#Importing data from Excel file

#For importing the data install R package - readxlsx

install.packages("readxl")

#Load package

library(readxl)

#Import data

Data\_file <- read\_excel("C:/Users/Ritika Khandelwal/Desktop/RA/Chapter 4 Marketing Experiments DAT/DAT Data File.xlsx")

View(Data\_file)

#Run regression

fit <- lm(Brand ~ Sales + Treatment + Growth + Country, data = Data\_file)

#Getting the summary for Regression

summary(fit)

#Getting the co-efficients, standrad errors, t-values and p-values for all regression

Coefficients <- round(summary(fit)$coefficients[,1], digits = 3)

StandardError <- round(summary(fit)$coefficients[,2], digits = 3)

Tvalues <- round(summary(fit)$coefficients[,3], digits = 3)

Pvalues <- round(summary(fit)$coefficients[,4], digits = 3)

#Putting the values in one table

Estimates <- data.frame(Coefficients, StandardError, Tvalues, Pvalues)

View(Estimates)

#Exporting the data to CSV file

write.csv(Estimates, file = "C:/Users/Ritika Khandelwal/Desktop/RA/Chapter 4 Marketing Experiments DAT/Estimates.csv")