1)

Jewelry_Hpp_Hcr

OLS Regression Results

Dep. Variable:	Conversion Rate	R-squared:	0.043
Model:	OLS	Adj. R-squared:	0.038
Method:	Least Squares	F-statistic:	9.037
Date:	Wed, 06 Dec 2023	Prob (F-statistic):	3.83e-07
Time:	17:04:33	Log-Likelihood:	-1777.6
No. Observations:	818	AIC:	3565.
Df Residuals:	813	BIC:	3589.
Df Model:	4		
Covariance Type:	nonrobust		

	coef	std err	t	P>|t|	[0.025	0.975]
const	1.3403	1.339	1.001	0.317	-1.288	3.969
Featured Offer (Buy Box) Percentage	2.6278	2.033	1.293	0.197	-1.363	6.618
FulfilledBy_Fulfilled by Amazon	0.7545	0.672	1.122	0.262	-0.565	2.074
FulfilledBy_Fulfilled by Merchant	0.5858	0.676	0.867	0.386	-0.740	1.912
Review_Impact_Score	0.0005	8.84e-05	5.204	0.000	0.000	0.001
Seasonality	-1.4312	0.760	-1.884	0.060	-2.923	0.060

Omnibus:	122.947	Durbin-Watson:	1.168
Prob(Omnibus):	0.000	Jarque-Bera (JB):	196.301
Skew:	0.980	Prob(JB):	2.36e-43
Kurtosis:	4.385	Cond. No.	9.04e+18

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
[2] The smallest eigenvalue is 8.95e-30. This might indicate that there are strong multicollinearity problems or that the design matrix is singular.

Tableware_Hpp_Hcr

OLS Regression Results

Dep. Variable:	Conversion Rate	R-squared:	0.173
Model:	OLS	Adj. R-squared:	0.137
Method:	Least Squares	F-statistic:	4.814
Date:	Wed, 06 Dec 2023	Prob (F-statistic):	0.00421
Time:	17:04:33	Log-Likelihood:	-162.93
No. Observations:	73	AIC:	333.9
Df Residuals:	69	BIC:	343.0
Df Model:	3		
Covariance Type:	nonrobust		

	coef	std err	t	P>|t|	[0.025	0.975]
const	-0.2664	1.437	-0.185	0.853	-3.132	2.600
Featured Offer (Buy Box) Percentage	4.9622	2.301	2.156	0.035	0.371	9.554
FulfilledBy_Fulfilled by Amazon	-0.9506	0.747	-1.272	0.208	-2.441	0.540
FulfilledBy_Fulfilled by Merchant	0.6842	0.798	0.858	0.394	-0.907	2.276
Review_Impact_Score	0.0005	0.000	1.281	0.204	-0.000	0.001
Seasonality	0	0	nan	nan	0	0

Omnibus:	27.108	Durbin-Watson:	2.011
Prob(Omnibus):	0.000	Jarque-Bera (JB):	47.303
Skew:	1.380	Prob(JB):	5.35e-11
Kurtosis:	5.817	Cond. No.	inf

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
[2] The smallest eigenvalue is 0. This might indicate that there are strong multicollinearity problems or that the design matrix is singular.

