1. Since the variable is binary, the slope coefficient of -0.0394 here means a difference of log(revenue) between pre-treatment and treatment period keeping other factors unchanged and it's significant at 5% level. which means when there are no ads, revenue decreases by on average 3.94%.
2. The randomization check here aims at eliminating the possibility of the intrinsic revenue difference between the control and treatment group. The result means that there's no significant revenue difference between these groups since P-value >> 0 .05.
3. Here, the revenue will decrease by 0.7494% on average when treatment period starts keeping other factors unchanged. Since the p-value is 0.741 >> 0.05, we cannot reject the null hypothesis that the ads bring revenue. Therefore, advertising cannot bring obvious revenue.
4. The control group allows us to control both randomization of selection and some factors related to time. For instance, the natural rate of growth in revenue during time is considered in part 1f but not in part 1d.
5. R-Squared: 8.422e-06. This doesn't affect the interpretation or confidence in ads effectiveness estimation. It only reflects the goodness of fitting and it's not that explainable in this case. And here, we use control group guarantees the randomization and synchronization for the estimation goodness.