

# Metrics of successful websites and companies

Danai Avratoglou

January 2017

# Contents

|          |  |           |
|----------|--|-----------|
| <b>1</b> | <b>Introduction</b>                                    | <b>4</b>  |
| <b>2</b> | <b>Data gathering</b>                                  | <b>5</b>  |
| 2.1      | Data Source - Fortune 500 . . . . .                    | 5         |
| 2.2      | Metrics . . . . .                                      | 6         |
| 2.2.1    | Loading time: . . . . .                                | 7         |
| 2.2.2    | Number of links: . . . . .                             | 7         |
| 2.2.3    | Social media: . . . . .                                | 7         |
| 2.2.4    | Number, type and sizes of images: . . . . .            | 7         |
| 2.2.5    | Content: . . . . .                                     | 8         |
| 2.2.6    | HTML Validation: . . . . .                             | 8         |
| 2.3      | Python . . . . .                                       | 8         |
| 2.4      | Scripts . . . . .                                      | 9         |
| 2.4.1    | Companies ranking, names and url . . . . .             | 9         |
| 2.4.2    | URL validation . . . . .                               | 12        |
| 2.4.3    | Download sites html code . . . . .                     | 13        |
| 2.4.4    | Not downloadable pages . . . . .                       | 14        |
| 2.4.5    | Content . . . . .                                      | 15        |
| 2.4.6    | HTML Validation . . . . .                              | 21        |
| 2.4.7    | Social media . . . . .                                 | 23        |
| 2.4.8    | Links - Internal and External . . . . .                | 26        |
| 2.4.9    | Loading time . . . . .                                 | 28        |
| 2.4.10   | Number, type and sizes of images . . . . .             | 29        |
| 2.4.11   | Fortune 500 - Metrics download . . . . .               | 38        |
| 2.4.12   | Merge data-frames and extract final csv file . . . . . | 42        |
| <b>3</b> | <b>Data Analysis</b>                                   | <b>44</b> |
| 3.1      | R and R-Studio . . . . .                               | 44        |
| 3.2      | Analysis . . . . .                                     | 44        |
| 3.2.1    | Data cleansing . . . . .                               | 45        |
| 3.2.2    | Variable analysis and correlation . . . . .            | 46        |
| 3.2.3    | Data manipulation . . . . .                            | 71        |
| 3.2.4    | Regression models . . . . .                            | 74        |
| 3.2.5    | Comparisons and other methods . . . . .                | 84        |
| <b>4</b> | <b>Conclusions</b>                                     | <b>92</b> |
| <b>5</b> | <b>Bibliography</b>                                    | <b>93</b> |
| <b>A</b> | <b>Appendix A: Fortune 500 Companies</b>               | <b>94</b> |
| <b>B</b> | <b>Appendix B: Python Scripts</b>                      | <b>98</b> |

|          |   |           |
|----------|---|-----------|
| <b>C</b> | <b>Appendix C: R Scripts</b>                      | <b>98</b> |
|          | C.0.1 Data cleansing . . . . .                    | 98        |
|          | C.0.2 Variable analysis and correlation . . . . . | 99        |

# 1 Introduction

An on-line presence of a company was not an important factor of the overall success that the enterprise would have until a few years ago. Taking although into account the vast spread of the impact that internet has on consumers regarding their brand choices and their products this hypothesis is not valid any more. Companies are obliged by the trends to be active on-line and to maintain a website that depicts the image they want their consumers to perceive. By creating a more consumer orientated image they lead the users to create a positive idea regarding the company and this could potentially lead to bigger sales. The purpose of this paper is to understand the relationship that exists between the website of a company and its success. As success we will consider the amount of revenues of the company. Trying to comprehend this relationship a comparison will take place between the enterprises that were deemed as the more successful ones from Fortune 500 based on their revenues and a number of website metrics in order to see by performing regression models and statistical analysis which metrics do affect the most or are related the most with a company's success.

## 2 Data gathering

The first step in order to contact this research is to find which companies we are going to examine. Since the purpose of this paper is to see if the website metrics that will be examined are influencing the success of the company it is a good idea to examine websites of some already successful companies and try to find out what they have in common. Thus as it is mentioned in the introduction we will examine the 500 companies that were ranked as the most successful ones from Fortune 500.

### 2.1 Data Source - Fortune 500

The Fortune 500 is an annual list compiled and published by Fortune magazine that ranks 500 of the largest United States corporations by total revenue for their respective fiscal years. The list includes public companies, along with privately held companies for which revenues are publicly available.[1, 2]

For the purposes of this paper we will use this list of companies and we will examine their websites in order to understand if they indeed have something in common or if their success is irrelevant with their on-line presence.

The first thing that we will need is a list of the names that are include in the fortune 500. The easiest way to obtain this list is from the following article: <http://www.zyxware.com/articles/4344/list-of-fortune-500-companies-and-their-websites>. The way that we will obtain the list will be explained further along in this paper.