Masks_Hpp_Hcr

OLS Regression Results

```
==============================================================================
Dep. Variable:        Conversion Rate   R-squared:                       0.117
Model:                            OLS   Adj. R-squared:                 -0.086
Method:                 Least Squares   F-statistic:                    0.5756
Date:                Wed, 06 Dec 2023   Prob (F-statistic):              0.641
Time:                        17:04:33   Log-Likelihood:                -17.732
No. Observations:                  17   AIC:                             43.46
Df Residuals:                      13   BIC:                             46.80
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
                                             coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const                                     -1.8878      3.995     -0.473      0.644     -10.519       6.744
Featured Offer (Buy Box) Percentage        6.1464      6.240      0.985      0.343      -7.334      19.627
FulfilledBy_Fulfilled by Amazon           -0.8457      2.014     -0.420      0.681      -5.197       3.506
FulfilledBy_Fulfilled by Merchant         -1.0422      2.002     -0.520      0.611      -5.368       3.283
Review_Impact_Score                       -0.0014      0.002     -0.664      0.518      -0.006       0.003
Seasonality                                    0          0        nan        nan           0           0
==============================================================================
Omnibus:                        1.517   Durbin-Watson:                   2.133
Prob(Omnibus):                  0.468   Jarque-Bera (JB):                0.404
Skew:                           0.339   Prob(JB):                        0.817
Kurtosis:                       3.333   Cond. No.                         inf
==============================================================================

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are strong multicollinearity problems or that the design matrix is singular.



Clothing_Hpp_Hcr
                            OLS Regression Results
==============================================================================
```

```
Dep. Variable:        Conversion Rate   R-squared:
0.085
Model:                            OLS   Adj. R-squared:
0.038
Method:                 Least Squares   F-statistic:
1.811
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.135
Time:                        17:04:33   Log-Likelihood:                -
156.21
No. Observations:                  83   AIC:
322.4
Df Residuals:                      78   BIC:
334.5
Df Model:                           4
Covariance Type:            nonrobust
==============================================================================
============================
                                           coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
---------------------------
const                                    3.6809      3.806      0.967
0.336      -3.896      11.258
Featured Offer (Buy Box) Percentage     -1.3199      5.756     -0.229
0.819     -12.779      10.139
FulfilledBy_Fulfilled by Amazon          2.0583      1.873      1.099
0.275      -1.671       5.788
FulfilledBy_Fulfilled by Merchant        1.6226      1.981      0.819
0.415      -2.321       5.566
Review_Impact_Score                     -0.0059      0.004     -1.496
0.139      -0.014       0.002
Seasonality                             -0.8668      0.483     -1.794
0.077      -1.829       0.095
==============================================================================
===
Omnibus:                       23.595   Durbin-Watson:
1.708
Prob(Omnibus):                  0.000   Jarque-Bera (JB):
34.618
Skew:                           1.219   Prob(JB):
3.04e-08
Kurtosis:                       5.015   Cond. No.
5.16e+17
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is 1.14e-30. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Sculpture_Hpp_Hcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.132
```

```
Model:                            OLS   Adj. R-squared:
0.067
Method:                 Least Squares   F-statistic:
2.033
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.125
Time:                        17:04:33   Log-Likelihood:                -
85.041
No. Observations:                  44   AIC:
178.1
Df Residuals:                      40   BIC:
185.2
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
============================
                                          coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                   5.5183      1.548      3.565
0.001       2.389       8.647
Featured Offer (Buy Box) Percentage    -4.8118      2.492     -1.931
0.061      -9.848       0.224
FulfilledBy_Fulfilled by Amazon         3.3123      0.961      3.446
0.001       1.370       5.255
FulfilledBy_Fulfilled by Merchant       2.2060      0.726      3.038
0.004       0.739       3.674
Review_Impact_Score                 1.692e-05      0.004      0.004
0.997      -0.008       0.008
Seasonality                                 0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                       13.378   Durbin-Watson:
1.951
Prob(Omnibus):                  0.001   Jarque-Bera (JB):
14.151
Skew:                           1.161   Prob(JB):
0.000846
Kurtosis:                       4.527   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.
```

