

**ASIL SHAAR**

**FINN3302**

**النمذجة المالية**

**CHAPTER 3: A brief overview of the  
classical linear regression model**

## Chapter 3 A brief overview of the classical linear regression model

\* Regression analysis: قياس وتقدير العلاقة بين dependent Variable وواحد أو أكثر من independent Variables

⇒ Slide 3: some notations for  $x$  and  $y$

→ Regression vs Correlation  
 مقياس لتقدير العلاقة بين متغيرين مثلًا  
 بين  $A$  و  $B$  طالع قوة العلاقة ولو عكسها  
 مثل  $(A, B)$   $C$  طالع نفس قوة العلاقة  
 Measure the strength of a linear association between two variables

⇒  $y$  is random variable (has a pdf), while  $x$  is not random variable (given)

⇒ Slide 6 example

$x$ : excess return on market index

$y$ : excess return

\* there is a positive relationship between  $x$  and  $y$

مثال US شركة بـ الكورونين ال market model ، انهم يعني انهم انما يكون بتعصب beta التي يتغير ال systematic risk

### Regression Analysis

Simple Regression analysis

multiple regression analysis

describing and evaluating a relationship between dependent variable  $y$  & a single independent variable  $x$

describing and evaluating relationship between a single  $y$  and a number of  $x$ 's

wage  
↓  
 $y$

edu  
↓  
 $x$

wages  
↓  
 $y$

edu  
↓  
 $x_1$

gender  
↓  
 $x_2$

experience  
↓  
 $x_3$

$y$ : dependent variable, regressand, effect variable, Response Variable, predicted Variable  
 $x$ : independent variable, regressors, Causal variable, explanatory variable  
 Control Variable, predict variable

Correlation

A B

-1

B A

-1

Correlation

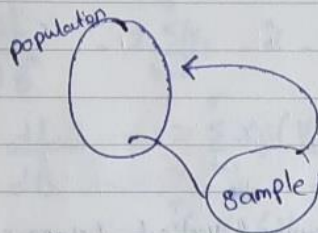
$$-1 \leq \text{Coefficient} \leq 1$$

Regression

(Y) (X)

Y: Random "Stochastic"  $\Rightarrow$  probability dis

X: non-Random "non-stochastic"  $\Rightarrow$  fixed repeated sample



$$Y_t = \alpha + \beta X_t + U_t$$

$$\text{wages}_t = \alpha + \beta \text{edu} + U_t \rightarrow \text{PRF}$$

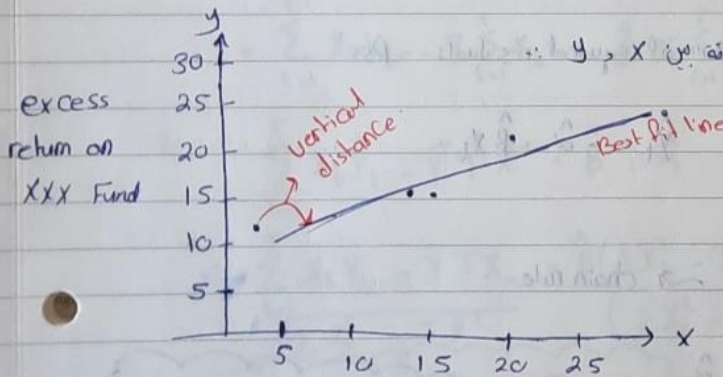
Unobserved  
Unknowns

population Regression  
function

لا يعني جينج دراسة ال wages لكل الة بل متلفين مثلا

\* نروج لمتاللا بسلو 6 :-

بنا فادن نوجم ال scatter plot للعلقة بين X و Y



(SRF)  
Simple regression function

excess return on  
market index

\* الخط يلة رسمناه هو خط يقلل المسافة بين كل نقطة والخط ، بحيث تكون كل النقاط اقرب ما يمكن للخط



