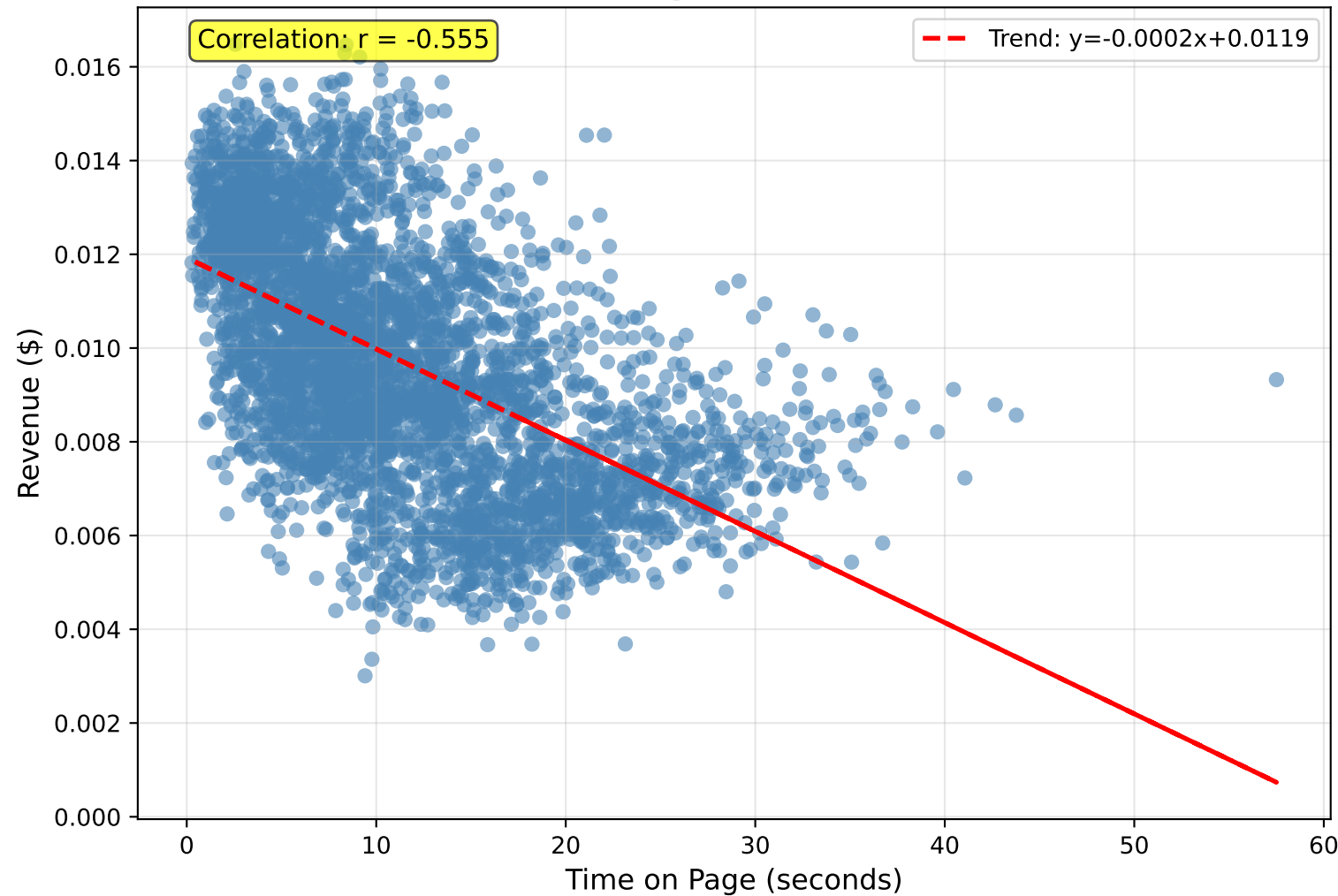
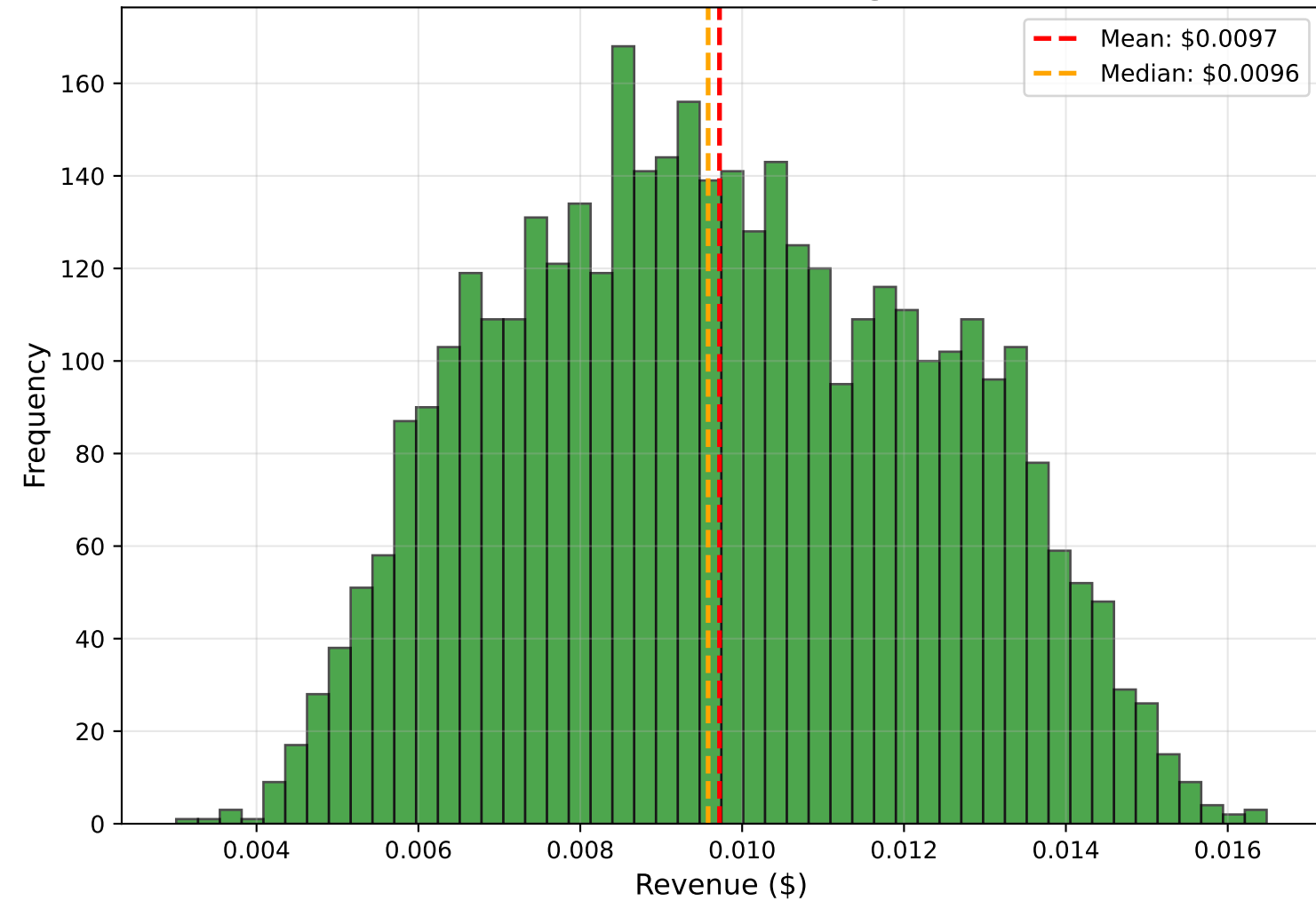