2) LPP LCR

```
Hammock_Lpp_Lcr
                            OLS Regression Results
```

```
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.438
Model:                            OLS   Adj. R-squared:
0.349
Method:                 Least Squares   F-statistic:
4.926
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.0107
Time:                        17:08:37   Log-Likelihood:
6.2690
No. Observations:                  23   AIC:                              -
4.538
Df Residuals:                      19   BIC:
0.003980
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
============================
                                            coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
Featured Offer (Buy Box) Percentage     0.2131      0.138      1.540
0.140      -0.077       0.503
FulfilledBy_Fulfilled by Amazon         0.2419      0.091      2.658
0.016       0.051       0.432
FulfilledBy_Fulfilled by Merchant      -0.1207      0.053     -2.292
0.033      -0.231      -0.010
Review_Impact_Score                -2.172e-05      0.000     -0.121
0.905      -0.000       0.000
Seasonality                             0.1212      0.067      1.810
0.086      -0.019       0.261
==============================================================================
===
Omnibus:                        3.812   Durbin-Watson:
1.366
Prob(Omnibus):                  0.149   Jarque-Bera (JB):
2.158
Skew:                           0.336   Prob(JB):
0.340
Kurtosis:                       4.341   Cond. No.
3.82e+18
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is 1.35e-31. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Tableware_Lpp_Lcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.120
```

```
Model:                            OLS   Adj. R-squared:
0.062
Method:                 Least Squares   F-statistic:
2.085
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.115
Time:                        17:08:37   Log-Likelihood:                -
16.732
No. Observations:                  50   AIC:
41.46
Df Residuals:                      46   BIC:
49.11
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
============================
                                          coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                     0.1727      0.091      1.907
0.063      -0.010       0.355
Featured Offer (Buy Box) Percentage       0.1396      0.156      0.896
0.375      -0.174       0.453
FulfilledBy_Fulfilled by Amazon           0.2316      0.087      2.677
0.010       0.057       0.406
FulfilledBy_Fulfilled by Merchant        -0.0590      0.066     -0.890
0.378      -0.192       0.074
Review_Impact_Score                   7.567e-05      0.000      0.297
0.768      -0.000       0.001
Seasonality                                   0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                        6.071   Durbin-Watson:
1.799
Prob(Omnibus):                  0.048   Jarque-Bera (JB):
5.161
Skew:                           0.691   Prob(JB):
0.0757
Kurtosis:                       2.247   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Jewelry_Lpp_Lcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.184
Model:                            OLS   Adj. R-squared:
0.172
```

```
Method:                 Least Squares   F-statistic:
15.67
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
3.14e-09
Time:                        17:08:37   Log-Likelihood:                -
55.763
No. Observations:                 213   AIC:
119.5
Df Residuals:                     209   BIC:
133.0
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
============================
                                          coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                     0.5333      0.291      1.830
0.069      -0.041       1.108
Featured Offer (Buy Box) Percentage      -0.5208      0.441     -1.182
0.238      -1.389       0.348
FulfilledBy_Fulfilled by Amazon           0.3819      0.155      2.469
0.014       0.077       0.687
FulfilledBy_Fulfilled by Merchant         0.1513      0.147      1.032
0.303      -0.138       0.440
Review_Impact_Score                       0.0005      0.000      3.750
0.000       0.000       0.001
Seasonality                                    0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                       37.831   Durbin-Watson:
1.869
Prob(Omnibus):                  0.000   Jarque-Bera (JB):
54.168
Skew:                           1.234   Prob(JB):
1.73e-12
Kurtosis:                       3.107   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Jewelry Boxes_Lpp_Lcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.309
Model:                            OLS   Adj. R-squared:
0.136
Method:                 Least Squares   F-statistic:
1.789
```

```
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.203
Time:                        17:08:37   Log-Likelihood:
0.19618
No. Observations:                  16   AIC:
7.608
Df Residuals:                      12   BIC:
10.70
Df Model:                           3
Covariance Type:            nonrobust
==============================================================================
============================
                                          coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
---------------------------
const                                    0.1360      0.136      0.999
0.338      -0.161       0.433
Featured Offer (Buy Box) Percentage      0.3682      0.217      1.700
0.115      -0.104       0.840
FulfilledBy_Fulfilled by Amazon          0.1474      0.156      0.944
0.364      -0.193       0.488
FulfilledBy_Fulfilled by Merchant       -0.0114      0.078     -0.146
0.886      -0.182       0.159
Review_Impact_Score                 -8.055e-05      0.000     -0.167
0.870      -0.001       0.001
Seasonality                                  0          0        nan
nan            0            0
==============================================================================
===
Omnibus:                        0.107   Durbin-Watson:
1.480
Prob(Omnibus):                  0.948   Jarque-Bera (JB):
0.279
Skew:                          -0.150   Prob(JB):
0.870
Kurtosis:                       2.427   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Decor Accessories_Lpp_Lcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.032
Model:                            OLS   Adj. R-squared:                 -
0.162
Method:                 Least Squares   F-statistic:
0.1644
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.919
```

```
Time:                        17:08:37   Log-Likelihood:
0.022119
No. Observations:                19   AIC:
7.956
Df Residuals:                    15   BIC:
11.73
Df Model:                         3
Covariance Type:            nonrobust
==============================================================================
============================
                                        coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                  0.0983      0.116      0.851
0.408      -0.148       0.345
Featured Offer (Buy Box) Percentage    0.0925      0.181      0.510
0.617      -0.294       0.479
FulfilledBy_Fulfilled by Amazon        0.1278      0.185      0.690
0.501      -0.267       0.522
FulfilledBy_Fulfilled by Merchant     -0.0294      0.117     -0.251
0.805      -0.279       0.220
Review_Impact_Score                    0.0007      0.002      0.312
0.759      -0.004       0.005
Seasonality                                 0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                       13.127   Durbin-Watson:
1.691
Prob(Omnibus):                  0.001   Jarque-Bera (JB):
10.692
Skew:                           1.651   Prob(JB):
0.00477
Kurtosis:                       4.612   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.
```

