The following data were collected on the study of the relationship between a company’s retail sales and advertising dollars:

Retail Sales ($) Advertising ($)

29,789 16,893

35,434 18,398

38,732 20,376

43,585 22,982

46,821 25,732

49,283 27,281

52,271 32,182

55,289 35,298

57,298 36,281

58,293 38,178

Obtain a linear regression line for the data. (Round your answer to 2 decimal places, the tolerance is +/-0.01.)

Retail Sales = + (advertising)

Compute a correlation coefficient and determine the strength of the linear relationship. (Round your answer to 2 decimal places, the tolerance is +/-0.01.)

Correlation coefficient is . It indicates a strong, postivea moderate, positiveno linear relationship. (Use not rounded amounts to answer this question.)

Using the linear regression equation, develop a forecast of retail sales for advertising dollars of $40,946. (Round your answer to 2 decimal places, the tolerance is +/-0.01. Do not round intermediate results used to achieve this answer.)

Forecast = $