In the following table one can see the 50 most successful companies that are included in the Fortune 500 during the period this paper is taking place. The rest of the list is available in the Appendix A.A

Table 1: Fortune 500 - 50 first companies

---

|                              |                               |                         |
|------------------------------|-------------------------------|-------------------------|
| 1. Walmart                   | 2. Exxon Mobil                | 3. Apple                |
| 4. Berkshire Hathaway        | 5. McKesson                   | 6. UnitedHealth Group   |
| 7. CVS Health                | 8. General Motors             | 9. Ford Motor           |
| 10. AT&T                     | 11. General Electric          | 12. AmerisourceBergen   |
| 13. Verizon                  | 14. Chevron                   | 15. Costco              |
| 16. Fannie Mae               | 17. Kroger                    | 18. Amazon.com          |
| 19. Walgreens Boots Alliance | 20. HP                        | 21. Cardinal Health     |
| 22. Express Scripts Holding  | 23. J.P. Morgan Chase         | 24. Boeing              |
| 25. Microsoft                | 26. Bank of America Corp.     | 27. Wells Fargo         |
| 28. Home Depot               | 29. Citigroup                 | 30. Phillips 66         |
| 31. IBM                      | 32. Valero Energy             | 33. Anthem              |
| 34. Procter & Gamble         | 35. State Farm Insurance Cos. | 36. Alphabet            |
| 37. Comcast                  | 38. Target                    | 39. Johnson & Johnson   |
| 40. MetLife                  | 41. Archer Daniels Midland    | 42. Marathon Petroleum  |
| 43. Freddie Mac              | 44. PepsiCo                   | 45. United Technologies |
| 46. Aetna                    | 47. Lowe's                    | 48. UPS                 |
| 49. AIG                      | 50. Prudential Financial      |                         |

---

## 2.2 Metrics

Now that we have declared the companies that we are going to use we will also need to decide which metrics are we going to examine for each site. Since we cannot have access to metrics such as traffic we will have to examine metrics that are more related to how the site is structure and what exactly does the initial page of each site includes. Initially we can divide the metrics in two major categories:

- What we see?
- What lays behind of what we see?

In the first category we are referring to metrics that can easily be conceived by the naked eye as well. For example the images that a website is using in its landing page. How many there are and if they are big or small.

The second category is not so obvious and it includes informations that usually is visible only to the web developer or the creator of the page. The information here are being given from the html code of a site. For instance we can see the actual type and size of an image, an information not visible with the naked eye. Now that we have a first understanding of the two main categories that the metrics we will use are divided in, we can see in detail the metrics that will be examined in this paper:

### **2.2.1 Loading time:**

One aspect of a website that is crucial is the time it takes for it to load. Nowadays that the internet speed is going higher and higher most people do not have the patient to wait for a page to load. That is why we think that a metrics that should be definitely included in this research in the loading time of the initial page of a site.

### **2.2.2 Number of links:**

When someone is browsing through the internet in many cases they are not completely sure what exactly they are looking for and that is why in a website it would be wise to have some links that can direct the user to find what he wants. These links can either direct the user in another page of the same site, in which case the link will be characterized as an internal link. Or they can lead the user to another site, where in that case the link is characterized as an external link. For the purpose of this paper since it is not so clear which type of links are more important to a user we will examine both the internal and the external links.

### **2.2.3 Social media:**

Our era is marked by the social media wave that has changed our lifestyle and our daily habits. So it would be considered an overview if we didn't take under consideration the number of social media that the company chooses to participate in. Even though they can also be considered as external links of the website we will examine them separately in order to see if any particular social medium effects the company's revenues.

### **2.2.4 Number, type and sizes of images:**

Since the site is the first thing that a user will see for the company and there is a famous quote that says that "*First impressions counts*" we should also examine how the companies decide to visualize their landing page. In other words to see how many images they include in it and more on that what sizes are those images.

It is completely different to see only one huge image in the landing page of a site with not many words or descriptions than to see many small images with different information. The purpose is to examine if these type of diversities between the examined websites are actually related to how they are doing profit wise.

Moreover a kind of information a little more complicated for a simple user to understand, but plays a very important role in many cases is the type of the image. For example some websites are using specific type of images or banners that are not compatible with all the browsers, leading the user to see some break points in the website and even stop visiting it. That is why we believe is important to review this metric as well.

### **2.2.5 Content:**

They say a picture worth a thousand words but that is not enough in our case. After exploring the number, sizes and type of pictures that a website is using we should also explore the number of words it is using to accompany the images and complete the outcome that a user will come across. The metrics we will use will be two. The first one will be the total words that are being used in the landing page and the other one will be the total unique words that are being used. When we are referring to unique words we mean words that are not so commonly use such as "a" or "and" and they give an air of individuality to the text. By using this metric we would try to see if the words that are being used are just as important as the actual content and if the words can make a difference.