3) LPP HCR

```
Jewelry_Lpp_Hcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.074
Model:                            OLS   Adj. R-squared:
0.068
```

```
Method:                  Least Squares   F-statistic:
11.41
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
6.45e-09
Time:                        17:09:44   Log-Likelihood:                -
936.41
No. Observations:                 574   AIC:
1883.
Df Residuals:                     569   BIC:
1905.
Df Model:                           4
Covariance Type:            nonrobust
==============================================================================
============================
                                           coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                    0.2295      0.545      0.421
0.674      -0.842       1.301
Featured Offer (Buy Box) Percentage      2.3199      0.832      2.787
0.005       0.685       3.955
FulfilledBy_Fulfilled by Amazon          0.3499      0.278      1.260
0.208      -0.196       0.896
FulfilledBy_Fulfilled by Merchant       -0.1204      0.278     -0.433
0.665      -0.666       0.425
Review_Impact_Score                      0.0003   7.42e-05      3.627
0.000       0.000       0.000
Seasonality                              0.4544      0.363      1.250
0.212      -0.259       1.168
==============================================================================
===
Omnibus:                       90.062   Durbin-Watson:
1.620
Prob(Omnibus):                  0.000   Jarque-Bera (JB):
139.440
Skew:                           1.015   Prob(JB):
5.26e-31
Kurtosis:                       4.306   Cond. No.
3.01e+18
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is 4.3e-29. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Clothing_Lpp_Hcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.252
Model:                            OLS   Adj. R-squared:
0.181
Method:                  Least Squares   F-statistic:
3.544
```

```
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.0140
Time:                        17:09:44   Log-Likelihood:                -
47.618
No. Observations:                47   AIC:
105.2
Df Residuals:                    42   BIC:
114.5
Df Model:                         4
Covariance Type:            nonrobust
==============================================================================
============================
                                        coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                  1.3581      2.408      0.564
0.576      -3.502       6.219
Featured Offer (Buy Box) Percentage    -0.3359      3.628     -0.093
0.927      -7.658       6.986
FulfilledBy_Fulfilled by Amazon         0.6418      1.192      0.538
0.593      -1.765       3.048
FulfilledBy_Fulfilled by Merchant       0.7163      1.228      0.584
0.563      -1.761       3.194
Review_Impact_Score                    -0.0006      0.001     -0.879
0.384      -0.002       0.001
Seasonality                             0.6696      0.228      2.931
0.005       0.209       1.131
==============================================================================
===
Omnibus:                        0.932   Durbin-Watson:
1.197
Prob(Omnibus):                  0.628   Jarque-Bera (JB):
0.384
Skew:                           0.193   Prob(JB):
0.825
Kurtosis:                       3.215   Cond. No.
2.05e+18
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is 4.79e-31. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Tableware_Lpp_Hcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.011
Model:                            OLS   Adj. R-squared:                -
0.058
Method:                 Least Squares   F-statistic:
0.1579
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.924
```

```
Time:                        17:09:44   Log-Likelihood:                -
78.012
No. Observations:                47   AIC:
164.0
Df Residuals:                    43   BIC:
171.4
Df Model:                         3
Covariance Type:            nonrobust
==============================================================================
============================
                                        coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                  0.9472      0.969      0.977
0.334      -1.007       2.902
Featured Offer (Buy Box) Percentage    0.9673      1.554      0.622
0.537      -2.167       4.101
FulfilledBy_Fulfilled by Amazon        0.4146      0.545      0.761
0.451      -0.684       1.513
FulfilledBy_Fulfilled by Merchant      0.5325      0.505      1.055
0.297      -0.485       1.550
Review_Impact_Score                3.717e-05      0.001      0.052
0.959      -0.001       0.001
Seasonality                                0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                       35.418   Durbin-Watson:
1.976
Prob(Omnibus):                  0.000   Jarque-Bera (JB):
81.443
Skew:                           2.184   Prob(JB):
2.07e-18
Kurtosis:                       7.744   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.
```

