

Regression Analysis: MS Mexico versus Mktg Mexico

The regression equation is

$$MS \text{ Mexico} = 0.116 + 0.381 \text{ Mktg Mexico}$$

| Predictor | Coef | SE Coef | T | P |
|-------------|---------|---------|------|-------|
| Constant | 0.11590 | 0.01284 | 9.02 | 0.000 |
| Mktg Mexico | 0.38072 | 0.07948 | 4.79 | 0.000 |

S = 0.0247299 R-Sq = 43.3% R-Sq(adj) = 41.4%

PRESS = 0.0224772 R-Sq(pred) = 30.58%

Analysis of Variance

| Source | DF | SS | MS | F | P |
|----------------|----|----------|----------|-------|-------|
| Regression | 1 | 0.014032 | 0.014032 | 22.94 | 0.000 |
| Residual Error | 30 | 0.018347 | 0.000612 | | |
| Lack of Fit | 23 | 0.017199 | 0.000748 | 4.56 | 0.023 |
| Pure Error | 7 | 0.001148 | 0.000164 | | |
| Total | 31 | 0.032379 | | | |

23 rows with no replicates

Unusual Observations

| Obs | Mktg Mexico | MS Mexico | Fit | SE Fit | Residual | St Resid |
|-----|-------------|-----------|---------|---------|----------|----------|
| 7 | 0.000 | 0.17047 | 0.11590 | 0.01284 | 0.05457 | 2.58RX |
| 24 | 0.161 | 0.09086 | 0.17730 | 0.00443 | -0.08644 | -3.55R |