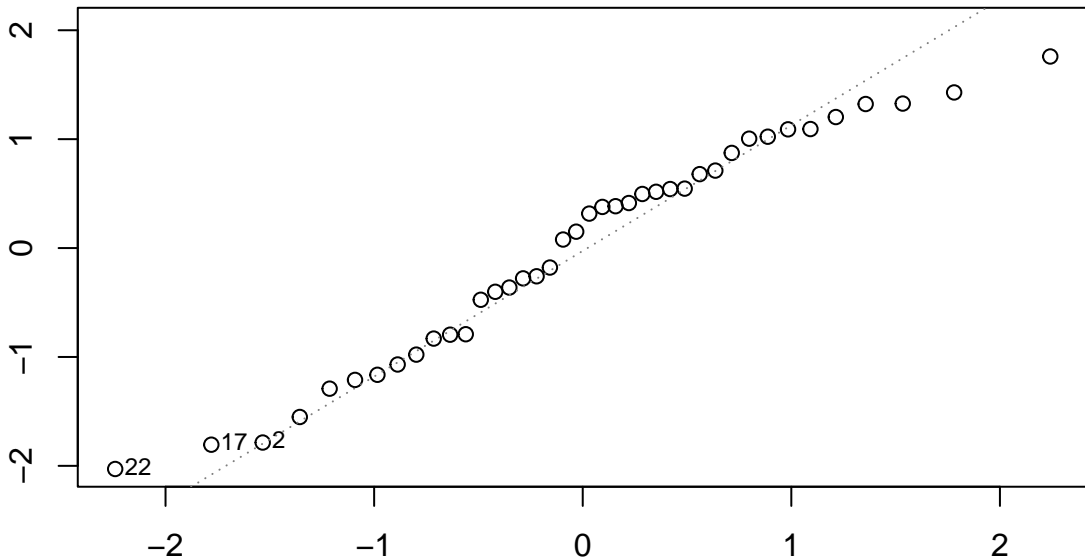


Standardized residuals

Q-Q Residuals



Theoretical Quantiles  
 $\text{lm}(\text{revenue} \sim \text{clicks} + \text{display})$