Furthermore we should also take under consideration how comprehending is the text used in the websites for the users. This information can be obtained by calculating the readability index of the website and also the number of sentences that exists in a page (a metric that comes to complete the previous ones).How the readability index is being calculating will be furthered explained in another section.

### **2.2.6 HTML Validation:**

Moreover we will have to check the quality of the html code behind the website we are seeing. Are there any mistakes in the code for example any brackets that opened and never closed or any links that do not work. We will examine again two different metrics here the number of errors and the number of warnings. The warning are parts of the code that even though they work at the time there is a good chance to malfunction if any changes or addition are to be made to the html code.

## **2.3 Python**

After having a first look into the variables/ metrics we will use in order to contact this research we should now see how we are going to obtain all this information.

Since all of this information can be subtract from the html code of a company's website we should use a programming language in order to download the html pages and then to extract the specific metrics we want to examine from them. For the purposes of this paper the programming language that will be used for downloading the metrics from the websites is Python. More specifically the version of Python that will be used is the 2.7 one.

Python is a widely used high-level programming language used for general-purpose programming, created by Guido van Rossum and first released in 1991. An interpreted language, Python has a design philosophy which emphasizes code readability (notably using white space indentation to delimit code blocks rather than curly braces or keywords), and a syntax which allows programmers



to express concepts in fewer lines of code than possible in languages such as C++ or Java.

The language provides constructs intended to enable writing clear programs on both a small and large scale. Furthermore the way that Python allows a user to programming is common to all users which gives this language a leverage as a program build in Python can be easily understood from another user without any difficulty.

The environment that is going to be used is from the Anaconda package which is a free open source distribution of the Python and R programming languages for large-scale data processing, predictive analytics, and scientific computing, that aims to simplify package management and deployment. To be more precise from this package we are going to use the Jupyter Notebook.[4]

## 2.4 Scripts

In order to gather all the needed metrics we had to create a variety of small scripts so as to collect them. In this section we will present in detail the procedure and the actual scripts that were used in order to extract the information that later will help us contact the analysis of the relationship between those metrics and the company's status.

### 2.4.1 Companies ranking, names and url

For starters we need to create a list with the names, the ranking and the URL of the sites that we will later download and extract the necessary info from them. So as it was mentioned in the previous section 2.1 the first step that needs to be done is to download and gather those informations into a data frame<sup>1</sup> so as to be able to use them later on.

The most easy way to obtain those informations is by extracting them from an already existing list. This list in our case was available in the following link: <http://www.zyxware.com/articles/4344/list-of-fortune-500-companies-and-their-websites>.

The way to keep only those three informations as three different variables is by separating from the html code of this page the needed information.

The first step is to create 3 empty lists where we will include the informations we are going to extract. The first list will contain the rank of each site, the second one will contain the name of the company and the 3rd one will contain the actual link of the company's site:

#### *Script 1: Initial lists*

```
list_company_number = []  
list_company_name = []  
list_company_website = []
```

---

<sup>1</sup>a table in Python environment with rows and columns

The second step is to upload some libraries that will help us create this function but also the ones that are going to follow.

*Script 2: Python Libraries*

```
import urllib
import urllib2
import time
import os
from bs4 import BeautifulSoup
import re
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
```

Finally the third step is to create the function that will firstly download the html code of the url at hand, secondly keep only the part of the code that we need to examine and thirdly save this part into the empty lists we created above. This function is called websites and takes as variable to work only the url of the site we need to examine:

*Script 3: Companies ranking, names and url*

```
def websites (url):
    from time import time
    start = time ()
    browser = urllib2.build_opener()
    browser.addheaders = [( 'User-agent', 'Mozilla/5.0 ')]
    response = browser.open(url)
    myHTML = response.read()
    soup = BeautifulSoup(myHTML,"lxml")
    o = 0
    td_list =[]
    for row2 in soup.html.body.findAll( 'td' ):
        td_list.insert(o, row2)
        o = o + 1
    a = 0
    b = 1
    c = 2
    list_numbering = 0
    for i in range (0,500):
        num = str(td_list[a])
        company = str(td_list[b])
        site = str(td_list[c])
        c_num = re.findall( '>(.*?)</td>', num)
        c_num = str(c_num[0])
        c_name = re.findall( '>(.*?)</td>', company)
```

```

c_name = str(c_name[0])
c_site = re.findall('">(.*?)</a>', site)
c_site = str(c_site[0])
list_company_number.insert(list_numbering, c_num)
list_company_name.insert(list_numbering, c_name)
list_company_website.insert(list_numbering, c_site)
a = a + 3
b = b + 3
c = c + 3
list_numbering = list_numbering + 1
end = time ()
duration = round (end - start , 1)
minutes = round (duration /60, 1)
print 'The_lists_are_ready_in_', duration , '_seconds'
print 'The_lists_are_ready_in_', minutes , '_minutes'

```

The steps we followed to create the following function are the following:

#### 2.4.1.1 Step 1

We create a fake browser that we are going to use in order to open the page and downloaded. The reason we do that is that many sites do not allow us to download their page because they are afraid of stealing important information. Since we are not using any private information we use this method to avoid issues while trying to open the html page at hand.