نفسا استخدمنا الـ SPF (يكون لدينا sample صغيرة من pop)

$$\text{SPF } \hat{Y}_t = \hat{\alpha} + \hat{\beta} X_t$$

↪ fitted value (estimated value)

والآن error term (U<sub>t</sub>) (يوجد)

$$\text{Vertical distance} = Y_t - \hat{Y}_t$$

$$U_t = Y_t - \hat{Y}_t$$

↙
↙
↙

Residual
actual value
fitted value

\* when estimating  $\hat{\alpha}$  and  $\hat{\beta}$  we will be minimizing sum of squared vertical distances (Sum of squared residuals) → OLS method هذه الطريقة هي  
Ordinary least squares method

$$\rightarrow \min \sum U_t^2$$

when estimating  $\hat{\alpha}$  and  $\hat{\beta}$  Sum of squared residuals = RSS

$$L = \sum_{t=1}^T (Y_t - \hat{Y}_t)^2 \quad \hat{Y}_t = \hat{\alpha} + \hat{\beta} X_t$$

↙ less function

$$L = \sum_{t=1}^T (Y_t - \hat{\alpha} - \hat{\beta} X_t)^2 \rightarrow \text{chain rule.}$$

(1) differentiate with respect to  $\hat{\alpha}$

(2) derivative = 0

$$\frac{dL}{d\hat{\alpha}} = 2 \sum_{t=1}^T (Y_t - \hat{\alpha} - \hat{\beta} X_t) \cdot -1$$

$$\frac{dL}{d\hat{\alpha}} = \frac{-2}{-2} \sum_{t=1}^T (Y_t - \hat{\alpha} - \hat{\beta} X_t) = 0$$

$$\sum_{t=1}^T (Y_t - \hat{\alpha} - \hat{\beta} X_t) = 0$$

$$\sum_{t=1}^T Y_t - \sum_{t=1}^T \hat{\alpha} - \hat{\beta} \sum_{t=1}^T X_t = 0$$

$$\begin{aligned} \bar{Y} &= \frac{\sum Y_t}{T} & \sum_{t=1}^T Y_t &= \bar{Y} \cdot T \\ \bar{X} &= \frac{\sum X_t}{T} & \sum_{t=1}^T X_t &= T \cdot \bar{X} \end{aligned}$$

⇒



$$\frac{\bar{Y}T}{T} - \frac{T\hat{\alpha}}{T} - \frac{\hat{\beta}T\bar{X}}{T} = 0$$

$$\hat{\alpha} = \bar{Y} - \hat{\beta}\bar{X}$$

$$L = \sum_{t=1}^T (y_t - \hat{\alpha} - \hat{\beta}x_t)^2$$

$$\frac{dL}{d\hat{\beta}} = -2 \sum_{t=1}^T (y_t - \hat{\alpha} - \hat{\beta}x_t) x_t$$

$$\frac{dL}{d\hat{\beta}} = -2 \sum_{t=1}^T x_t (y_t - \hat{\alpha} - \hat{\beta}x_t) = 0$$

$$= \sum_{t=1}^T x_t (y_t - \hat{\alpha} - \hat{\beta}x_t) = 0$$

$$= \sum_{t=1}^T x_t (y_t - \bar{Y} + \hat{\beta}\bar{X} - \hat{\beta}x_t) = 0$$

$$= \sum_{t=1}^T x_t y_t - \bar{Y} \sum_{t=1}^T x_t + \hat{\beta} \bar{X} \sum_{t=1}^T x_t - \hat{\beta} \sum_{t=1}^T x_t^2 = 0$$

$$\sum_{t=1}^T x_t y_t - \bar{Y} T \bar{X} = \hat{\beta} \sum_{t=1}^T x_t^2 - \hat{\beta} T \bar{X}^2$$

