To answer this question, we choose a sample of 3677 individuals who are both FB users and amazon customers.

Of these customers, 34% always purchase after clicking FB ads,

While the remaining 66% always made purchase without clicking FB ads.

These numbers are in proportion to the population. So we hold that this sample can work as a good estimation.

The dummy variable Facebookvisit represents the customer behavior I stated, which is our key independent variable.

Purchase here is the number of purchase customer placed which can show the impact of FB ads.

Also, we include Income, gender, customer age as our control variable.

All these data look consistent with real situation.

So here comes out our theoretical model.

**Question1: What is the impact of the policy change on online channel sales?**

#===========

#Conclusion: return policy change has no significant impact on online salesvalue and sales quantity

#===========

**Question2: What is the impact of the policy change on physical store sales?**

#=========

# Conclusion: return policy change will increase sale value by 8%, has no significant impact on sales quantity.

#=========

**Question 3: What is the impact of the policy change on online channel returns?**

#=========

# Conclusion: change of return policy has insignificant impact on online store return value,

# but will decrease return quantity by 11%

#=========