# Time on Page vs Revenue: Executive Summary

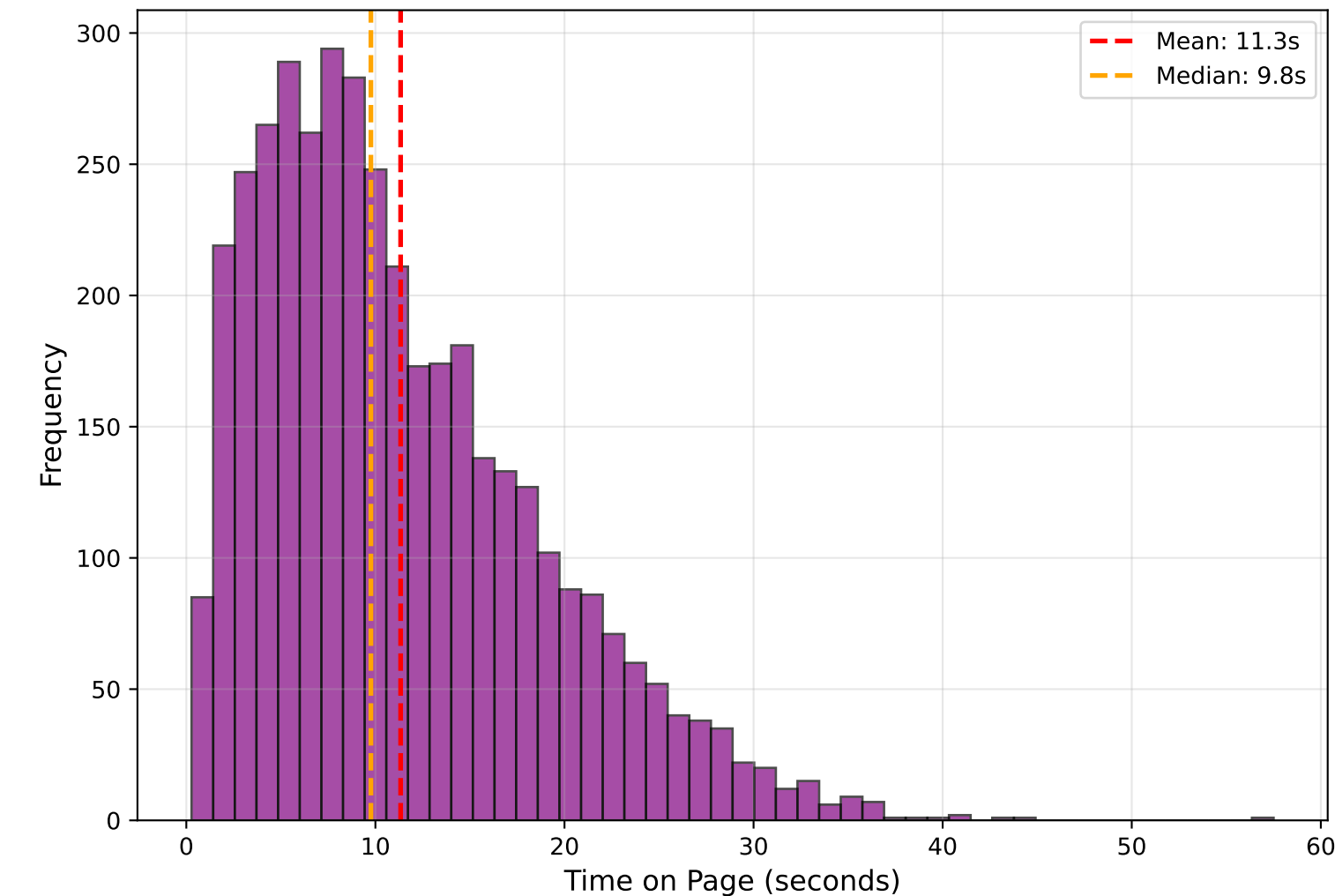
## A. Overall Relationship: Weak Positive Correlation