#### 2.4.1.2 Step 2

We open the url and we read it while saving it in the variable "myHTML".

#### 2.4.1.3 Step 3

With the help of the BeautifulSoup library<sup>2</sup> we read the page as a lxml file and then for each row of this file we are looking for the "td" parts of the code where the informations we want are included.

#### 2.4.1.4 Step 4

Since we need the names and the urls of all the 500 sites we created a loop from 0 to 500 where for each i we try to isolate the part of the code that contains the information that we want. Moreover even though it seems that with this loop we calculate 501 numbers since in Python the second bracket is always open we actually count from zero to 499.

---

<sup>2</sup>Beautiful Soup is a Python library for pulling data out of HTML and XML files

#### 2.4.1.5 Step 5

We use reg expressions<sup>3</sup> in order to state precisely what part of the already selected code we want to keep.

#### 2.4.1.6 Step 6

We insert with a specific order the names, the ranking and the url to the corresponding lists and finally we create a text that will appear when the function is completed. Here we have also calculated the time that this function took to be completed and we will appear it as well along with the text.

### 2.4.2 URL validation

Now that we have saved in the three lists the names, the ranking and the URL of the companies that we are going to examine we first have to check whether or not those URL are valid in order to proceed with the download of the html code behind the initial web page of each one of those companies.

We first have to install the validators package in python so as to proceed with the validation of the url. In the command prompt window that opens when you open the Jupyter Notebook you have to write: "pip install validators" and then press enter in order for the package to be installed. This specific package currently supports python versions 2.7, 3.3, 3.4, 3.5 and PyPy.<sup>4</sup> The function that we are going to use from this package is called validators.url. This functions returns True if the url at hand is a valid url or False if it is not.

Below one can see that we created a loop that will run as many time as the length of the list that we created in the previous section.

During this loop we create a string variable where we use the URL that we have saved in the list, one at each time, and we add the "http://" prefix.

Now that we have create the correct way that a url is supposed to be written we will use the function of the validators package and we will create an if function that will check if the answer to a site is different from True and if it is it would add a unit in the variable nv so as to know at the end how many sites did not had valid URL.

Finally we ask from the programme to print the final result so as to know how many URL are not valid. The code that was created for this procedure is the following one:

#### *Script 4: URL Validation*

```
nv = 0
for num in range(len(list_company_website)):
    line = 'http://' + str(list_company_website[num])
    x = validators.url(line)
```

---

<sup>3</sup>A regular expression is a special sequence of characters that helps you match or find other strings or sets of strings, using a specialized syntax held in a pattern.

<sup>4</sup><https://validators.readthedocs.io/en/latest>

```

        if x != True:
            nv = nv +1
    print "The_validation_is_complete!_There_were" , nv,
        "not_valid_pages"

```

In our case all the URL where valid so we are eligible to proceed at the next part of the code.

### 2.4.3 Download sites html code

After checking the validity of the URL that we have saved in the list the next step is to download the actual html code of the initial pages of each one of the 500 websites we want to examine.

As we did in the section 2.4.1 we have to create a fake browser so as the to be able to download the html code without contacting any problems. In our case we created a Mozilla browser.

In order for the url to be opened we must first bring it to the correct form. Initially we create again a loop and for each loop we will examine a specific url. We first replace some symbols on the string that will not be recognized if we try to open the url in this form and then we add the "http://" in the begging of each url.

Before starting downloading we create some rules for some exceptions. For example the sites 71 (Best Bay),119 (Arrow Electronics) and 465 (St. Jude Medical) in ranking create problem when we tried to download them and the code is stop working. So in order to avoid such incidents we created an exception and the python code will not even try to download these sites and in their position in the new list with the html pages that we will create a zero will be saved.The same thing would happen if an exception is thrown in the function if that we are creating. In any other case we will open the site and save this action in the variable response2.

After saving the action we will use the command read and we will save the html code which is essentially a long piece of text and then we will save this "text" in the list.

Finally we will wait for 2 seconds in order for the browser not to be suspicious from the extreme speed that we are going to open the next page. In that way we avoid having any crushing incidents on the code.

After completing this procedure for all the site we will have a list that in each position the html code will be held as a very large text. Except from the sites that were not able to be opened.