$$\frac{\sum_{t=1}^T x_t y_t - \bar{Y} T \bar{X}}{\sum_{t=1}^T x_t^2 - T \bar{X}^2} = \hat{\beta} \frac{(\sum_{t=1}^T x_t^2 - T \bar{X}^2)}{(\sum_{t=1}^T x_t^2 - T \bar{X}^2)}$$

$$\hat{\beta} = \frac{\sum_{t=1}^T x_t y_t - \bar{Y} T \bar{X}}{\sum_{t=1}^T x_t^2 - T \bar{X}^2}$$

$$= \frac{\text{Cov}(x, y)}{\text{Variance}(x)}$$

$$= \frac{\sum (x_t - \bar{x})(y_t - \bar{y})}{\sum (x_t - \bar{x})^2}$$

ols estimations.  $\text{OLS}$

Q slide 19

If an analyst tells you that she expects the market to yield a return 20% higher than the Risk free rate next year, what would you expect the return on fund XXX to be?

$$\hat{y} = -1.74 + 1.64 * 20 = 31.06$$

### \* Forms of a regression function:

In order to use the OLS method, a model that is linear is required. The relationship between  $x$  and  $y$  must be graphically using a straight line. Moreover, the model must be linear in parameters ( $\alpha, \beta$ ) and not necessarily in variables.

\* Linear in parameters: the parameters are not Cubed, Squared, multiple together...

\* Models that are not linear in variable can be made to take a linear form by applying a suitable transformation or manipulation

### 1) linear (level-level model)

$x, y$  level - level

$$y = a + bx$$

\* intercept interpretation:

when  $x$  equals zero the average predicted  $y$  would equal  $a$  (intercept) units

$$b = \text{slope} = \frac{dy}{dx}$$

$$dy = b dx$$

\* slope interpretation

If  $x$  increase by one unit the averages predicted  $y$  would increase/decrease by  $b$  unit

Example 1:

$$\hat{y}_t = 23651 + 30.533 x_t$$

intercept interpretation:

when  $x$  equals zero units then averages predicted  $y$  would equal 23,651 units

Slope interpretation:

If  $x$  increase by one unit the averages predicted  $y$  would increase by 30.533 unit



## 2 logarithmic (level-log model)

$$Y = a + b \ln(x)$$

\* intercept interpretation:

$$\ln 1 = 0$$

when  $x$  equal 1 unit then average predicted  $y$  would equal  $a$  unit.

\* Slope interpretation:

$$\frac{dy}{dx} = \frac{b}{x}$$

$$\frac{dy}{x} = \frac{b}{x} \frac{dx}{x} \quad 100 \times \frac{dy}{y} = \frac{b}{x} \frac{dx}{x} \times 100$$

$$\frac{100}{100} \times \Delta y = \frac{b}{100} \times \Delta x \quad \Delta y = \frac{b}{100} \% \Delta x$$

If  $x$  increases by one percent <sup>1%</sup> then average predicted would increase/decrease by  $\frac{b}{100}$  units.

### Example 2 e

$$\text{power cost} = -63.993 + 16.654 \ln(\text{units})$$

\* intercept interpretation

when unit of power equal 1 unit then average predicted power cost would equal \$ -63.993

\* Slope interpretation

If units power increase by 1% then average predicted power cost would increase by  $\left(\frac{16.654}{100}\right) 16.654\%$

## 3 Exponential (log-level)

$$Y = a e^{bx}$$

$$\ln Y = \ln a + b \ln e$$

$$\ln Y = \ln a + bx$$

$$\ln e = 1$$

\* Slope interpretation

$$\frac{d \ln Y}{dx} = 0 + b$$

$$\frac{d \ln Y}{Y} = \frac{1}{Y}$$

$$d \ln Y \times \frac{Y}{Y} = \frac{dY}{Y}$$

$$d \ln Y = b dx \quad \boxed{\frac{d \ln Y}{Y} = \frac{dY}{Y}}$$

$$\frac{d \ln Y}{dx} = b$$

$$100 \times \frac{dY}{Y} = b dx \times 100$$

$$\boxed{\% \Delta Y = (100 \times b) \Delta x}$$

$\Rightarrow$



If  $X$  increase by one unit then average predicted would increase/decrease by  $(100 \times b) \%$

