***Predictor Coefficient***

*Intercept* 1225

*FloorSpace* 11.52

*CompetingAds* −6.935

*Price* −0.1496

Observations are taken on sales of a certain mountain bike in 30 sporting goods stores. The

regression model was *Y* = total sales (thousands of dollars), *X*1 = display floor space (square

meters), *X*2 = competitors’ advertising expenditures (thousands of dollars), *X*3 = advertised price

(dollars per unit). (a) Write the fitted regression equation. (b) Interpret each coefficient. (c) Would the intercept seem to have meaning in this regression? (d) Make a prediction for *Sales* when *FloorSpace* = 80, *CompetingAds* = 100, and *Price* = 1,200.