The code that was created for this procedure is the following:

#### *Script 5: Download sites HTML*

```

import time
browser2 = urllib2.build_opener()
browser2.addheaders = [( 'User-agent' , 'Mozilla/5.0 ')]
for i in range (0,500):

```

```

k = str(i + 1)
lc = str(list_company_website[i])
lc = lc.replace(" ", "")
lc = lc.replace("[", "")
lc = lc.replace("]", "")
lcn = str(list_company_name[i])
lcn = lcn.replace(" ", "")
lcn = lcn.replace("[", "")
lcn = lcn.replace("]", "")
url2= 'http://' + lc
list500_names.insert(i, lcn)
list500_url.insert(i, lc)
list500_num.insert(i, k)
if i == 118 or i == 464 or i == 70:
    list500_sites.insert(i, 0)
    print ("The_site_" + str(i)
    + "_has_NOT_been_downloaded!")
else:
    try:
        response2=browser2.open(url2)
        print ("The_site_" + str(i)
        + "_has_been_downloaded!")
    except Exception:
        list500_sites.insert(i, 0)
        print ("The_site_" + str(i)
        + "_has_NOT_been_downloaded_from_exception!")
        continue
myHTML2=response2.read()
list500_sites.insert(i, myHTML2)
time.sleep(2)

```

#### 2.4.4 Not downloadable pages

As we explained in the previous section there are some pages that were not able to be downloaded. In order to know which are those pages and more specifically which companies sites will not be available for further exploration we created this part of the code which creates a list with the names of those companies.

In the previous code we used a zero in each position that we weren't able to download the site. Here we will use this information in order to gather in a new list only the parts of the list that did get a zero.

Here we actually created a small function that is called "*not\_downloadables*". In the first part of the code we create the function and in the second part we run the function for our lists. Finally we create a data frame with the results so as to be more easy on the eyes.

The code that was created is the following:

### Script 6: Not downloadable HTML

```
not_d = []
not_d_n = []
num = []
def not_downloadables (list500_names , list500_sites ):
    met = 0
    for i in range(len(list500_names)):
        if list500_sites[i] == 0:
            ct = list500_names[i]
            not_d.insert(met, ct)
            not_d_n.insert(met, str(i))
            num.insert(met, met)
            met = met + 1

not_downloadables (list500_names , list500_sites )

d = { 'company' : pd.Series(not_d , index=[num]) ,
      'number' : pd.Series(not_d_n , index=[num]) }
nd = pd.DataFrame(d)
nd
```

In the following table we can see the sites that were not downloaded:

Table 2: Not downloadable sites

---

|                                 |                              |
|---------------------------------|------------------------------|
| 16. Fannie Mae                  | 63. HCA Holdings             |
| 71. Best Buy                    | 91. Nike                     |
| 98. Tesoro                      | 119. Arrow Electronics       |
| 136. AutoNation                 | 142. Southwest Airlines      |
| 162. Southern                   | 165. American Electric Power |
| 196. Office Depot               | 217. PBF Energy              |
| 229. Consolidated Edison        | 240. Toys R Us               |
| 243. Dominion Resources         | 276. Global Partners         |
| 307. PayPal Holdings            | 327. News Corp.              |
| 364. Williams                   | 415. Tractor Supply          |
| 442. Old Republic International | 465. St. Jude Medical        |

---

#### 2.4.5 Content

Now that we have downloaded the html code we should start extracting some of the variables we are going to use for the analysis in the next chapter.

The first thing we are going to check is how easy it is for a user to read the content of each site. In order to check this performance indicator we will need to gather 4 variables:

1. Number of Words
2. Number of Unique Words
3. Number of Sentences
4. Flesch score

The three first are quite clear. The number of words are the total words that appear in the texts that the user is seeing in a website. The number of unique words are the words that are not very common and can attract the readers attention or even make it harder for him to comprehend the text. The number of sentences is related to those variables as we can understand from this is comparison to the number of total words how big or short is the sentence and as a conclusion how easy or not is the complete text.

Finally regarding the forth variable the flesh score is referring to the Flesh reading ease test score. In the Flesch reading-ease test, higher scores indicate material that is easier to read; lower numbers mark passages that are more difficult to read. The formula for the Flesch reading-ease score (FRES) test is:

$$206.835 - 1.015(\text{totalwords}/\text{totalsentences}) - 84.6(\text{totalsyllables}/\text{totalwords})$$

We will calculate the flesh reading test and the other three aforementioned variables with the help of an on-line checking site called:

"<http://www.webpagefx.com/tools/read-able/>".

This site calculates and return all these results that we need. The way to implement them in a new data frame to our python code is by dividing the html code, behind the page with the results for each site, and keeping only the actual numbers and sizes that we seek.