Sculpture_Lpp_Hcr

```
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.244
Model:                            OLS   Adj. R-squared:
0.189
Method:                 Least Squares   F-statistic:
4.410
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.00889
Time:                        17:09:44   Log-Likelihood:                -
49.152
```

```
No. Observations:                   45   AIC:
106.3
Df Residuals:                       41   BIC:
113.5
Df Model:                            3
Covariance Type:            nonrobust
==============================================================================
============================
                                           coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
----------------------------
const                                    0.6878      0.255      2.701
0.010       0.174       1.202
Featured Offer (Buy Box) Percentage      1.5504      0.462      3.355
0.002       0.617       2.484
FulfilledBy_Fulfilled by Amazon          0.3853      0.196      1.968
0.056      -0.010       0.781
FulfilledBy_Fulfilled by Merchant        0.3025      0.147      2.052
0.047       0.005       0.600
Review_Impact_Score                      0.0006      0.000      1.538
0.132      -0.000       0.001
Seasonality                                   0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                        1.513   Durbin-Watson:
1.801
Prob(Omnibus):                  0.469   Jarque-Bera (JB):
1.176
Skew:                           0.164   Prob(JB):
0.556
Kurtosis:                       2.279   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.



Wall Decor_Lpp_Hcr
                            OLS Regression Results
==============================================================================
===
Dep. Variable:        Conversion Rate   R-squared:
0.311
Model:                            OLS   Adj. R-squared:
0.173
Method:                 Least Squares   F-statistic:
2.253
Date:                Wed, 06 Dec 2023   Prob (F-statistic):
0.124
Time:                        17:09:44   Log-Likelihood:                -
26.223
No. Observations:                  19   AIC:
60.45
```

```
Df Residuals:                        15   BIC:
64.22
Df Model:                             3
Covariance Type:            nonrobust
==============================================================================
============================
                                        coef    std err          t
P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
---------------------------
const                                 0.5917      1.200      0.493
0.629      -1.965       3.149
Featured Offer (Buy Box) Percentage     1.8716      1.903      0.984
0.341      -2.184       5.927
FulfilledBy_Fulfilled by Amazon         0.7395      0.724      1.021
0.323      -0.804       2.283
FulfilledBy_Fulfilled by Merchant      -0.1478      0.588     -0.251
0.805      -1.401       1.105
Review_Impact_Score                     0.0004      0.000      1.035
0.317      -0.000       0.001
Seasonality                                  0          0        nan
nan           0           0
==============================================================================
===
Omnibus:                        0.296   Durbin-Watson:
1.357
Prob(Omnibus):                  0.862   Jarque-Bera (JB):
0.408
Skew:                          -0.241   Prob(JB):
0.815
Kurtosis:                       2.468   Cond. No.
inf
==============================================================================
===

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is
correctly specified.
[2] The smallest eigenvalue is      0. This might indicate that there are
strong multicollinearity problems or that the design matrix is singular.
```

4) HPP LCR

5) df_Hpp_Lcr

```
6)                              OLS Regression Results
7) ==============================================================================
   =========
8) Dep. Variable:        Conversion Rate   R-squared:
   0.233
9) Model:                           OLS   Adj. R-squared:
   -0.342
10)  Method:                Least Squares   F-statistic:
   0.4056
11)  Date:                Wed, 06 Dec 2023   Prob (F-statistic):
   0.758
12)  Time:                        17:13:57   Log-Likelihood:
   3.3215
```

```
13)  No. Observations:                    8   AIC:
   1.357
14)  Df Residuals:                        4   BIC:
   1.675
15)  Df Model:                            3
16)  Covariance Type:            nonrobust
17)  ==============================================================================
   ====================================
18)                                            coef    std err
   t      P>|t|      [0.025      0.975]
19)  ------------------------------------------------------------------------------
   ------------------------------------
20)  const                                     1.0815      2.803
   0.386      0.719      -6.700       8.863
21)  Featured Offer (Buy Box) Percentage    -0.8117      4.503     -
   0.180      0.866     -13.313      11.690
22)  FulfilledBy_Fulfilled by Amazon         0.6107      1.221
   0.500      0.643      -2.779       4.001
23)  FulfilledBy_Fulfilled by Merchant       0.4708      1.599
   0.295      0.783      -3.968       4.909
24)  Review_Impact_Score                     0.0003      0.002
   0.108      0.919      -0.007       0.007
25)  Seasonality                                  0           0
   nan        nan           0           0
26)  ==============================================================================
   ===========
27)  Omnibus:                           9.751   Durbin-Watson:
   1.732
28)  Prob(Omnibus):                     0.008   Jarque-Bera (JB):
   3.053
29)  Skew:                             -1.357   Prob(JB):
   0.217
30)  Kurtosis:                          4.340   Cond. No.
   inf
31)  ==============================================================================
   ===========
32)
33)  Notes:
34)  [1] Standard Errors assume that the covariance matrix of the errors
   is correctly specified.
35)  [2] The smallest eigenvalue is      0. This might indicate that
   there are
36)  strong multicollinearity problems or that the design matrix is
   singular.
```