**Source Code:**

library(readxl)

Internet <- read\_excel ("D:/Simplilearn/Project Data Sets/3/Internet.xlsx")

View (Internet)

**Question 1.**

# To analyze each variable of the data collected through

# data summarization for further analysis

summary (Internet)

**Question 2.**

# To know whether the unique page view value

# depends on visits

cor (Internet$Uniquepageviews, Internet$Visits)

annova <- aov (Uniquepageviews~Visits, data = Internet)

summary(annova)

**Question 3.**

# To find the probable factors from the dataset

# which could effect the visits

affect <- aov (Exits~., data = Internet)

summary(affect)

**Question 4.**

# To find the variables which possibly have an

# effect on the time on a page

effect <- aov (Timeinpage~., data = Internet)

summary(effect)

**Question 5.**

# To determine the factors the effect that are

# impacting the bounce

Internet$Bounces = Internet$Bounces\*0.01

# Due to more count of value = 0.01 in the column

# of bounces new the same value is multiplied

? glm – Generalise linear models

Impact <- glm (Bounces~Timeinpage+Continent+Exits+Sourcegroup+Uniquepageviews+Visits, data = Internet, family = "binomial")

summary (Impact)

# As we are having different values in bounces new so trying to understand the values

library(readxl)

Internet <- read\_excel ("D:/Simplilearn/Project Data Sets/3/Internet.xlsx")

View (Internet)

Internet$Bounces = Internet$Bounces\*0.02

Impact <- glm (Bounces~Timeinpage+Continent+Exits+Sourcegroup+Uniquepageviews+Visits, data = Internet, family = "binomial")

summary (Impact)

library(readxl)

Internet <- read\_excel ("D:/Simplilearn/Project Data Sets/3/Internet.xlsx")

View (Internet)

Internet$Bounces = Internet$Bounces\*0.03Impact <- glm (Bounces~Timeinpage+Continent+Exits+Sourcegroup+Uniquepageviews+Visits, data = Internet, family = "binomial")

summary (Impact)