**Overview:**   
  
Talk about the company from marketing perspective area. What is the strategy of the company in terms marketing, how they target their customers what’s their strategy to capture new customers and various context revolving around this? For example, go to market strategy and how the data helps the chosen company in this. Overview should complement the chosen variables for this assignment. (minimum 3 variables for this assignment i.e., Multiple linear regression)

**Summarizing marketing data obtained**

Try to extract information from the data **(line chart, bar chart)** etc. And also summarize the data **statistically (frequency, min, max, kurtosis, skewness from a business point of view/business terminology)**. Explain visual representation. For example, if it’s a graph try to explain highest value or the lowest value. Try to explain the purpose behind the visualization you used.

**Computing multiple linear regression**

What is multiple regression (equation) and how this will be used in the assignment and impact of the multiple regression on the variables. How fit is the model? Discuss correlation, slope, intercept, Adjusted R2 **(in percentage**), p values, F significance from Anova table and mainly how you reduce standard error/outliers to reach a fit model. (Please read the section below the image)

Teacher said to make the model fit as much as possible and discuss how you removed outliers (From residual output i.e., which we can get from excel data analysis toolpack), multicollinearity concept.

Graphical user interface, application, table, Excel

Description automatically generated

**How he taught** – He said by removing outlier adjusted R improved and hence the model become more fit for prediction.  
  
He said to calculate standard error 1, 2 and 3 (S1, S2, S3) and multiply S1 by 2 and 3 for example in above image S1 (52.426257\*2 = 116.852514) likewise multiply by 3 and use countifs function to find the residual values greater than or less than 116.852514 and remove the outliers to make a fit model.

Create a table for different model and explain change in p values how each model is improved by discussing removal of how many observations/outliers at each step made the model better.

**Discussion and evaluation of the outcome.**

**For example, in this we need to make predictions** *(important please do)* **and draw scatter plot too.** For example, if we have data for 10 years predict for 2021 2022 2023 from the fit model multiple regression equation which was derived from previous steps.  
  
**Conclusion and recommendation as given in the assignment guidelines.**