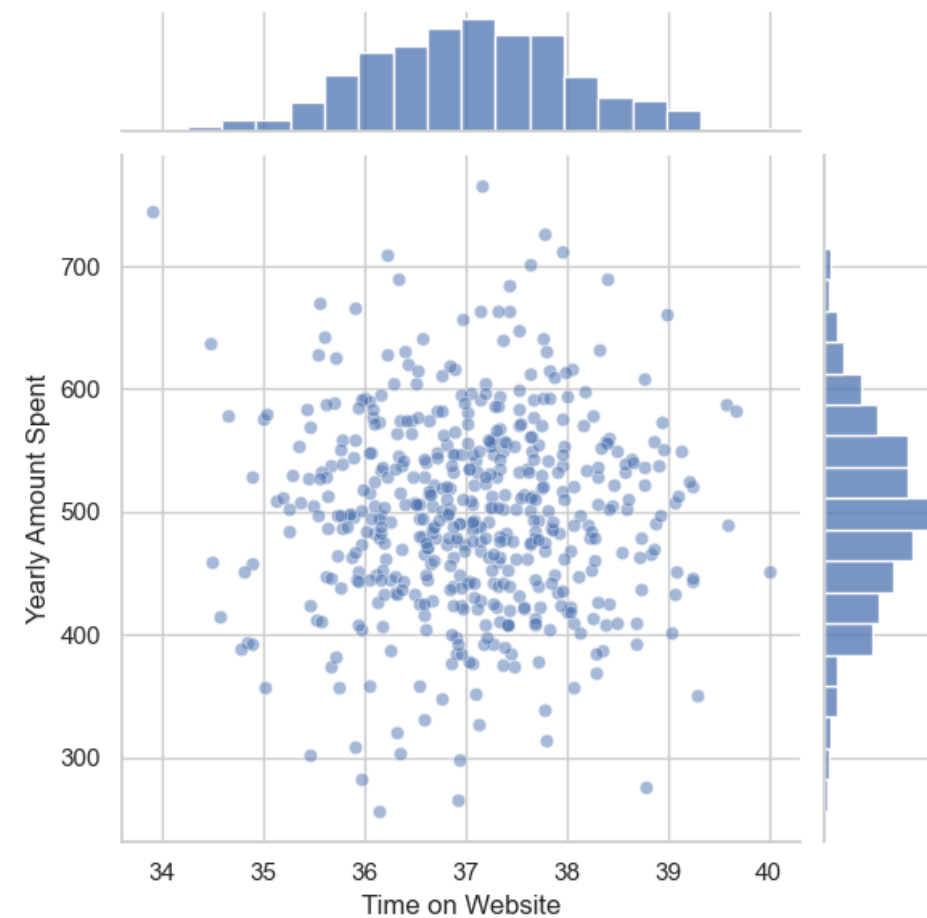
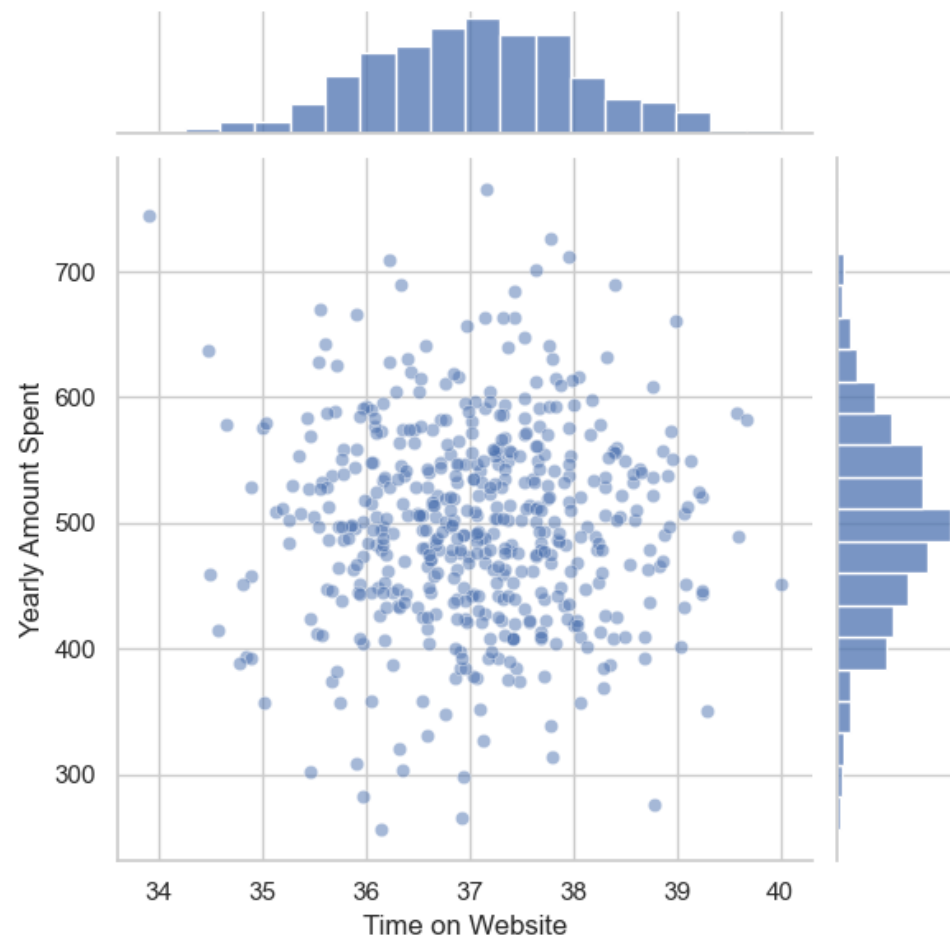
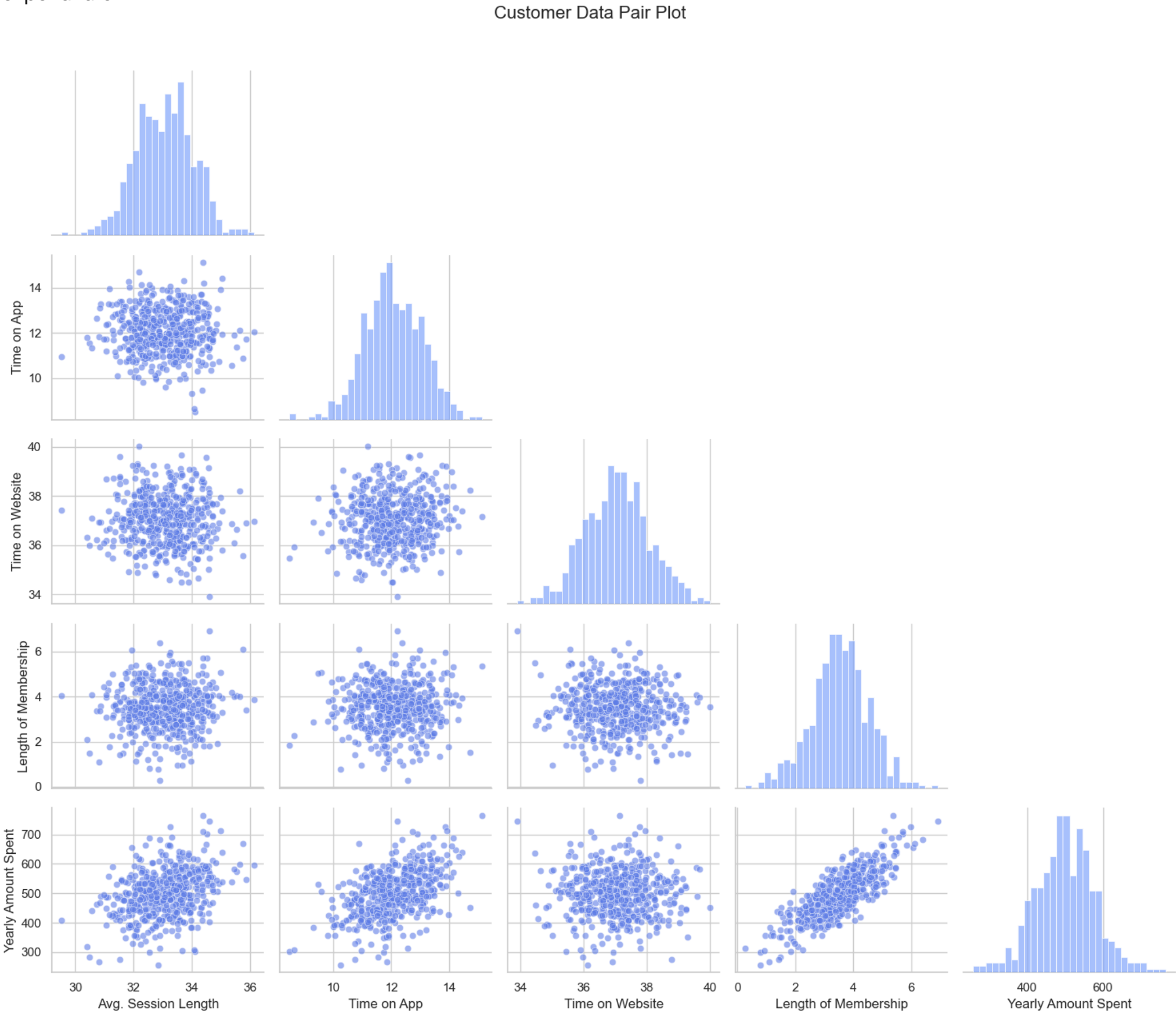


Linear Regression Project: E-commerce Clients

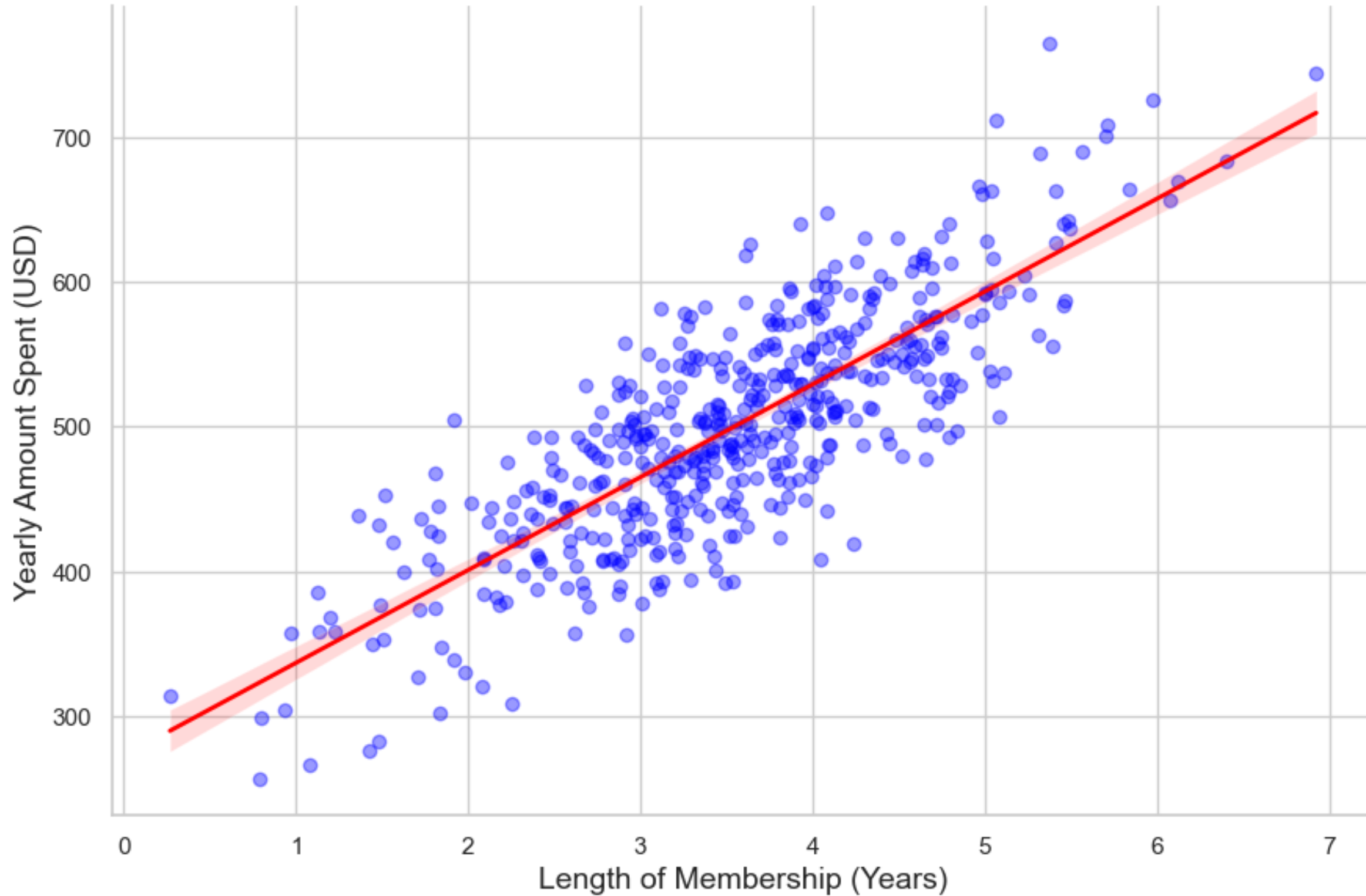
There doesn't seem to be much correlation between the time on the desktop website with the amount that clients spend per year. On