**Analysis 2**

**Logistic Regression: Shipping Method → Ratings**

**Brief Description:**  
A binary logistic regression was conducted to assess the relationship between different shipping methods and customer ratings (High vs Low).

**Key Findings:**

* Same-Day shipping significantly decreases the odds of receiving a high rating compared to Express.
* Standard shipping slightly increases the odds of receiving a high rating.
* All predictors were statistically significant at p < 0.05.

**Model Summary:**

* AIC: 391111
* Null Deviance vs Residual Deviance shows the model provides explanatory power.

**Conclusion:**  
Shipping method significantly affects ratings. Further models could explore interaction with payment method or product category for deeper insights.

A screenshot of a computer

AI-generated content may be incorrect.

A screenshot of a black screen

AI-generated content may be incorrect.

A screenshot of a black and white screen

AI-generated content may be incorrect.

The drop In deviance is small but shows that shipping method explains some of the variation in ratings, though not a huge amount.

A logistic regression was performed to assess whether the shipping method significantly influenced customer ratings (High vs Low). The results show that compared to Express shipping:

* **Same-Day** shipping was associated with **lower odds** of receiving a High rating (OR = 0.92, p < 0.001).
* **Standard** shipping was associated with **slightly higher odds** of receiving a High rating (OR = 1.03, p < 0.01).

All shipping methods were statistically significant predictors (p < 0.05). While the effect size is small, this indicates that shipping method does play a measurable role in customer satisfaction.