Example 3:

$$\ln(\text{wage}) = 0.584 + 0.083 \text{ education}$$

\* intercept interpretation

when years of education equals 0 year then average predicted hourly wage would equal  $e^{0.584} = \$1.79$

\* slope interpretation

If years of education increase by one year then average predicted hourly wage would increase by 8.3 %

[4] power (log-log model)

$$y = ax^b$$

$$\ln y = \ln a + b \ln x$$

\* Slope interpretation:

$$\frac{d \ln y}{dx} = a + \frac{b}{x}$$

$$\frac{d \ln y}{dx} = \frac{b}{x}$$

$$\frac{d \ln y}{dy} = \frac{1}{y}$$

$$d \ln y \times \frac{y}{y} = \frac{dy}{y}$$

$$\boxed{d \ln y = \frac{dy}{y}}$$

$$d \ln y \times \frac{y}{x} = \frac{b dx}{x}$$

$$d \ln y = \frac{b dx}{x}$$

$$100 \times \frac{dy}{y} = b \frac{dx}{x} \times 100$$

$$\% \Delta y = b \% \Delta x$$

If  $X$  increases by 1% then average predicted  $y$  would increase/decrease by  $b \%$



Example 4 :

$$\ln(\text{Salary}) = 4.822 + 0.257 \ln(\text{Sales})$$

\* intercept interpretation

When sales equal \$1 then average predicted salary would equal  $e^{4.822} = \$124.21$

\* Slope interpretation

If sales increases by 1% then average predicted salary would increase by 0.257%.

$$\text{PRF} \rightarrow y_t = \alpha + \beta x_t + u_t$$

$$\text{SRF} \quad \hat{y}_t = \hat{\alpha} + \hat{\beta} x_t \rightarrow \text{Best fit line equation.}$$

Classical linear regression model assumptions :

① The error terms have a zero mean:

$$E(u_t) = 0$$

② The error terms have a constant variance  $= \sigma^2$

Homoscedasticity assumption  $\text{var}(u_t) = \sigma^2 \neq f(x)$

③ NO serial autocorrelation / NO autocorrelation  $\Rightarrow$  The error terms are statistically independent of one another  $\text{Cov}(u_i, u_j) = 0 \quad i \neq j$

④ The error terms and the independent variables are independent of one another  $\text{Cov}(u_t, x_t) = 0$

⑤  $u_t$  is normally distributed.

$A_1 \rightarrow A_4$  must hold for OLS estimator to be BLUE.

B Best minimum variance

L linear  $\hat{\beta}$  is a linear estimator

U unbiased

E Estimator

true value of  $\beta$  & estimator  $\hat{\beta}$  is unbiased

\* Estimators : are the formulas used to calculate the coefficient.

\* Estimates : are the actual numerical values for the coefficient.

$A_1 \rightarrow A_5$  must hold to be able to make inference about population parameters.

SE  $\rightarrow$  tells us how likely is our estimate varies from one sample to another using the one sample of information we got.

SE is a function of

- 1 Total number of observations  $T$ .
- 2  $S \rightarrow$  estimate of the standard deviation of the error terms
- 3 actual observations on the explanatory variables  $X_t$