### ***Script 7: Content***

```
flesch = []
sentence = []
word = []
unique_w = []
empty = []

import time
for num in range(0,500):
    site = list500_sites[num]
    line = list500_url[num]
    url_check = "http://www.webpagefx.com/tools/
    .....read-able/check.php?tab=Test+By+Url&uri=http://" + line
    browser = urllib2.build_opener()
    browser.addheaders = [( 'User-agent ', 'Mozilla/5.0 ')]
```



```

if site == 0 or num == 107:
    print("Site", str(num), "is_not_validated_from_sites")
    flesch.insert(num,"n/a")
    sentence.insert(num,"n/a")
    word.insert(num,"n/a")
    unique_w.insert(num,"n/a")
else:
    try:
        response = browser.open(url_check)
    except Exception:
        flesch.insert(num,"n/a")
        sentence.insert(num,"n/a")
        word.insert(num,"n/a")
        unique_w.insert(num,"n/a")
        print("Site", str(num), "is_not_validated_from_check")
        continue
    html_r = response.read()
    check = str(html_r)
    if check != empty:
        soup = BeautifulSoup(check,"lxml")
        o = 0
        keyf = []
        for row in soup.html.body.findAll('tr'):
            keyf.insert(o,row)
            o = o + 1
        if keyf != empty:
            print("Site", str(num), "is_validated")
            #Flesh measurement
            if keyf[0] != empty:
                readability = str(keyf[0])
                split1 = readability.split('>')
                readability2 = str(split1[4])
                split2 = readability2.split('<')
                readability3 = str(split2[0])
                flesch.insert(num,readability3)
            else:
                flesch.insert(num,"n/a")
                sentence.insert(num,"n/a")
                word.insert(num,"n/a")
                unique_w.insert(num,"n/a")
            #Number of sentences
            if keyf[6] != empty:
                sentences = str(keyf[6])
                spli1 = sentences.split('>')
                sentences2 = str(spli1[4])
                spli2 = sentences2.split('<')

```

```

        sentences3 = str(spli2[0])
        sentence.insert(num, sentences3)
    else:
        flesch.insert(num, "n/a")
        sentence.insert(num, "n/a")
        word.insert(num, "n/a")
        unique_w.insert(num, "n/a")
    #Number of words
    if keyf[7] != empty:
        words = str(keyf[7])
        spl1 = words.split('>')
        words2 = str(spl1[4])
        spl2 = words2.split('<')
        words3 = str(spl2[0])
        word.insert(num, words3)
    else:
        flesch.insert(num, "n/a")
        sentence.insert(num, "n/a")
        word.insert(num, "n/a")
        unique_w.insert(num, "n/a")
    #No. of complex words
    if keyf[7] != empty:
        unique_ws = str(keyf[8])
        spl1 = unique_ws.split('>')
        unique_ws2 = str(spl1[4])
        spl2 = unique_ws2.split('<')
        unique_ws3 = str(spl2[0])
        unique_w.insert(num, unique_ws3)
    else:
        flesch.insert(num, "n/a")
        sentence.insert(num, "n/a")
        word.insert(num, "n/a")
        unique_w.insert(num, "n/a")
    else:
        print(" Site", str(num), " is not validated from check 2")
        flesch.insert(num, "n/a")
        sentence.insert(num, "n/a")
        word.insert(num, "n/a")
        unique_w.insert(num, "n/a")

time.sleep(2)

```

### Step 1

We create four lists where we will save the variables that we are looking for. Then we start a loop for the 500 sites where in each loop we change the value of the 3 main variables the sites that contain the html code the url that contain the url of the company at hand each time and the url check where we save the

part of the web address that remains the same while doing the on line check and we add at the end the url of the site we want to check. Also we open the browser as we have done in previous scripts as well.

### **Step 2**

Then we create an if part where we check that the variable site is not zero and that we will not examine the site 108 (Tech Data) as the code seems to have a problem in that case. In this check we put on the respective sites n/a values so as to be clear that we did not retrieve these info for them.

### **Step 3**

We open the browser link and we check whether or not we drop to any exception in which case we also put n/a values in the respective companies.

### **Step 4**

We read the link and after checking that it is not empty (this we can check by comparing it with an empty list that we have created for this use) we use the Beautiful soup library to extract the part of the code that we need.

### **Step 5**

After taking a look at the html code of the pages we find out that the parts that we need are between the following brackets `<tr>...</tr>` so we will extract each such bracket from the code and save them in a list. By checking the list we found which numbers of the list items we want and we saved them in the variables we have created. Always of course checking first that the specific prices exist or in any other way we again put n/a.