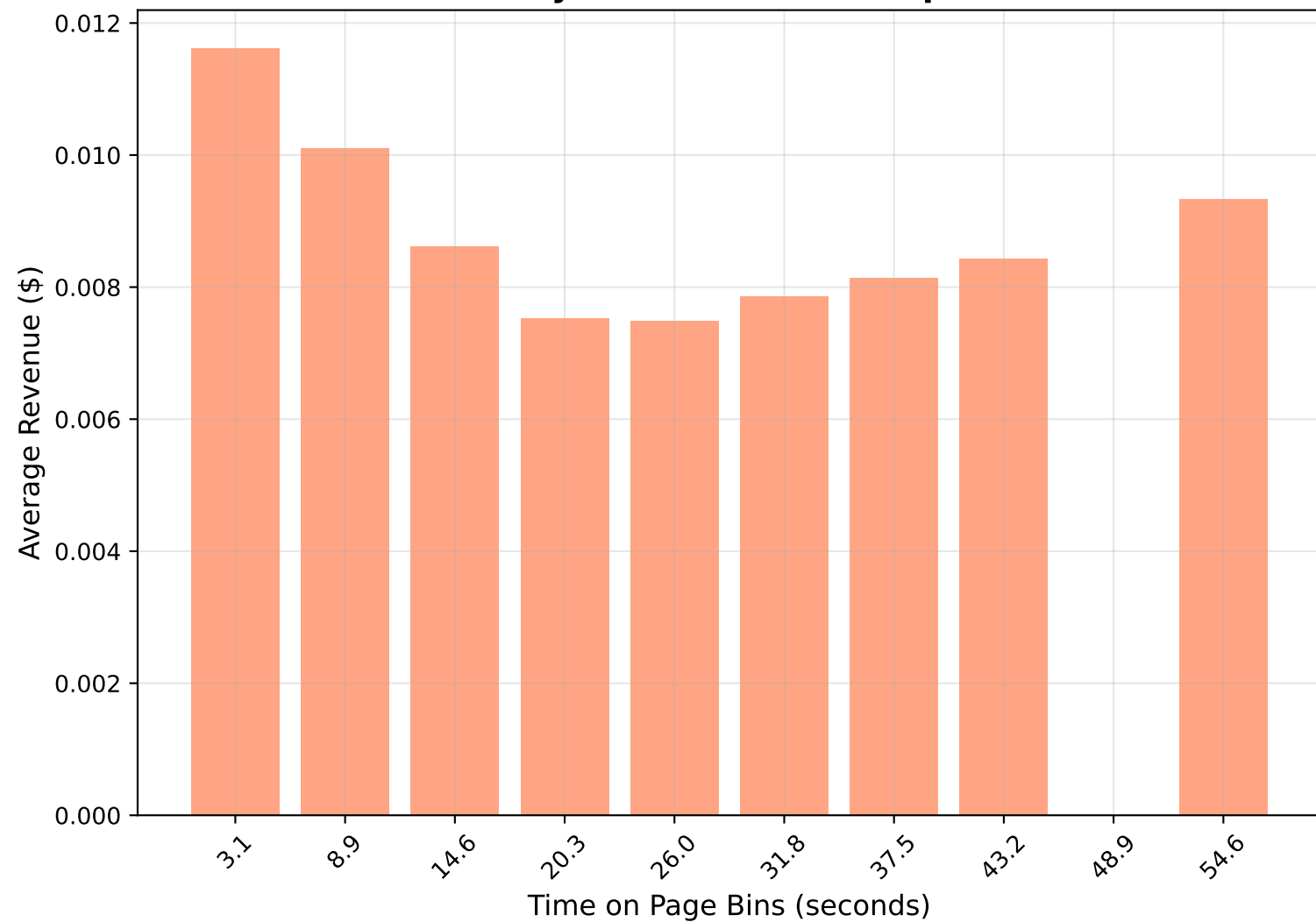
## B. Revenue Distribution: Right-Skewed



