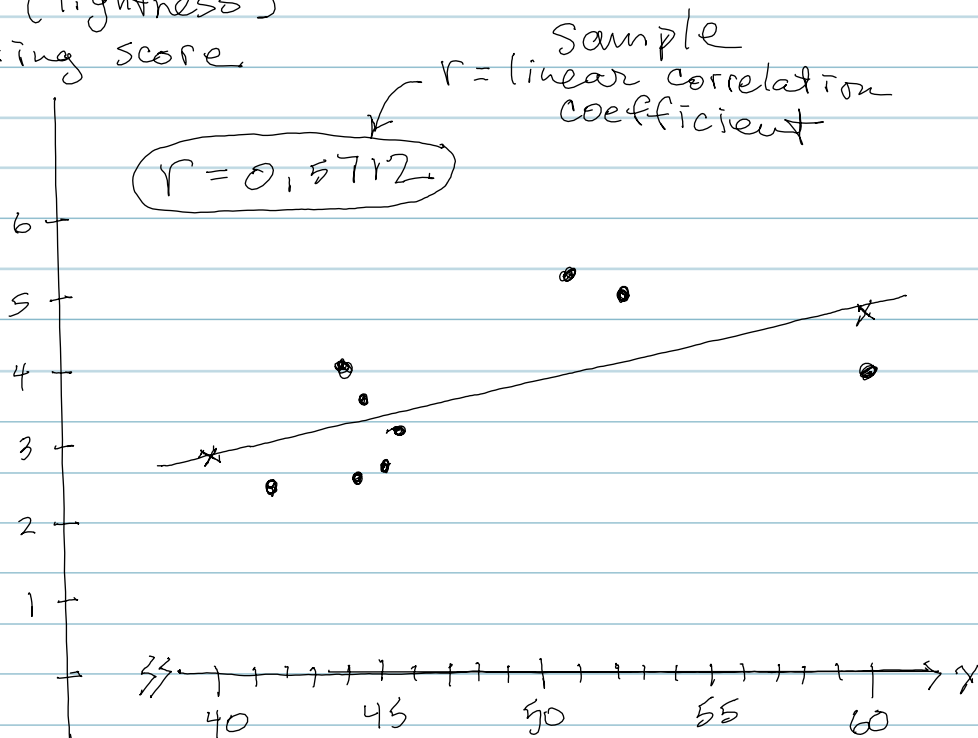


x = color of tuna (lightness)

y = consumer rating score.

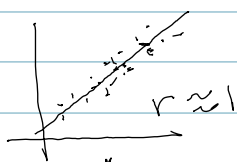
x	y
44.4	2.6
45.9	3.1
41.9	2.5
53.3	5.0
44.7	3.6
44.1	4.0
50.7	5.2
45.2	2.8
60.1	3.8

Higher x
means
lighter
color.

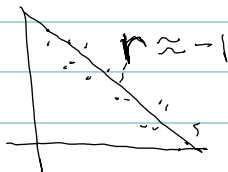


Regression Line $\hat{y} = \text{slope}(x) + y\text{-int}$

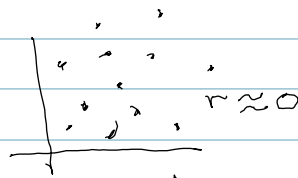
$$\hat{y} = 0.097x - 1.024$$



positive
correlation



negative
correlation



no linear
correlation (in sample)

r = sample linear correlation coefficient

ρ = "rho" = population linear correlation coefficient

If $\rho = 0$ there is no linear correlation in the population