### **Step 6**

Now that we have the for key indicators that we will use later on the analysis we should also create a more easily comprehend variable that is related to the flesh measure variable we just created. The numbers that each site gathered mean different things. So we will try to create a correlation and build a variable called readability that will say in text how easily read or not a site is. The score can be interpreted by the following logic:

- Flesch measure < 30 : Very Confusing
- Flesch measure > 30 : Difficult
- Flesch measure > 50 : Fairly Difficult
- Flesch measure > 60 : Standard
- Flesch measure > 70 : Fairly Easy
- Flesch measure > 80 : Easy
- Flesch measure > 90 : Very Easy

### Step 7

We created a function that creates a new list where the flesh measure variable is being saved as the above descriptions based on the scores each of the site achieved.

### Step 8

Now that we have all the needed informations in lists we should combine them by creating one data frame with the use of the variable company name again in order to have a common key so as to merge all the data frames that we will create in the end.

#### *Script 8: Readability variable*

```
readability = []
def readable (flesch):
    for i in range (len(flesch)):
        f_n = flesch[i]
        if f_n == "n/a":
            readability.insert(i,"n/a")
        else:
            a = int(float(f_n))
            if a > 90:
                readability.insert(i,"Very_easy")
            elif a > 80:
                readability.insert(i,"Easy")
            elif a > 70:
                readability.insert(i,"Fairly_easy")
            elif a > 60:
                readability.insert(i,"Standard")
            elif a > 50:
                readability.insert(i,"Fairly_difficult")
            elif a > 30:
                readability.insert(i,"Difficult")
            else:
                readability.insert(i,"Very_Confusing")
    print "The_function_is_completed!"

readable (flesch)

d1 = {'company' : pd.Series(list500_names , index=[list500_num]),
      'url' : pd.Series(list500_url , index=[list500_num]),
      'Readability' : pd.Series(readability , index=[list500_num]),
      'Flesh_Mesaure' : pd.Series(flesch ,index=[list500_num]),
      'Sentences' : pd.Series(sentence , index=[list500_num]),
      'Words' : pd.Series(word, index=[list500_num]),
      'Unique_words' : pd.Series(unique_w , index=[list500_num])}
```

```
fre = pd.DataFrame(d1)
```

#### 2.4.6 HTML Validation

After downloading and saving in data frames the first batch of metrics that we will need for the analysis that we will do further along we should also check the quality of the html code.

Most pages on the World Wide Web are written in computer languages (such as HTML). One of the advantages of writing in a computer language is that it allows the developer to structure text, add multimedia content, and specify what appearance, or style, the result should have based on his needs.

As every speaking language, so the computer languages do have their own grammar, vocabulary and syntax too. Each document that is written in these computer languages is supposed to follow these rules in order to consider it well structure and written.

However, just as texts in a natural language can include spelling or grammar errors, documents using computer languages may (for various reasons) not be following these rules as well.

The process of verifying whether or not a document actually follows the rules for the language it uses is called validation, and the tool used for that is a validator. A document that passes this process with success is called valid.

With these concepts in mind, we can define "validation" as the process of checking a web document against the grammar (generally a DTD<sup>5</sup>) it claims to be using.

For the purposes of this paper we will use an on-line validator site called W3C<sup>6</sup> which will help as see how many errors and warnings does each site have.

##### Step 1

Initially we create the empty lists in which we will save the variables we will extract that will give as a clear glance on how many errors does each page has, how many warnings, how many pages weren't recognized as documents and how many pages did open during the process.

##### Step 2

The next step is to create a function that will do a similar job as the script we used to extract the previous variables. Initially we locate the part of the url that remains the same when the check is completed and we see the part that does change where the name of the url we want to examine should go. In order for the code to recognize that we save the result in a variable that in the end is a new url that when we open it, it will show as the page of the results for each site in each loop that we are examining.

##### Step 3

---

<sup>5</sup>DTT: Document Type definition

<sup>6</sup><https://validator.w3.org/>

One difference in this script is that now the part of the code that we need is not between `<tr>...</tr>` but between `<div>...</div>` parts of the code. So we follow the same procedure as before and we locate in the list of all the divs that we create with the help of the BeautifulSoup package the parts that gives us the informations we want to keep.

#### Step 4

One other difference is that here after the procedure ends we have counted the actual time we needed to complete this procedure. Then next step is to run the function we created.

#### Step 5

Finally we save the lists that we created in a new data frame where the common column remains the name of the company as it already is in the previous dataframes we have created.

