

# Executive Report: Time on Page vs Revenue

## Key Findings:

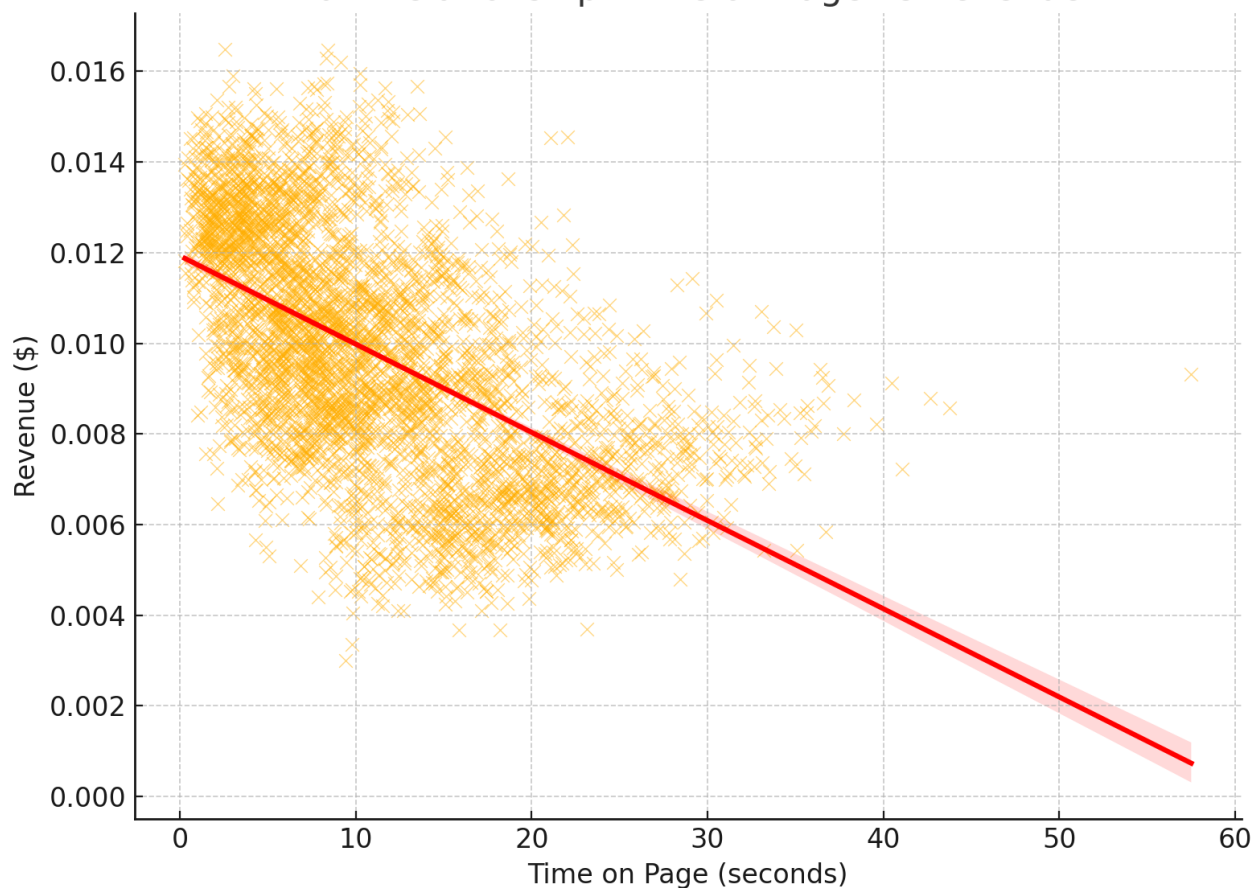
- Raw correlation between time on page and revenue is negative (-0.55).
  - > More time appeared linked to lower revenue before adjusting for other factors.
- After controlling for browser, platform, and site, time on page has a positive effect on revenue ( $p < 0.001$ ).
  - > Longer time on page is associated with higher revenue once confounding is accounted for.
- Platform effect: Mobile users generate significantly less revenue than desktop users.
- Browser effect: Safari users generate less revenue than Chrome users.
- Site differences: No significant differences observed between sites.