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اصل

PRF

$$y_t = \alpha + \beta X_t + \frac{u_t}{\sqrt{w}}$$

random variable

$$E(u_t) = 0$$

$$\text{Var}(u_t) = E(u_t^2) - \frac{E(u_t)^2}{T} = \frac{\sum u_t^2}{T}$$

$\hat{u}_t$  Counter

$$S^2 = \frac{\sum \hat{u}_t^2}{T} = \frac{RSS}{T}$$

$$S^2 = \frac{RSS}{T-2}$$

degrees of freedom

is known SER

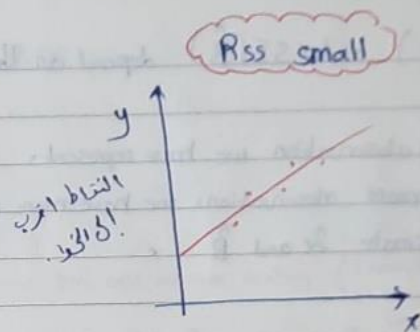
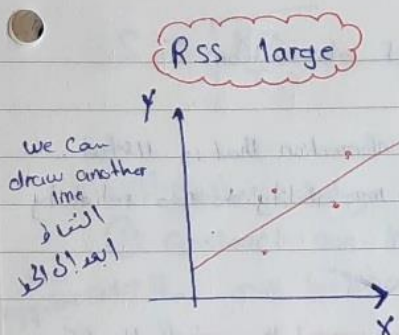
$\downarrow$  Standard error of the regression.

$$S = \sqrt{\frac{RSS}{T-2}}$$

1)  $SE(\hat{\alpha})$  and  $SE(\hat{\beta})$  depend on  $S$

$$S = \sqrt{\frac{RSS}{T-2}}$$

$\Rightarrow$

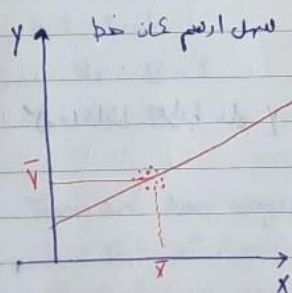


If  $RSS \uparrow$ ,  $SE \uparrow$

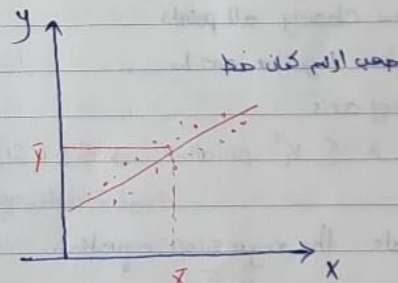
→ lack of precision of the coefficient estimates

\* we want SE to be small

2)  $SE(\hat{\alpha})$  and  $SE(\hat{\beta})$  depend on the variability of the explanatory variables about their mean values.



narrowly dispersed about their mean value



widely dispersed about their mean value

\* The bigger  $\sum (X_i - \bar{X})^2$  the smaller the SE

⇒

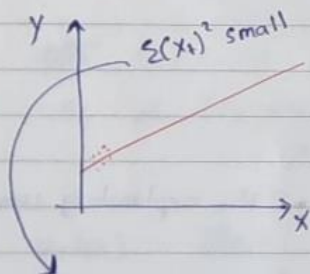


③  $SE(\hat{\alpha})$  and  $SE(\hat{\beta})$  depend on the number of observations  $T$

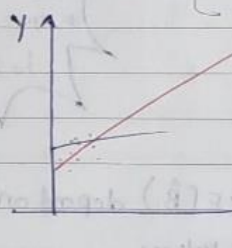
every observation we have represents a piece of information that is useful.  
The more observations we have more information  $\rightarrow$  more ability to reliably estimate  $\hat{\alpha}$  and  $\hat{\beta}$ .

\* The larger the number of observations all things being equal the smaller the SE.