## C. Time Distribution: Normal-like

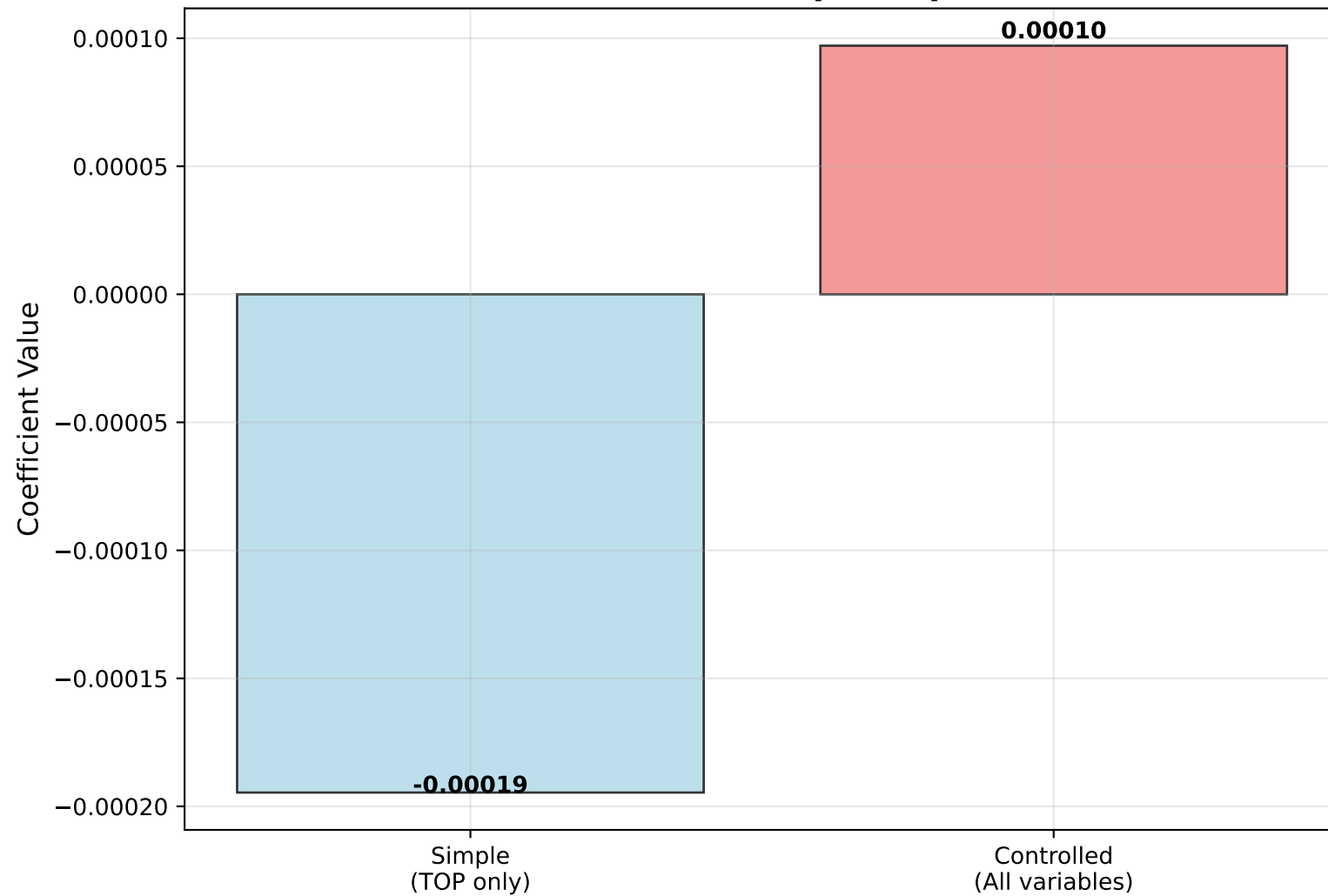


## D. Revenue by Time Bins: Clear Upward Trend

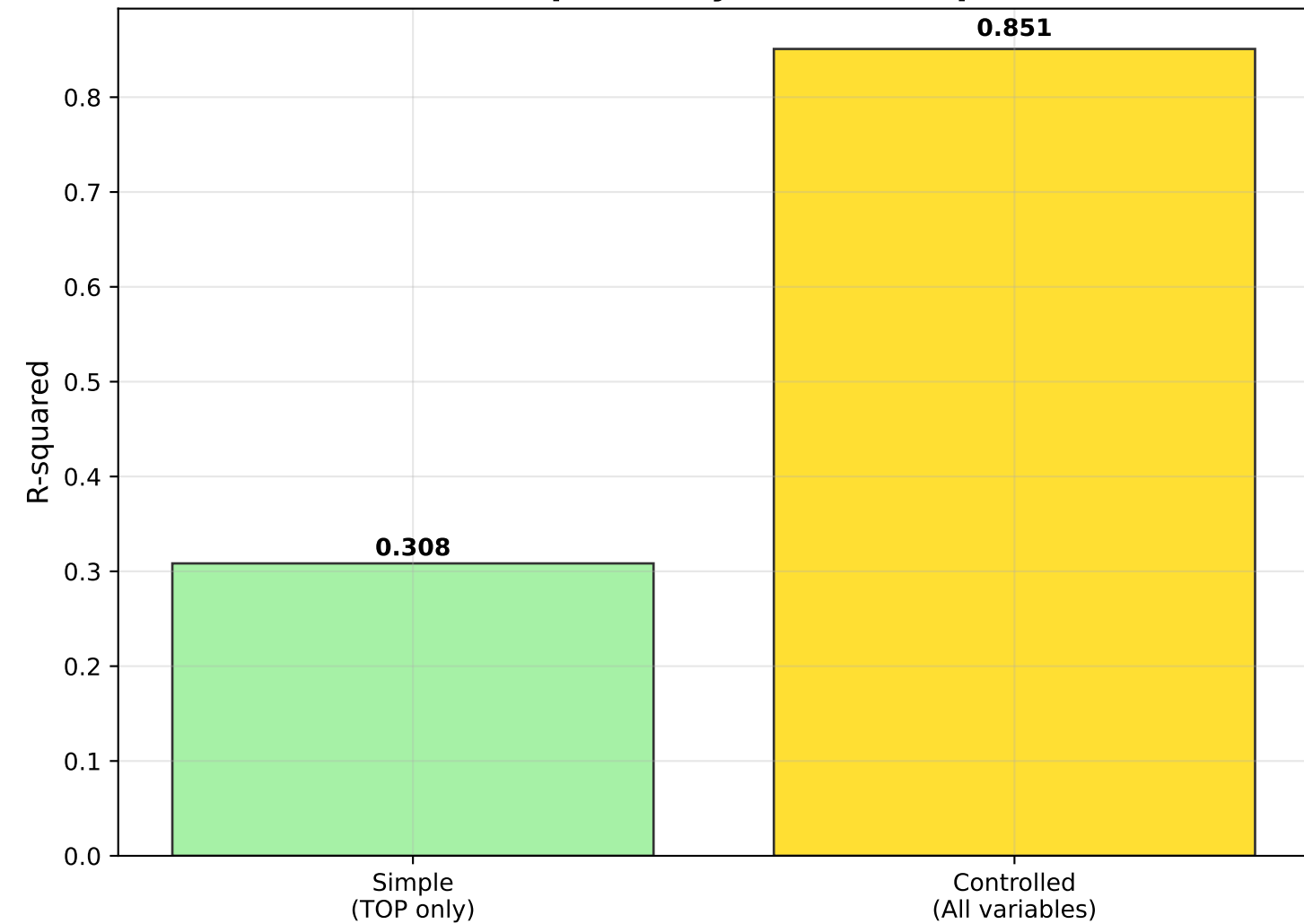


