

## Checking for p-values with log of search\_page views

**The REG Procedure**  
**Model: MODEL1**  
**Dependent Variable: gross\_sales gross\_sales**

Number of Observations Read	20651
Number of Observations Used	11293
Number of Observations with Missing Values	9358

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	2.967409E13	4.239155E12	174542	<.0001
Error	11285	2.740827E11	24287349		
Corrected Total	11292	2.994817E13			

Root MSE	4928.21963	R-Square	0.9908
Dependent Mean	16751	Adj R-Sq	0.9908
Coeff Var	29.41975		

Parameter Estimates								
Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr >  t	Tolerance	Variance Inflation
Intercept	Intercept	1	-31.87717	50.21410	-0.63	0.5256	.	0
orders	orders	1	58.80220	1.68214	34.96	<.0001	0.00633	157.97616
bounces	bounces	1	13.21748	0.46347	28.52	<.0001	0.00593	168.77612
add_to_cart	add_to_cart	1	54.68738	1.60677	34.04	<.0001	0.00253	394.97833
visits	visits	1	9.88530	0.58329	16.95	<.0001	0.00052183	1916.32907
product_page_views	product_page_views	1	1.29929	0.06891	18.86	<.0001	0.00665	150.38474
search_page_views	search_page_views	1	-0.03289	0.04078	-0.81	0.4199	0.00411	243.52896
distinct_sessions	distinct_sessions	1	-24.61256	0.51061	-48.20	<.0001	0.00118	844.96655

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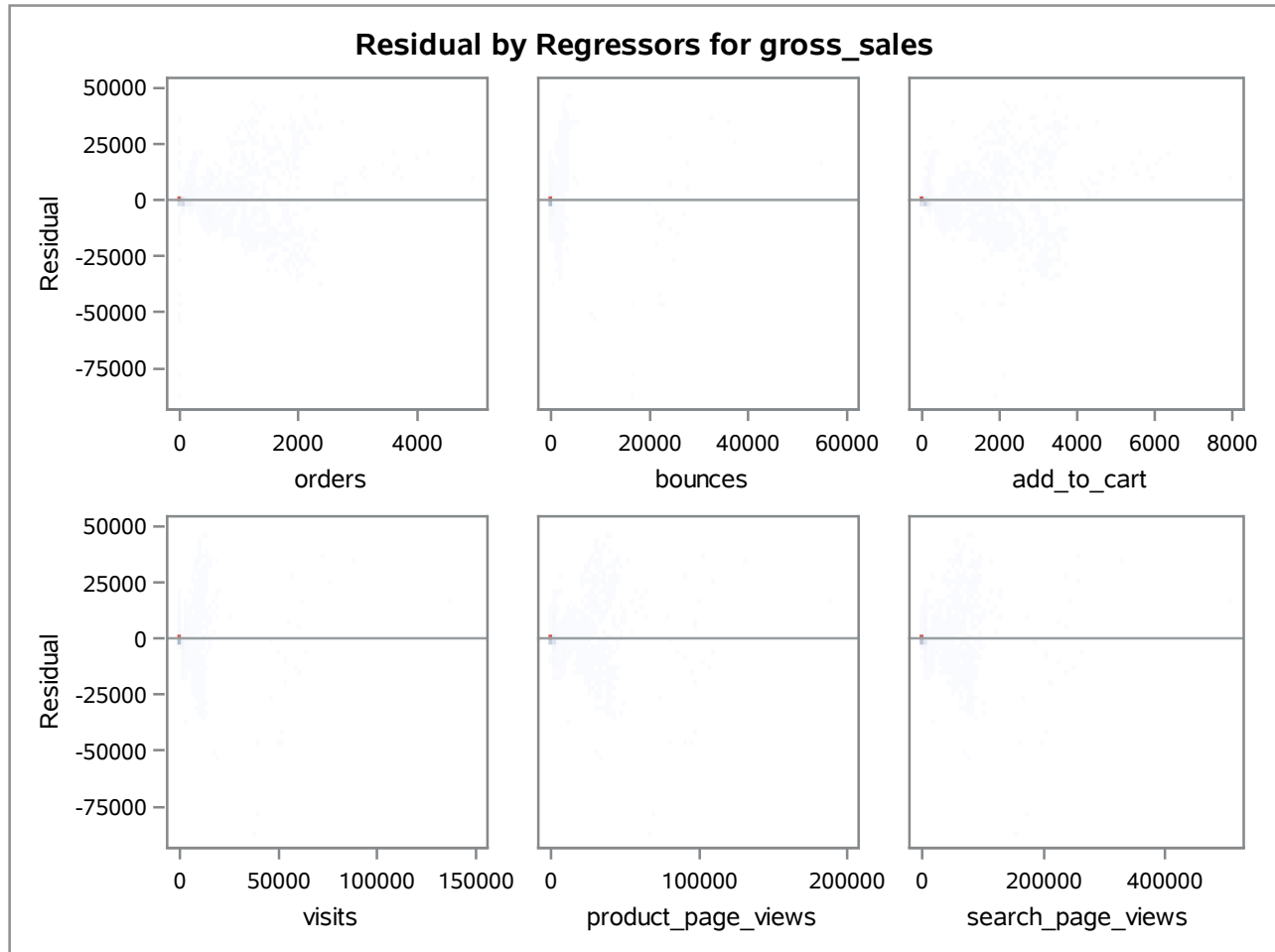
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Collinearity Diagnostics		
Number	Eigenvalue	Condition Index
1	5.96224	1.00000
2	1.19010	2.23827
3	0.80969	2.71359
4	0.02507	15.42239
5	0.00796	27.37555
6	0.00276	46.47218
7	0.00185	56.79553
8	0.00033223	133.96391

Collinearity Diagnostics								
Number	Proportion of Variation							
	Intercept	orders	bounces	add_to_cart	visits	product_page_views	search_page_views	distinct_sessions
1	0.00224	0.00009697	0.00011492	0.00005077	0.00001299	0.00017039	0.00010746	0.00002829
2	0.20796	0.00116	0.00096676	0.00023832	0.00002425	0.00001057	0.00000233	0.00008141
3	0.73033	0.00085459	0.00046502	0.00022509	0.00000555	0.00007122	0.00002200	0.00002517
4	0.02558	0.05592	0.05111	0.00075739	0.00009031	0.06522	0.03802	0.00037643
5	0.00632	0.02495	0.19868	0.02507	0.00695	0.19143	0.00027877	0.03559
6	0.02315	0.02834	0.04725	0.01283	0.00040008	0.68164	0.78845	0.03249
7	0.00173	0.70258	0.24249	0.62836	0.00070699	0.02031	0.01122	0.10756
8	0.00270	0.18609	0.45892	0.33247	0.99181	0.04115	0.16189	0.82385

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