④  $SE(\hat{\alpha})$  depends on  $\sum x_t^2$



how closely all points taken together are to the axis



كل ما كانا نأخذ نأخذ  $y$  يكون انحناء

\*  $\sum x_t^2$  smaller  $\rightarrow SE(\hat{\alpha}) \downarrow$

Example:

Estimate the regression equation.

$$\hat{\alpha} = \bar{y} - \hat{\beta} \bar{x}$$

$$\hat{\beta} = \frac{\sum x_t y_t - T \bar{x} \bar{y}}{\sum x_t^2 - T \bar{x}^2} = \frac{830.102 - (22 * 416.5 * 86.65)}{3,919.654 - 22 * (416.5)^2} = 0.35$$

$$\hat{\alpha} = 86.65 - 0.35 * 416.5 = -59.12$$

$$\hat{y}_t = -59.12 + 0.35 x_t$$

SE  $\rightarrow$  (3.35) (0.0079)  $\rightarrow$

$$S = \sqrt{\frac{RSS}{T-2}} = \sqrt{\frac{130.6}{22-2}} = 2.55$$

## Hypothesis testing

- ① Construct our hypotheses
- null hypothesis  $\leftarrow H_0$  :  $\rightarrow$  hypothesis of interest  $\rightarrow$  the one we are testing (from finance theory / Economic theory)
- alternative hypothesis  $\leftarrow H_1$  :  $\rightarrow$  remaining outcomes

### Type of test :

- (a) one sided test
- (b) two sided test

#### (a) one sided test

##### (i) upper tail test

e.g.  $H_0 : B = 1$   
 $H_1 : B > 1$

##### (ii) lower tail test

e.g.  $H_0 : B = 1$   
 $H_1 : B < 1$

#### (b) two sided test

e.g.  $H_0 : B = 1$   
 $H_1 : B \neq 1$

There are two ways to conduct a hypothesis test

- (a) Test of significance approach
- (b) Confidence interval approach

PRF

$$y_t = \alpha + \beta x_t + u_t$$

$\alpha$   
normally distributed

$\hat{\alpha}$

$\hat{\beta}$   
normally distributed

$u_t$   
normally distributed



$$\hat{\alpha} \sim N(\alpha, \text{var}(\alpha))$$

$$\hat{\beta} \sim N(\beta, \text{var}(\beta))$$

$$E(\hat{\alpha}) = \alpha$$

$$E(\hat{\beta}) = \beta$$

$$\frac{\hat{\alpha} - \alpha}{\sqrt{\text{var}(\alpha)}} \rightarrow (0,1)$$

follow a standard normal distribution

$$\frac{\hat{\beta} - \beta}{\sqrt{\text{var}(\beta)}} \rightarrow (0,1)$$

follows a standard normal distribution

test statistic

$$\frac{\hat{\alpha} - \alpha}{SE(\hat{\alpha})} \sim t\text{-distribution with } T-2 \text{ degrees of freedom}$$

$$\frac{\hat{\beta} - \beta}{SE(\hat{\beta})} \sim t_{T-2}$$

Test of significance approach:

(1) estimate your regression  $\hat{\alpha}, \hat{\beta}, SE(\hat{\alpha}), SE(\hat{\beta})$

(2) Calculate  $t$ -stat.

$$\frac{\hat{\alpha} - \alpha^*}{SE(\hat{\alpha})} \rightarrow \text{value of } \alpha \text{ in } H_0$$

$$\frac{\hat{\beta} - \beta^*}{SE(\hat{\beta})} \rightarrow \text{value of } \beta \text{ in } H_0$$

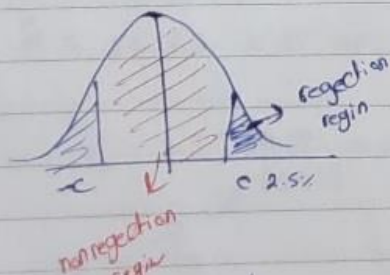
(3) choose the significance level  $\rightarrow$  probability of rejection  $H_0$  null when it is True

$\alpha = 1\%, 5\%, 10\%$

(4) get the critical values

(5) perform the test

(a) Two sided test



$$\alpha = 5\%$$

$$\frac{5\%}{2}$$

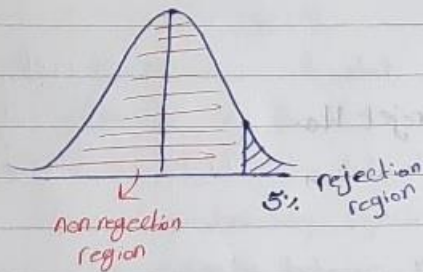
If  $|t\text{-stat}| > \text{critical value}$  then reject  $H_0$

