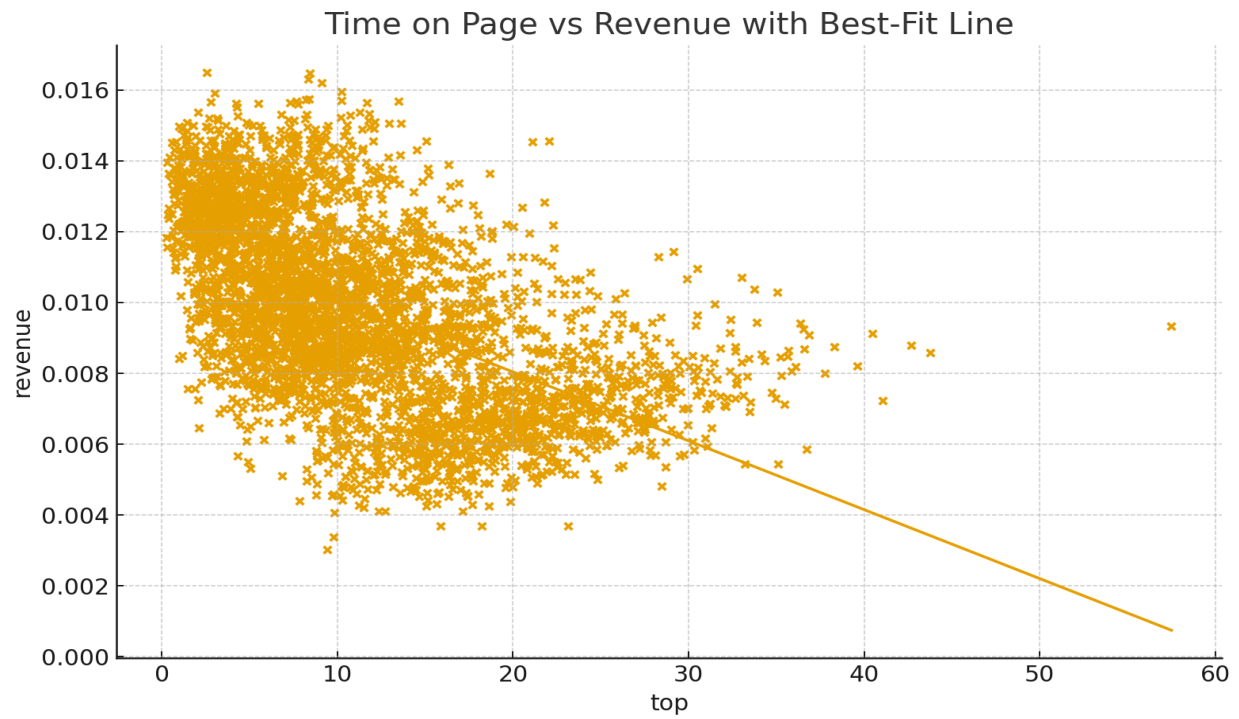# Time on Page & Revenue: Brief Findings
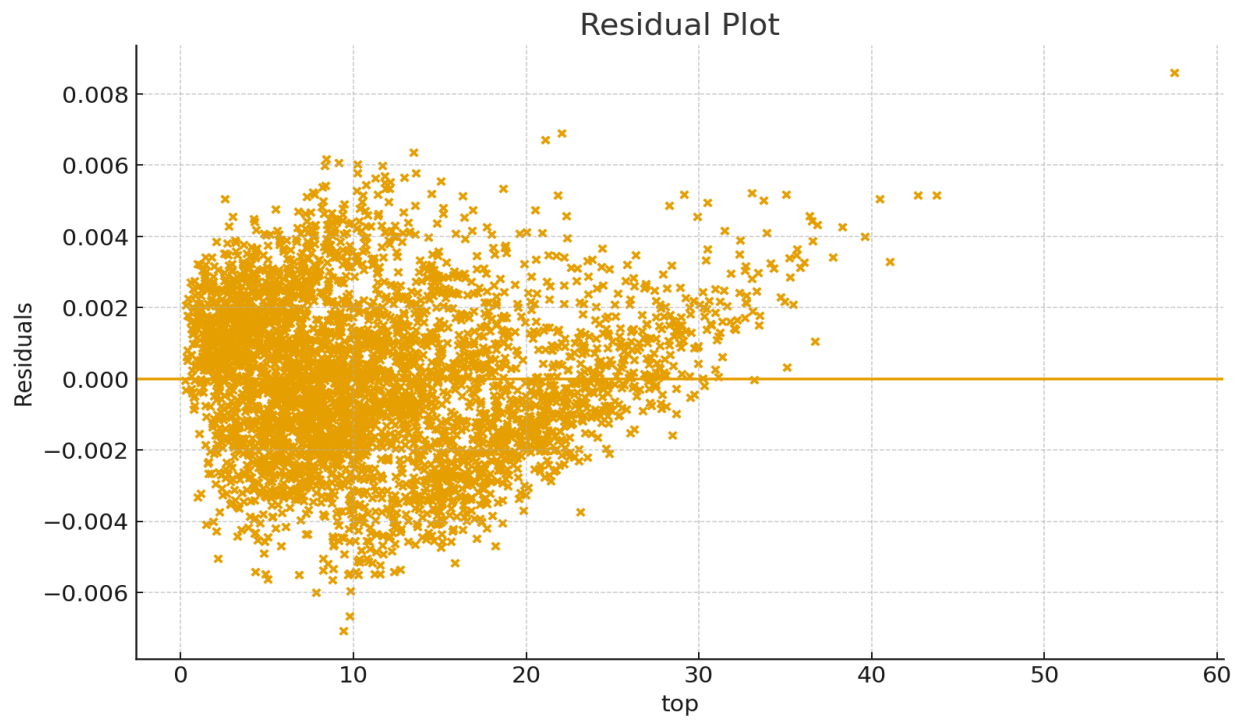
Executive Summary

We examined how time on page ("top") relates to revenue ("revenue"). Overall correlation is -0.555. A simple line fit suggests that revenue decreases as time on page increases. When we control for other variables in the dataset, the model explains R² = 0.851 of revenue variation.

Metric	Value
Pearson correlation (time vs revenue)	-0.555
Univariate slope (Δrevenue per Δtime)	-0.0001946
Univariate R²	0.308
Multivariate R² (with controls)	0.851
Multivariate p-value for time	1.136e-178
95% CI for time coefficient	[9.078e-05, 0.0001035]

Scatter: Time vs Revenue

Time on Page vs Revenue with Best-Fit Line

Residuals

Residual Plot

Quadratic Fit

Quadratic Fit: Time on Page vs Revenue