Overall: Raw analysis suggested a misleading negative relationship.

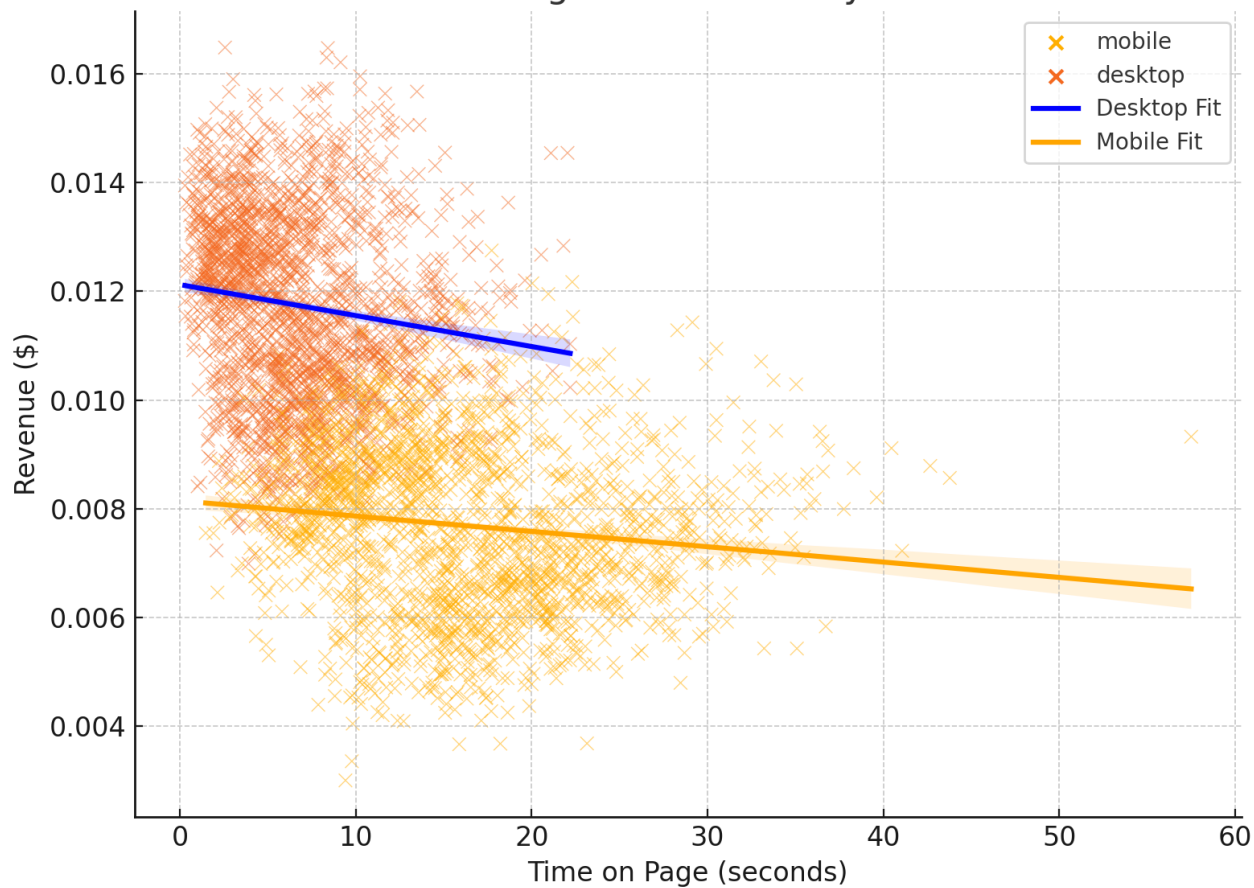
Adjusted analysis shows that engagement (time on page) positively drives revenue, but browser and platform strongly influence outcomes.

## Visualizations:

Raw Relationship: Time on Page vs Revenue



Time on Page vs Revenue by Platform



Average Revenue by Browser