If  $|t\text{-stat}| < \text{critical value}$  then fail to reject  $H_0$



b) one sided test (upper tail test)

$\alpha = 5\%$

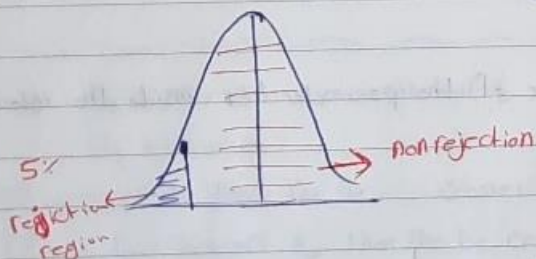


If  $t\text{-stat} > \text{critical value}$  then Reject  $H_0$

If  $t\text{-stat} < \text{critical value}$  then fail to Reject  $H_0$

c) one sided test (lower tail test)

$\alpha = 5\%$



If  $t\text{-stat} < \text{critical value}$  then Reject  $H_0$

If  $t\text{-stat} > \text{critical value}$  then fail to reject  $H_0$

Example:

$$\hat{y}_t = 20.3 + 0.5091 X_t$$

(14.38)      (0.2561)

$T = 22$

two sided

$$H_0: B = 1$$

$\alpha = 5\%$

$$H_1: B \neq 1$$

$$t\text{-stat} = \frac{\hat{B} - B}{SE(\hat{B})} = \frac{0.5091 - 1}{0.2561} = -1.917$$

→

$$\frac{\alpha}{2} = \frac{5\%}{2} = 2.5\%$$

$$df = T - 2 = 22 - 2 = 20$$

$$t_{\text{critical}} = 2.086$$

$$|-1.917| = 1.917 < 2.086 \text{ then fail to reject } H_0.$$

Confidence interval approach:

- ① Estimate  $\hat{\alpha}$ ,  $\hat{\beta}$ ,  $SE(\hat{\alpha})$ ,  $SE(\hat{\beta})$
- ② choose a significance level  $\alpha$ , 5% equivalent to choosing  $(1-\alpha)100\%$  confidence interval

Example:

$$\alpha = 5\%$$

② 95% confidence interval

we are 95% confident that the true value of the parameter lies inside the interval.

- ③ get the critical values from the t-table.

- ④ Construct the confidence interval:

$$\left[ \hat{\beta} - t_{\text{critical}} * SE(\hat{\beta}), \hat{\beta} + t_{\text{critical}} * SE(\hat{\beta}) \right]$$

$$\left[ \hat{\alpha} - t_{\text{critical}} * SE(\hat{\alpha}), \hat{\alpha} + t_{\text{critical}} * SE(\hat{\alpha}) \right]$$

- ⑤ perform the test

rejection rule: If the hypothesized value  $(\alpha^*, \beta^*)$  lies outside the interval the reject  $H_0$  otherwise fail to reject  $H_0$

Examples  $\hat{y}_t = 20.3 + 0.5091 X_t$   
(14.38) (0.2561)

$$H_0: \beta = 1$$

$$H_1: \beta \neq 1$$

$$\text{critical value} = 2.086$$

95% Confidence interval

$$\frac{\alpha}{2} = \frac{5\%}{2} = 2.5\%$$

$$T - 2 = 22 - 2 = 20$$

$$\left[ 0.5091 - 2.086 * 0.2561, 0.5091 + 2.086 * 0.2561 \right]$$

$$= [-0.0251, 1.0433]$$

1  $\notin [-0.0251, 1.0433]$  the fail to reject  $H_0$ .



