Least Squares Fitting of Data

Question: What line y = c + mx best fits the data $(x_1, y_1), (x_2, y_2), ..., (x_n, y_n)$?

In the best of all worlds, all the data points would lie on the line:

$$c + mx_1 = y_1$$

$$c + mx_2 = y_2$$

$$\vdots \vdots \vdots$$

$$c + mx_n = y_n$$

Considering this as a linear system for unknowns c and m, in matrix form it is

$$\begin{bmatrix}
1 & x_1 \\
1 & x_2 \\
\vdots & \vdots \\
1 & x_n
\end{bmatrix}
\underbrace{\begin{bmatrix}
c \\
m
\end{bmatrix}}_{x} = \underbrace{\begin{bmatrix}
y_1 \\
y_2 \\
\vdots \\
y_n
\end{bmatrix}}_{b}$$