

CROSSTABS

/TABLES=Origin BY Status_Wins

/FORMAT=AVALUE TABLES

/STATISTICS=CHISQ PHI

/CELLS=COUNT ASRESID

/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Origin * Status_Wins	8000	100.0%	0	0.0%	8000	100.0%

Origin * Status_Wins Crosstabulation

			Status_Wins		
			.00	1.00	Total
Origin	direct_traffic	Count	443	56	499
		Adjusted Residual	-.5	.5	
	display	Count	112	6	118
		Adjusted Residual	1.9	-1.9	
	organic_search	Count	2025	271	2296
		Adjusted Residual	-2.4	2.4	
	other	Count	208	7	215
		Adjusted Residual	3.5	-3.5	
	paid_search	Count	1391	195	1586
		Adjusted Residual	-2.6	2.6	
	referral	Count	260	24	284
		Adjusted Residual	1.2	-1.2	
	social	Count	1753	90	1843
		Adjusted Residual	9.0	-9.0	
	unknown	Count	966	193	1159
		Adjusted Residual	-7.4	7.4	
Total		Count	7158	842	8000

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	135.083 ^a	7	.000
Likelihood Ratio	147.268	7	.000
N of Valid Cases	8000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.42.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.130	.000
	Cramer's V	.130	.000
N of Valid Cases		8000	