- \*  $B$  is not statistically significant and is not different from one.

$$H_0: B = 0 \quad t\text{-stat} = \frac{\hat{B} - 0}{SE(\hat{B})} = \frac{\hat{B}}{SE(\hat{B})} \rightarrow t\text{-ratio}$$

$$H_1: B \neq 0$$

- \* If  $|t\text{-stat}| > t\text{-critical}$ , then reject  $H_0$ .  
Beta is statistically significant and different from zero.

There is a relationship between  $X$  and  $Y$ .

- \* If  $|t\text{-stat}| < \text{Critical value}$ , then fail to reject  $H_0$ .

$B$  is not statistically significant and is not different from zero.

There is no relationship between  $X$  and  $Y$ .

$$H_0: \alpha = 0 \quad \text{intercept is } \rightarrow \quad y \text{ axis}$$

$$H_1: \alpha \neq 0$$

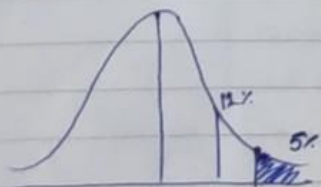
If we reject  $H_0$  then the line crosses the  $y$ -axis.

If we fail to reject  $H_0$  then the line crosses the origin  $(0,0)$ .

### [3] p-value:

The probability of obtaining test results at least as extreme as the actually observed during the test assuming  $H_0$  is true.

If  $p\text{-value} < \alpha$  then reject  $H_0$ .  
 $\downarrow$   
 significance level.





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$$\hat{B} = 1.147$$

$$SE(\hat{B}) = 0.0548$$

$$H_0: B = 1$$

$$H_1: B > 1$$

$$T = 62$$

$$df = 62 - 2 = 60$$

$$t\text{-stat} = \frac{\hat{B} - B^*}{SE(\hat{B})} = \frac{1.147 - 1}{0.0548} = 2.68$$

$$t\text{-critical} = 1.67$$

$2.68 > 1.67$  then reject  $H_0$

Beta is statistically significant and different from one.

problem [7] page 133

$$\hat{B} = 0.214$$

$$SE(\hat{B}) = 0.186$$

$$T = 38$$

$$H_0: B = 0$$

$$H_1: B \neq 0$$

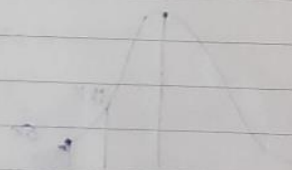
$$t\text{-stat} = \frac{0.214 - 0}{0.186} = 1.1505$$

$$t\text{-critical} = \frac{\alpha}{2} = \frac{5\%}{2} = 2.5\% \quad df = T - 2 = 38 - 2 = 36$$
$$= 2.03$$

$|1.1505| = 1.1505 < 2.03$  then fail to reject  $H_0$ .

Beta is not statistically significant and not different from zero.

⇒



problem [8] page 133

$$[\hat{\beta} - t_{\text{critical}} * SE(\hat{\beta}), \hat{\beta} + t_{\text{critical}} * SE(\hat{\beta})]$$

(a) 95%

$$[-0.163, 0.59]$$

$$H_0: \beta = 0$$

$$H_1: \beta \neq 0$$

0  $\in$   $[-0.16, 0.59]$  then fail to reject  $H_0$  at 5% level

(b) 99%

critical value = 2.71

$$[-0.29, 0.72]$$

0  $\in$   $[-0.29, 0.72]$  then fail to reject  $H_0$  at 1% level.

~~Excel~~ Excel file

Y = Sales

X = Advertising spending.

$$H_0: \alpha = 0$$

$$1.6 < 2.3$$

Fail Reject

$$H_1: \alpha \neq 0$$

Result of test	H <sub>0</sub> is true		H <sub>0</sub> is false	
	Significant (reject H <sub>0</sub> )		Type one error	
Insignificant (don't reject H <sub>0</sub> )			Type two error	

Type two error

is  $\beta$

Type one error

is  $\alpha$