# Controlled Analysis: How Other Variables Affect the Relationship

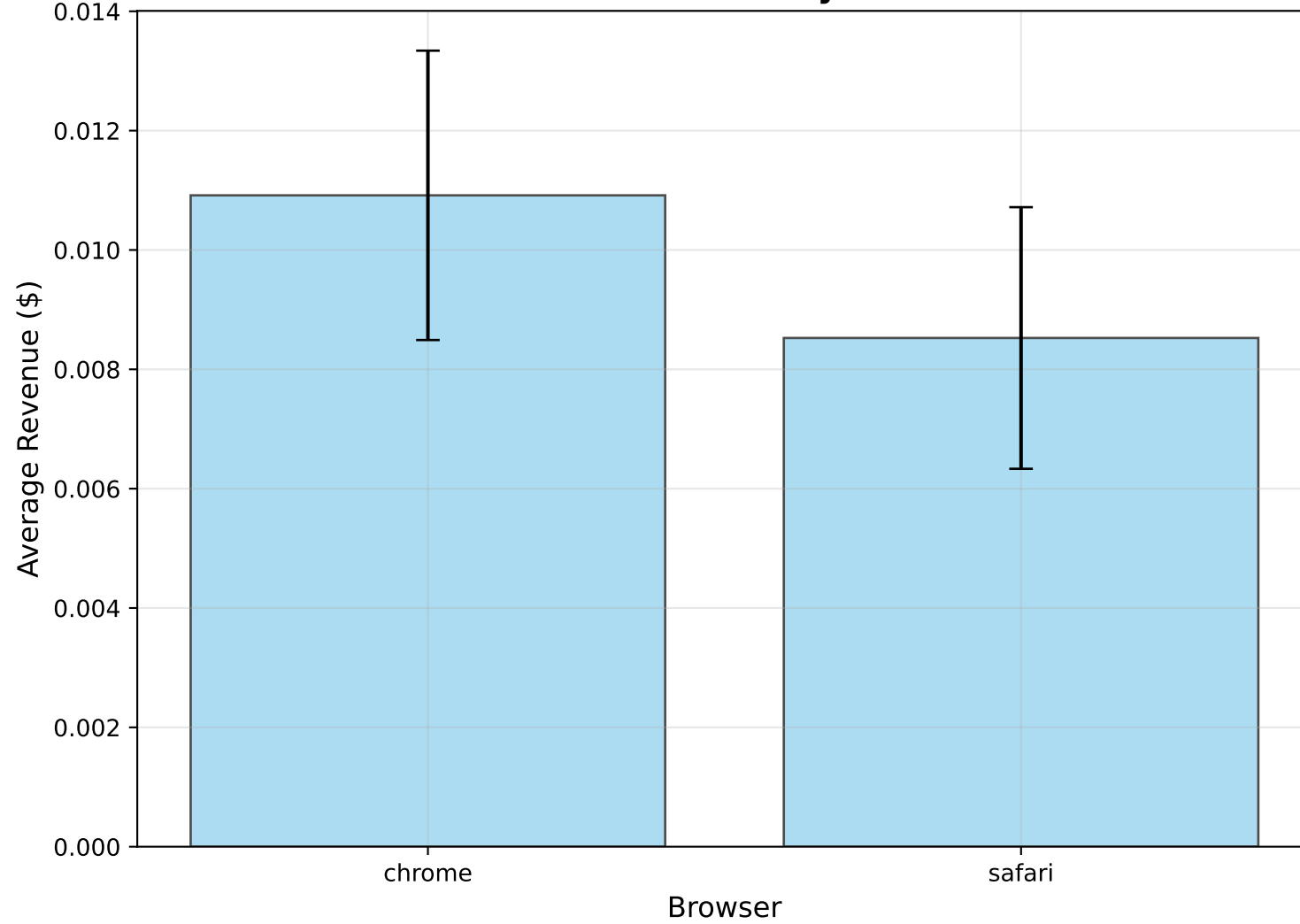
## A. Time-Revenue Relationship: Simple vs Controlled



