/\*Part 1 - Results of Acquisition Choice Model\*/

/\*Importing the data from Excel file\*/

PROC IMPORT OUT= WORK.auto1 DATAFILE= "C:/Users/Ritika Khandelwal/Desktop/RA/Chapter 4 Marketing Experiments DAT/DAT Data File.xlsx"

 DBMS=xlsx REPLACE;

run;

/\*Running Regression\*/

proc reg outest = work.ritika;

 model Rating = Sales Treatment Growth Country;

run;