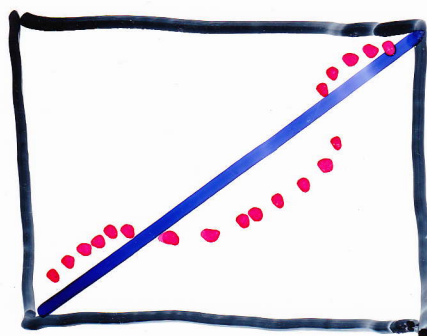
b1) Normally distributed and uncorrelated residuals

b2)



Histogram

no fit



P-P Plot

no fit

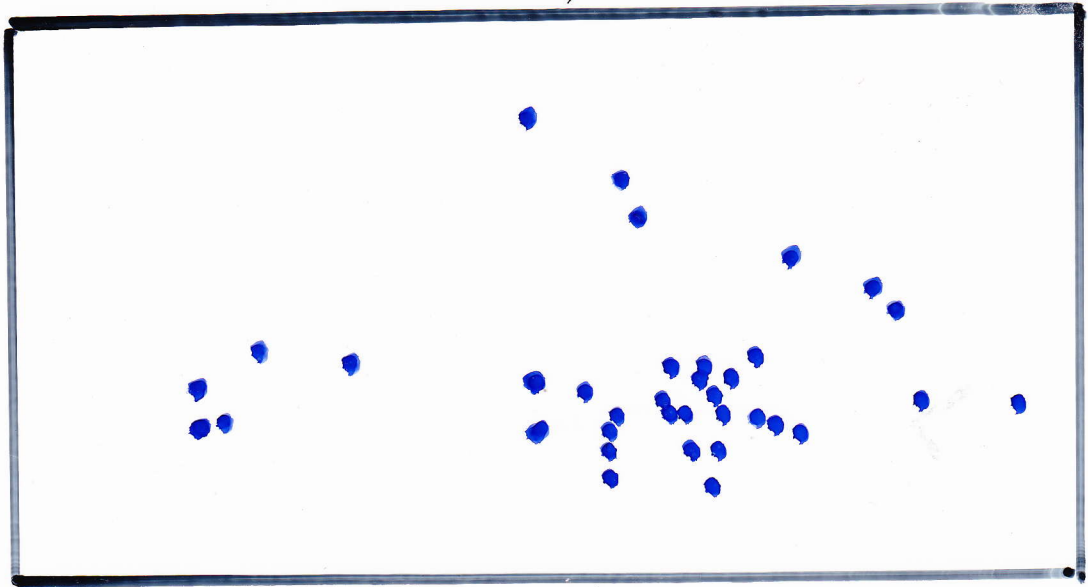
residuals are not normally distributed; p-value Lilliefors = 0.001

c) For uncorrelated and normally distributed residuals we run a test

Variable	p-value
visits	.001
price	.383
staff	.498
promotion	.291

# Exercise salu37.sav (continued)

d) zresid



Scatterplot

no evidence of a pattern in the residuals

i.e. homoscedasticity