

Aufgabe 1:

c) und d)

Multiple Regression - Verkaufszahlen

Dependent variable: Verkaufszahlen

Independent variables:

Preis

Werbeaufwand

		<i>Standard</i>	<i>T</i>	
<i>Parameter</i>	<i>Estimate</i>	<i>Error</i>	<i>Statistic</i>	<i>P-Value</i>
CONSTANT	23,9275	1,7369	13,776	0,0000
Preis	-1,52319	0,252918	-6,02246	0,0005
Werbeaufwand	1,054	0,210513	5,00683	0,0016

Analysis of Variance

<i>Source</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F-Ratio</i>	<i>P-Value</i>
Model	213,816	2	106,908	29,34	0,0004
Residual	25,5029	7	3,64326		
Total (Corr.)	239,319	9			

R-squared = 89,3436 percent

Standard Error of Est. = 1,90873