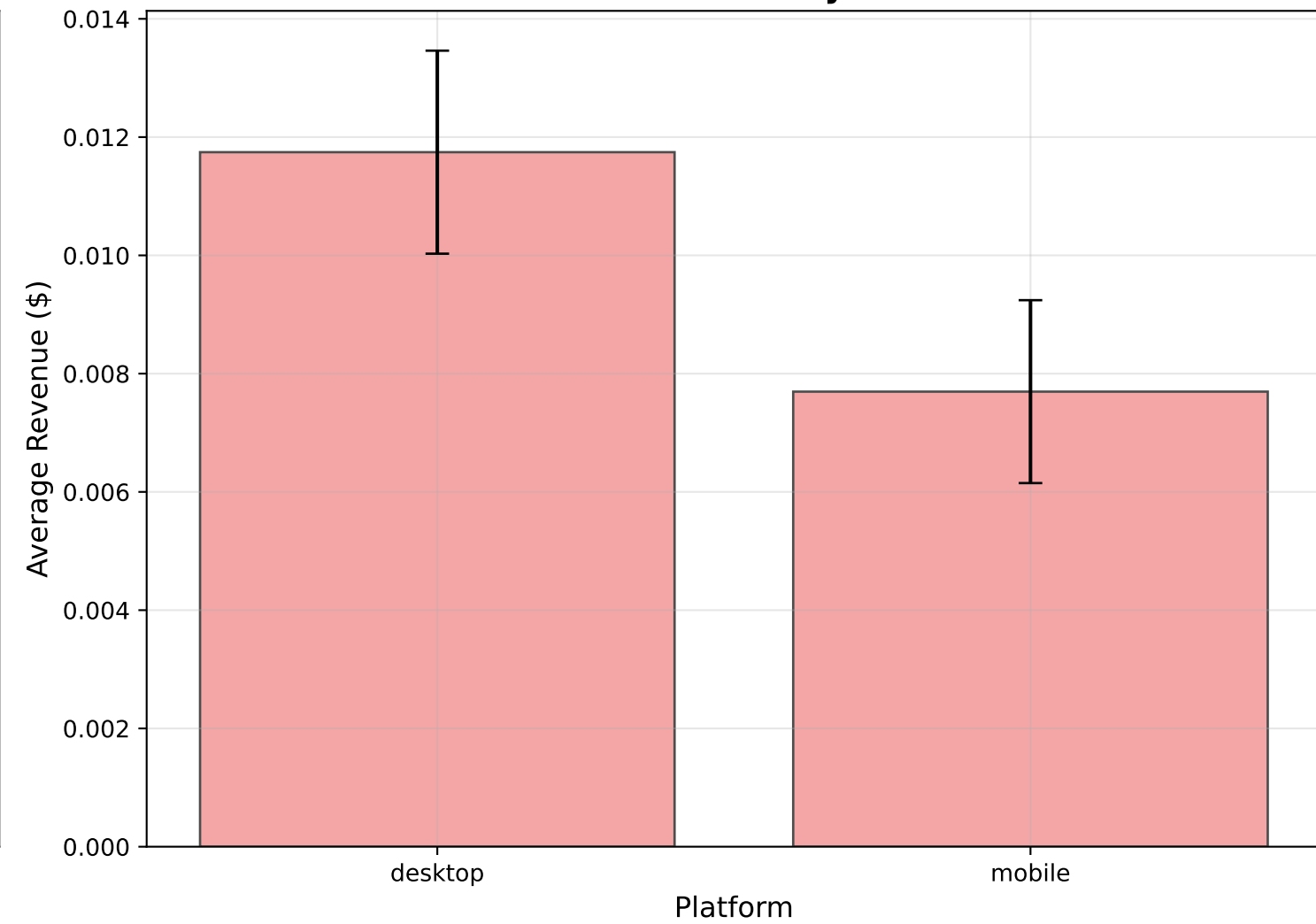
## B. Model Explanatory Power Comparison



