First model 2

the IV is got future tense anot and got csutoemr amount anot

A screenshot of a computer

Description automatically generated

Residual Standard Error: 1.6137221760814024

Predicted R2 : 0.48606785166163413

Model 2-1

Extract the dataset(Have future tense and custom amount)

3362 campaigns have custom amount

1651 campaigns have Future tense

Attention: The left campaigns are 1651. These campaigns bave both future tense and custom amount. Which means all the campaigns have future tense also have custom amount.

A screenshot of a computer

Description automatically generated

Residual Standard Error: 1.8894558537607167

Predicted R2 : 0.41329028876287266

Do Box-Cox transformation:

Box-Cox can’t solve 0 just like Log, I follow other’s instruction and add a same small contant to all data and get the result below.

A screenshot of a computer

Description automatically generated

Residual Standard Error: 1.6146826687097922

Predicted R2 : 0.4857616243507188