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| Analysis Report | |
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| Project Part II | Harshit BansalSamuel Otim |

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|  | Overall Results From the results the F-statistic is 20.53 and p-value <0.01. Therefore, the model is statistically significant. The adjusted R-Squared is 0.263. This implies that the model variables explain only 26.3% of the variation in Profit (**note**: R-Squared tends to be low for crops-section data). | |  |
|  | OLS | |  |
|  | For the individual coefficients, estimated coefficients for Organic Traffic (b = 9.719e-06, p>0.05) is not statistically significant. The estimate coefficients for Assets (b=0.0063; p<0.01), and AdWords Traffic (0.0024, p<0.01) are statistically significant. These results imply that company size and AdWords traffic generated determines the profit. For log transformed data, estimated coefficients reflect percentage changes in the outcome variable. Here coefficients value are too small to determine the change in profit if any value kept constant. | For the individual coefficients, estimate coefficients for Assets (b=0.0469; p<0.01), Organic Traffic (b=0.0003, p<0.01) and AdWords Traffic (0.0191, p<0.01) are statistically significant. These results imply that company size is a significant factor to determine the revenue. For log transformed data, estimated coefficients reflect percentage changes in the outcome variable. Here coefficient for Assets 0.049 implies that holding all other factors constant, 10-point increase in Assets will increase 0.4% of revenue. |  |

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|  | Managerial Implications    Assets and Adword traffic play import role, If we try to expand the assets, it will result in more adword traffic which will generate more profit and revenue to the company |  |  |