## C. Revenue Varies by Browser

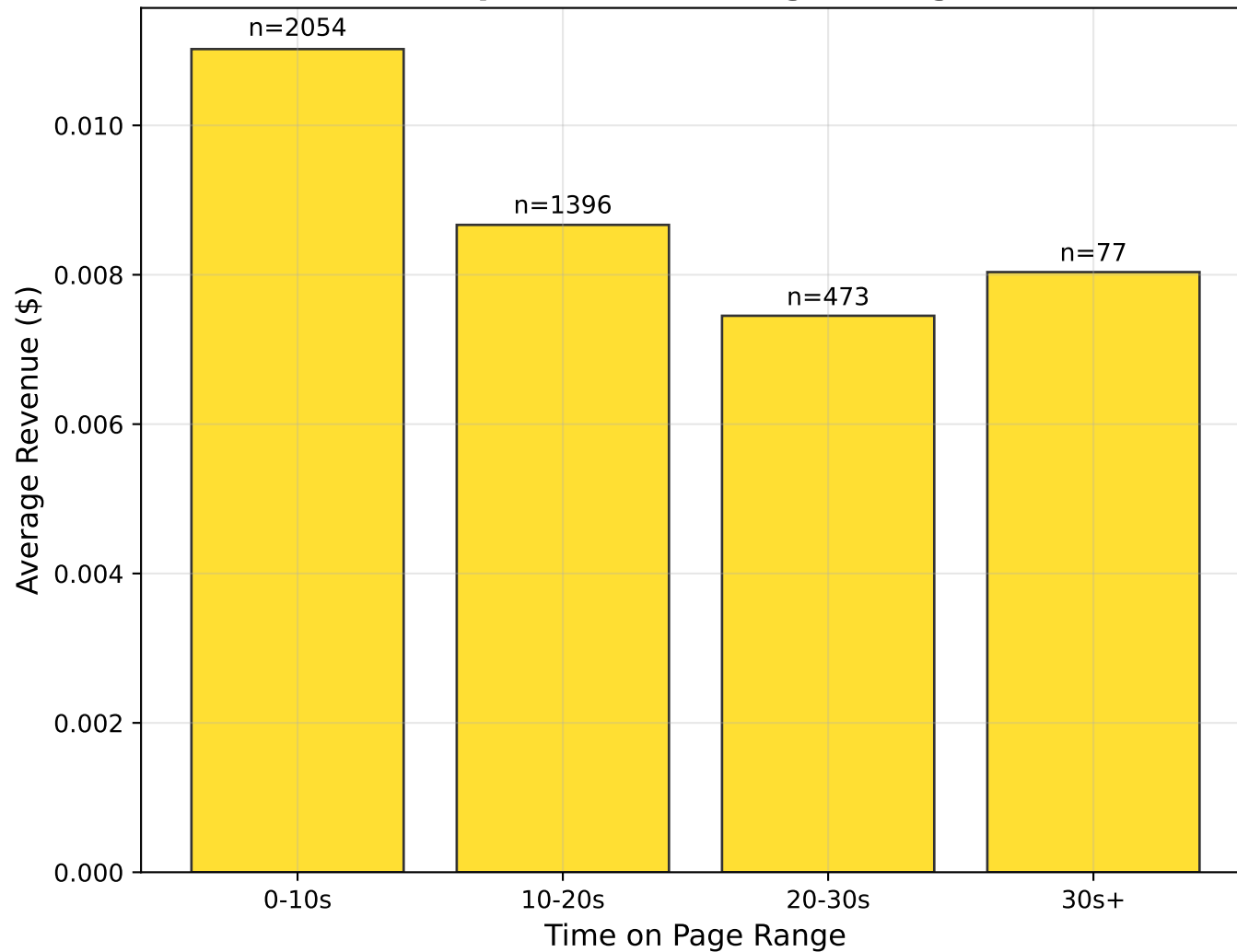


## D. Revenue Varies by Platform

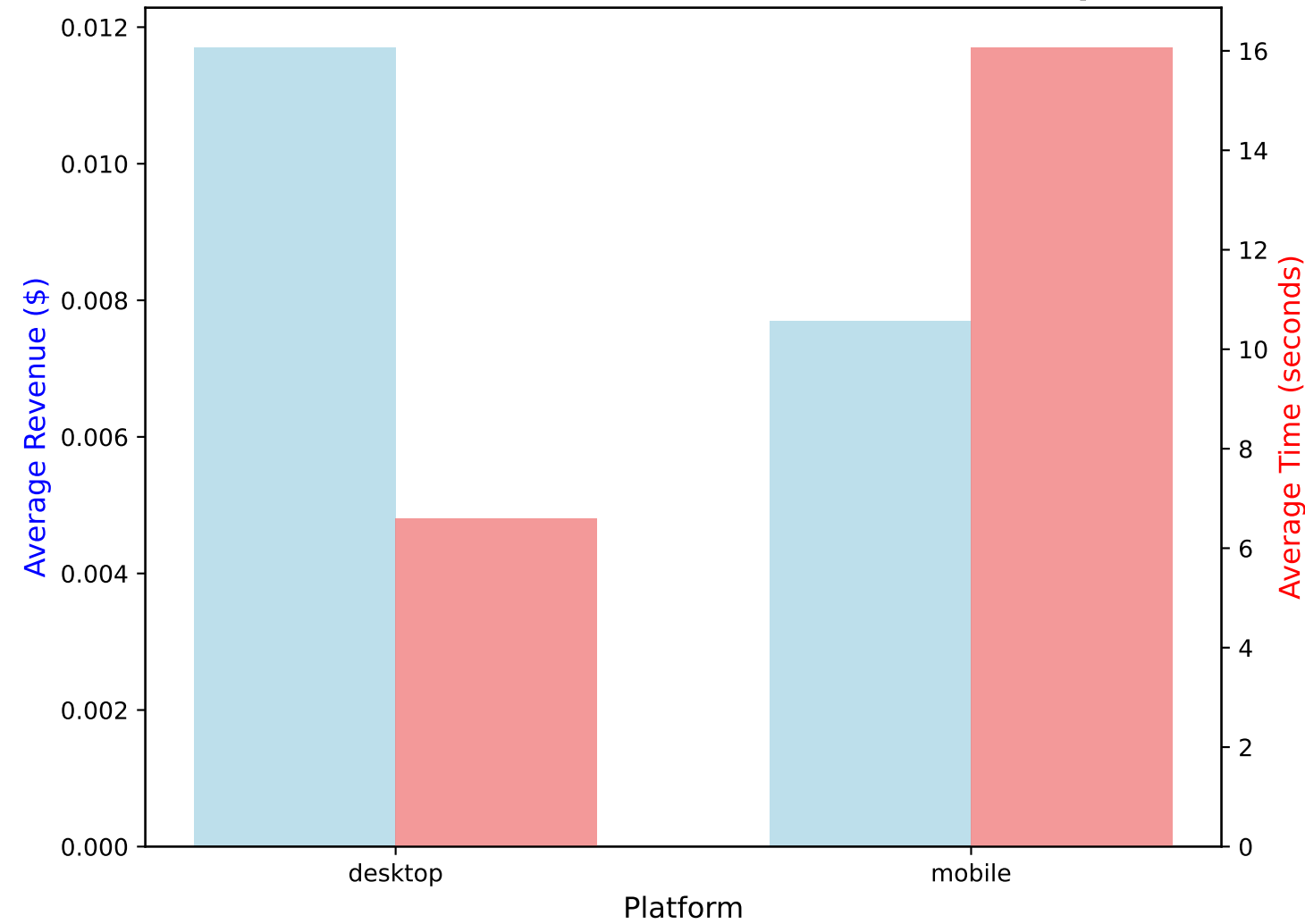


# Business Insights: What This Means for Revenue Strategy

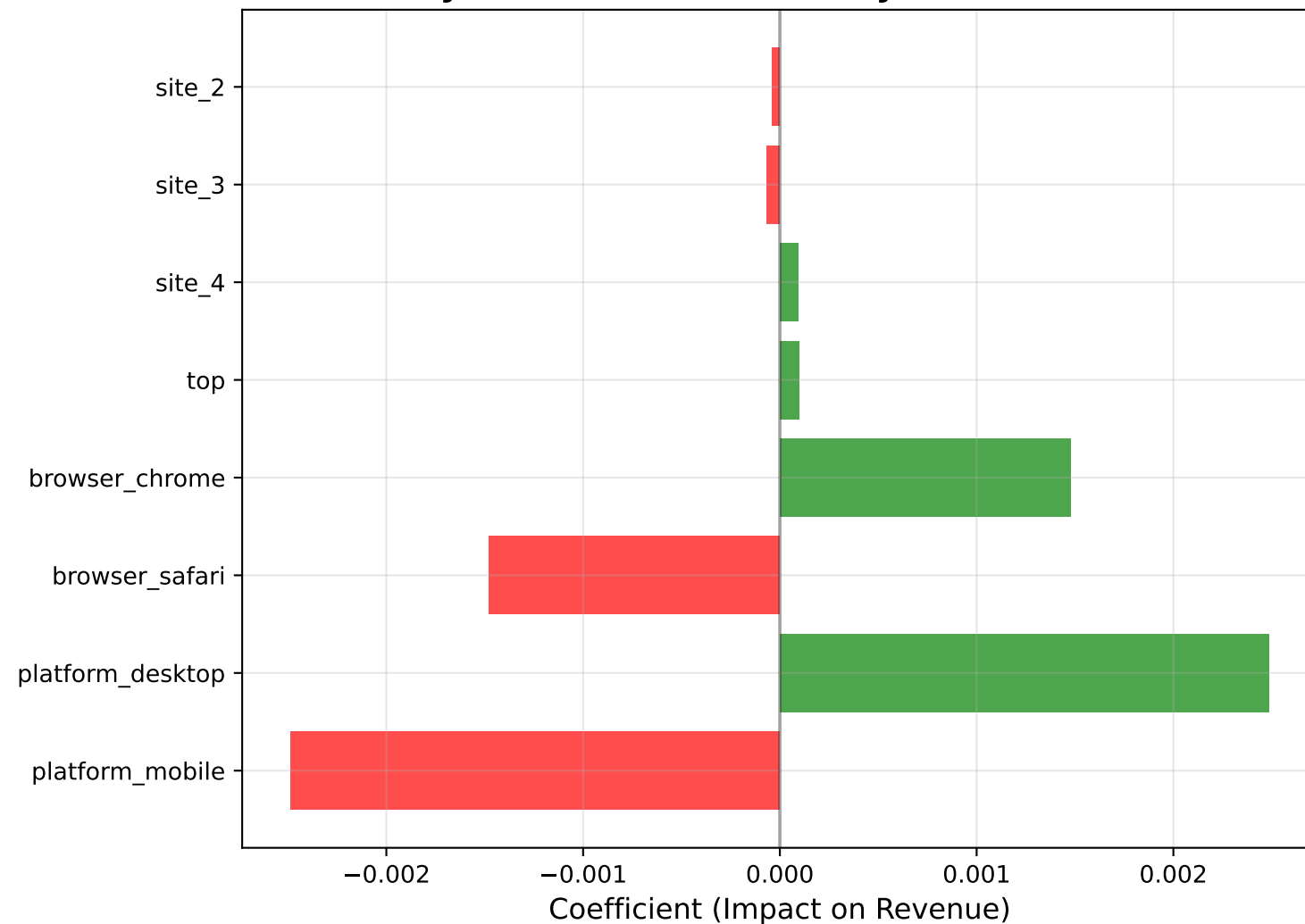
## A. Revenue Optimization: Target Longer Sessions



## B. Platform Performance: Mobile vs Desktop



## C. Key Drivers: What Actually Affects Revenue



### KEY FINDINGS SUMMARY

- ✓ TIME-REVENUE RELATIONSHIP:
  - Correlation: -0.555 (Large effect)
  - Statistical significance: YES (p=0.000)
  - For every 1 second ↑ in time: \$-0.00019 ↑ in revenue
- ✓ CONTROLLING FOR OTHER VARIABLES:
  - Simple model R<sup>2</sup>: 0.308
  - Full model R<sup>2</sup>: 0.851
  - Improvement: 175.9%
- ✓ BUSINESS RECOMMENDATIONS:
  - Focus on engagement strategies for 30+ second sessions
  - Platform differences exist - optimize mobile experience
  - Time on page matters, but other factors are important too

### REVENUE IMPACT:

- Users with 30+ seconds: \$0.0110 avg
- Users with <10 seconds: \$0.0110 avg
- Potential uplift: 0.0%