the other side, the second graph shows that there seems to be a small correlation between the time spent on the app and the yearly spending. This is probably because these clients tend to spend less time browsing on the phone. Maybe the payment process is faster on the app or the calls-to-action are more successful there.

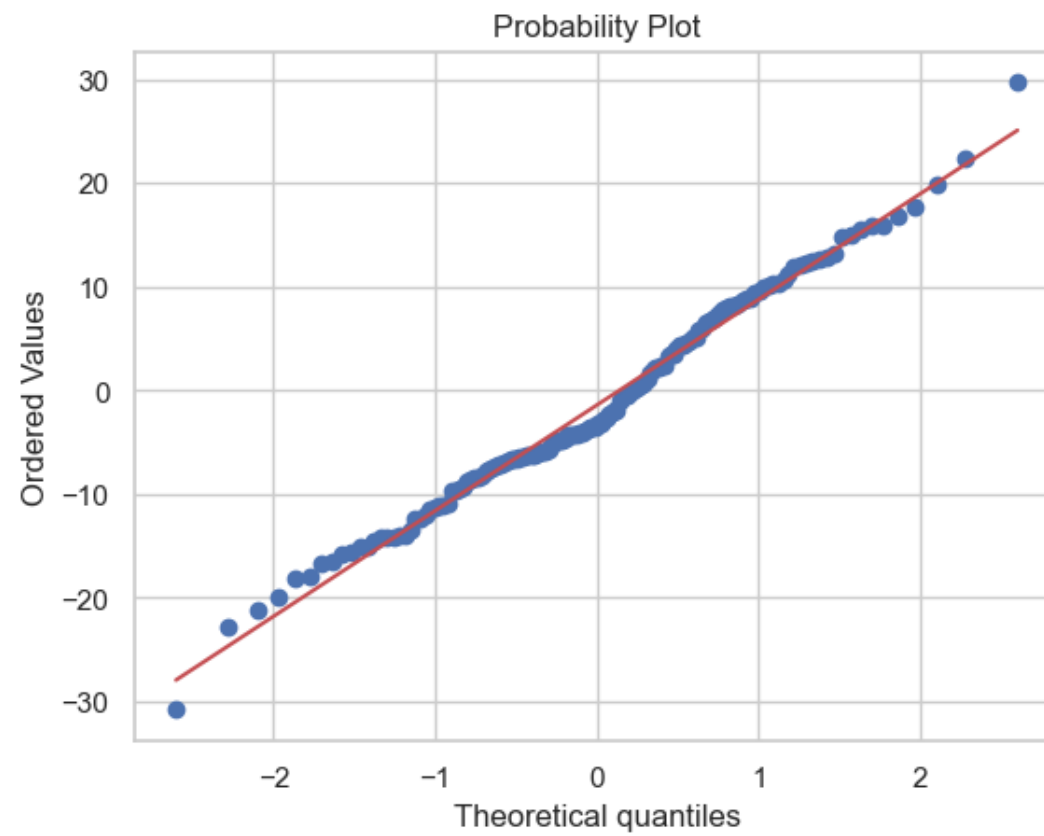
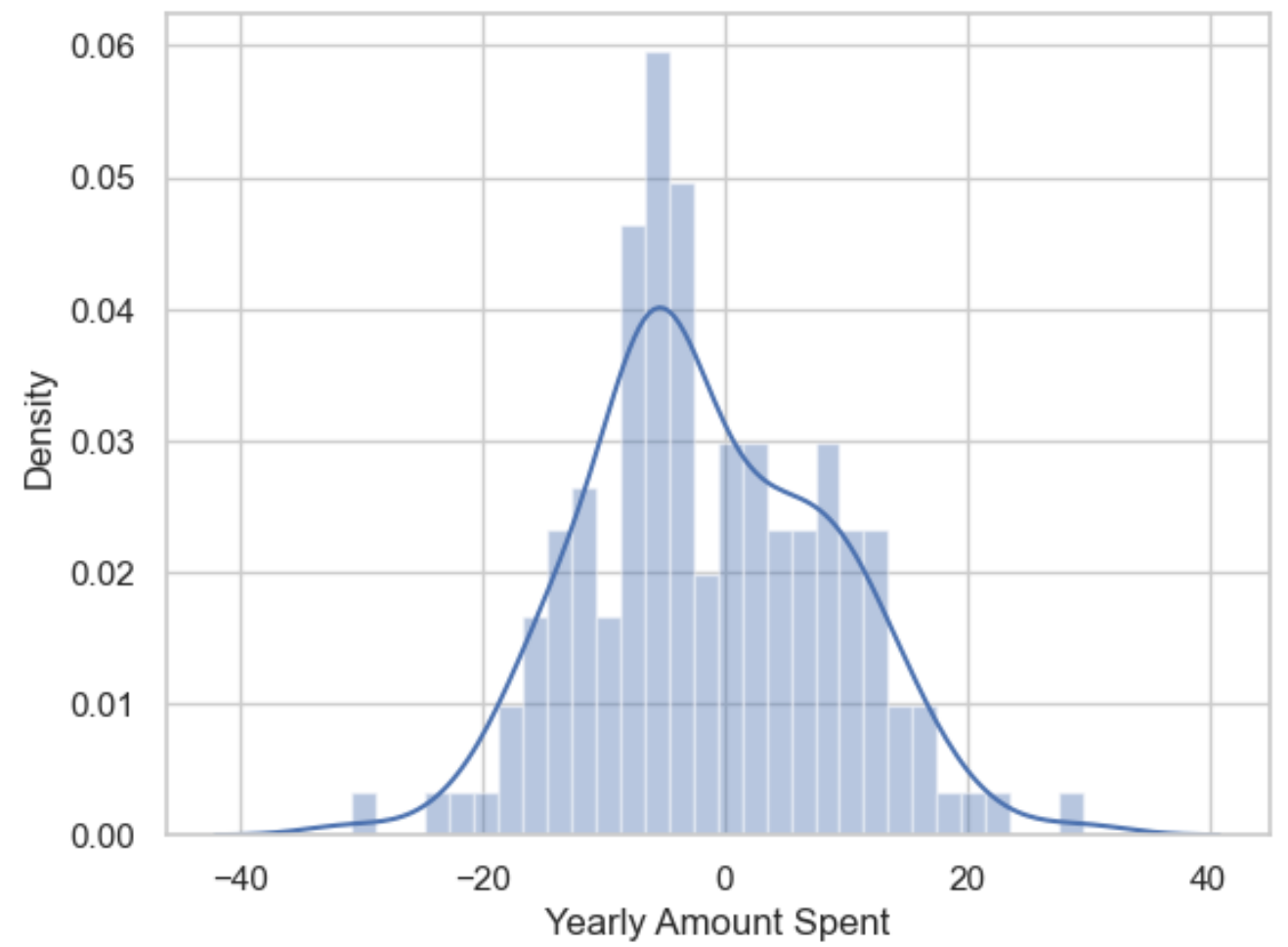
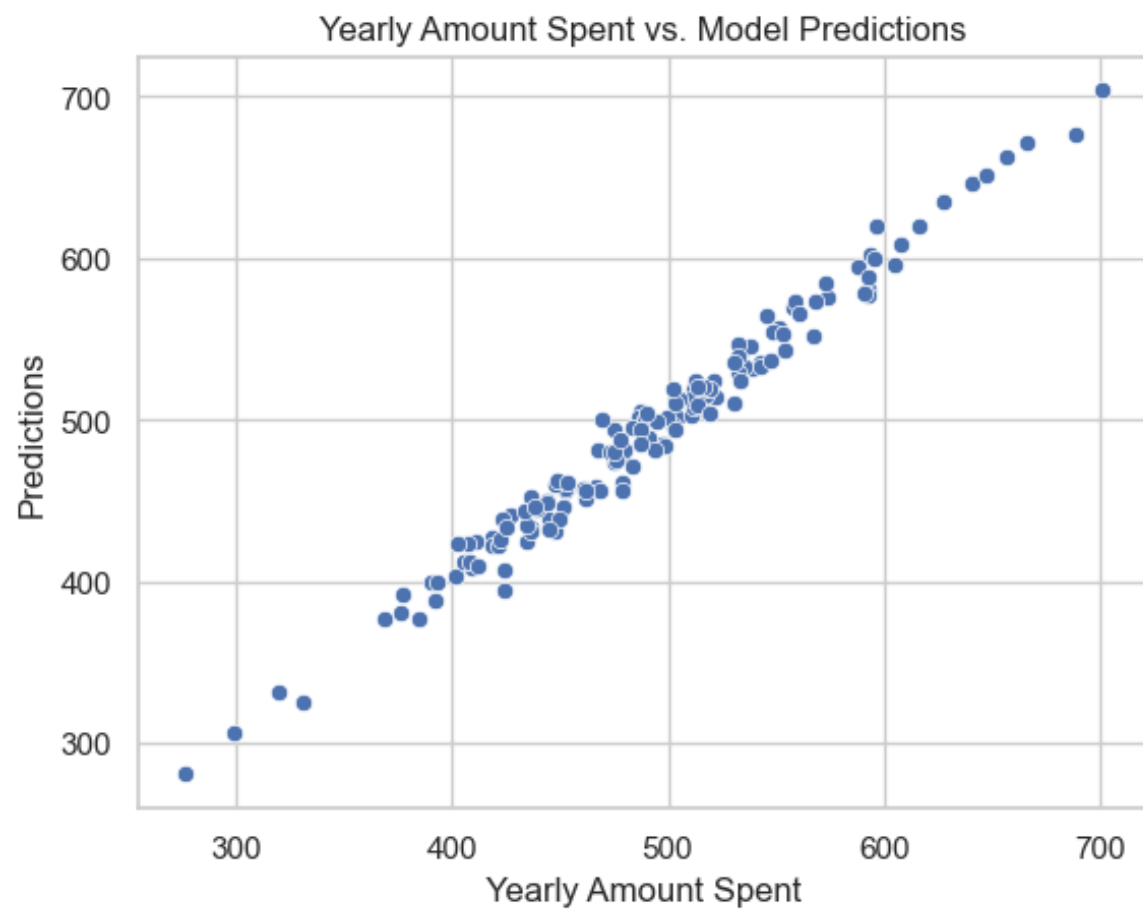


After analysing the pair plot, we see that there does seem to be one big positive correlation between two variables: the length of membership and the yearly expenditure.



Relationship Between Length of Membership and Yearly Amount Spent





Conclusion

It can be tricky to interpret the information in this analysis. According to the model, the most significant factor for clients is not the time spent on the app or website, but their length of membership. However, of the two predictors (desktop vs app), the app has the strongest influence by far. In fact, the time spent on the desktop website does not seem to have any correlation at all! In other words, according to the data, the amount of time that the customer spends on the desktop website has almost nothing to do with the amount of money they will spend.

We could interpret this in two different ways. Firstly, this could mean that the desktop website needs more work to make its visitors buy more. Secondly, it could mean that people tend to be more influenced by mobile applications of online stores than by desktop websites. So maybe efforts should be directed towards taking advantage of this fact. Indeed, the interpretation of this information requires expertise in the online marketing sphere.