***Dataset Report***

**Features Available for Selection:**

1. Average Session Length
2. Time on App
3. Time on Website
4. Length of Membership

**Target:**

Yearly Amount spent

**Features Selected for the best model:**

1. Average Session Length
2. Time on App
3. Time on Website
4. Length of Membership

|  |  |
| --- | --- |
|  | Coefficients |
| Avg. Session Length | 11.8713 |
| Time on App | 34.7461 |
| Time on Website | -14.1642 |
| Length of Membership | 60.4162 |

**Conclusions:**

1. 1 minute spent on a session alone earns yearly amount of 11.8713 dollars.
2. 1 minute spent on App alone earns yearly amount of 34.7461 dollars.
3. 1 minute spent on website alone doesn’t contribute to growth. It decreases yearly amount of 14.1642 dollars.
4. 1 year of membership alone earn yearly amount of 60.4162 dollars.