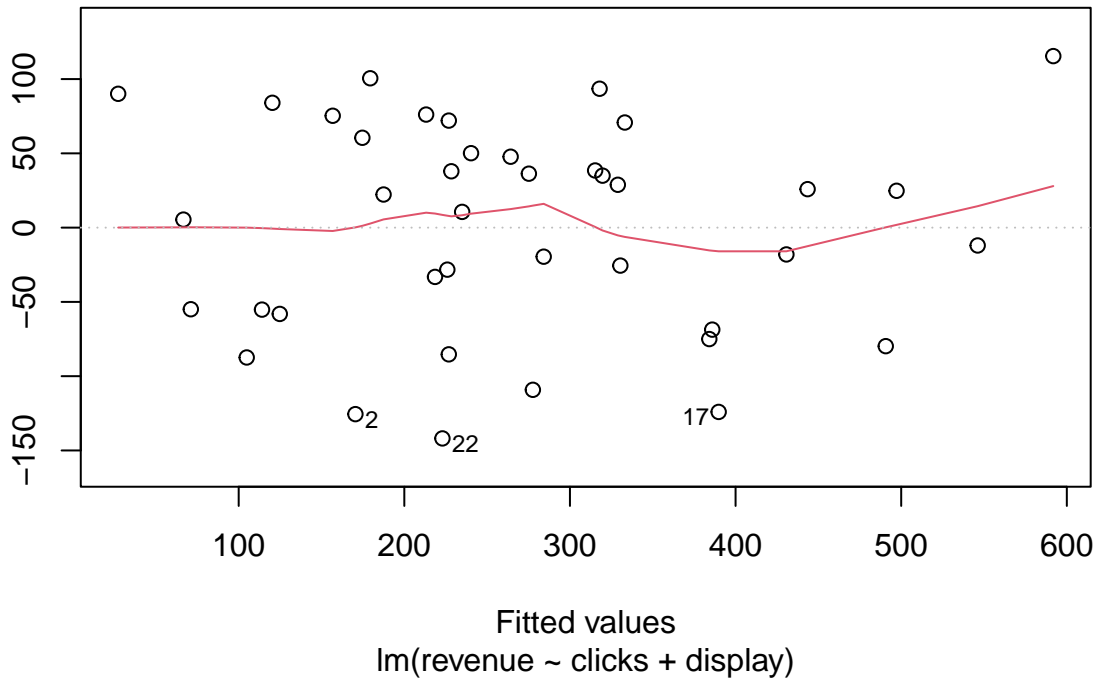


Residuals vs Fitted

Residuals

Fitted values
 $\text{lm}(\text{revenue} \sim \text{clicks} + \text{display})$