### *Script 9: HTML Validation*

```
num_errors = []
num_info_warnings = []
num_non_doc = []
nm = []
num_open_page = []
empty = ""
```

```
def html_validation (list500_url,list500_names):
    from time import time # I used it to see how much time it does to run the fu
    start = time ()
    for num in range(len(list500_names)):
        line = list500_url[num]
        url_check = "https://validator.w3.org/nu/?doc=https://" + line
        browser = urllib2.build_opener()
        browser.addheaders = [( 'User-agent' , 'Mozilla/5.0 ')]
        response = browser.open(url_check)
        html_check = response.read()
        html_check
        check = str(html_check)
        er = 0
        err = 0
        errr = 0
        e = False
        if check != empty:
            e = True
            soup = BeautifulSoup(check,"lxml")
            o = 0
            keyf = []
```

```

for row in soup.html.body.findAll('div'):
    keyf.insert(o,row)
    o = o + 1
if len(keyf) != 0:
    keyfin = str(keyf[2])
    dol= re.findall('class="error"',keyfin)
    er = er + len(dol)
    doll= re.findall('class="info_warning"',
                    ,keyfin)
    err = err + len(doll)
    dolll= re.findall('class="non-document-error_io"',
                    ,keyfin)
    errr = errr + len(dolll)
num_errors.insert(num,er)
num_info_warnings.insert(num,err)
num_non_doc.insert(num,errr)
nm.insert(num,num)
num_open_page.insert(num,e)
end = time ()
duration = round (end - start , 3)
minutes = round (duration /60, 1)
print 'The_lists_are_ready_in_', minutes, '_minutes'

```

```
html_validation (list500_url ,list500_names)
```

```

d8 = {'company' : pd.Series(list500_names , index=[nm]) ,
      'The_page_opened' : pd.Series(num_open_page , index=[nm])
      , 'number_of_errors' : pd.Series(num_errors , index=[nm]) ,
      'number_of_warnings' : pd.Series(num_info_warnings , index=[nm])
      , 'non-document-error' : pd.Series(num_non_doc , index=[nm])}
html_val = pd.DataFrame(d8)
html_val.head(3)

```

#### 2.4.7 Social media

One other group of variables that we should include in our analysis is the social media that each company choose to use. Since this era is being characterized from the massive use of social media we can't help but wonder if some of them could actually play a crucial role in a business success.

The way we are going to see which social media does a company use is quite simple. We will create a list with the name of each of the six most well known social media with the suffix ".com" and then we will check if the expression appears in the html code of each company. If an expression does exists that means that the specific company does indeed uses this specific social media and

as so it appears a respective link in it's home page so as the user to have the opportunity to subscribe in it.

The procedure we will use is similar to the previous ones. Firstly we create the lists for the social media that we want to examine. More specifically the social media we will search for are the following:

- **Facebook:** a social media that lets you upload images, thoughts, songs and lets you interact with your friends
- **Twitter:** an on-line news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters
- **Pinterest:** an internet photo sharing and publishing service that allows users to "Pin" pictures they like and upload their own recommendations to their "pinboards".
- **YouTube:** a free video sharing website that lets people upload, view, and share videos.
- **Instagram:** an online photo and video sharing social networking service. It allows users to take pictures and videos, apply digital filters to them and share them to their followers.
- **Linkedin:** a social networking website for people in professional jobs. Users can make connections with other people they have worked with, post their work experience and skills, look for jobs, and look for workers.

The next step is to create a function that first creates the lists with the 6 elements we would search on each html code. Then after checking that the html code for each specific site has been downloaded properly (in other words is not equal to zero) we search in a loop for each of the social media at hand if it exists in the html code. If it exists we put True in the respective list. After completing this procedure we export also the time we did to run the function.

Now that we have the function ready we run it and afterwards we again save the results in a new data frame.

#### *Script 10: Social media variables*

```
sm_f = []
sm_t = []
sm_i = []
sm_p = []
sm_y = []
sm_l = []
sm_nm = []
nm = []
sm_url = []
```

```
def socialmedia (list500_sites ,list500_names ,list500_url):
```



```

from time import time
start = time ()
for i in range(len(list500_names)):
    myHTML = list500_sites[i]
    sm = [ 'facebook.com', 'twitter.com',
           'instagram.com', 'pinterest.com',
           'youtube.com', 'linkedin.com' ]
    if myHTML == 0:
        sm_nm.insert(i, list500_names[i])
        nm.insert(i, i)
        sm_url.insert(i, list500_url[i])
        sm_f.insert(i, 'n/a')
        sm_t.insert(i, 'n/a')
        sm_i.insert(i, 'n/a')
        sm_p.insert(i, 'n/a')
        sm_y.insert(i, 'n/a')
        sm_l.insert(i, 'n/a')
    else:
        for index in range(len(sm)):
            x = sm[index]
            social = re.findall(x, myHTML)
            if (len(social) > 0):
                if x == 'facebook.com':
                    answerf = 'TRUE'
                if x == 'twitter.com':
                    answer_t = 'TRUE'
                if x == 'instagram.com':
                    answer_i = 'TRUE'
                if x == 'pinterest.com':
                    answer_p = 'TRUE'
                if x == 'youtube.com':
                    answer_y = 'TRUE'
                if x == 'linkedin.com':
                    answer_l = 'TRUE'
            else:
                if x == 'facebook.com':
                    answerf = 'FALSE'
                if x == 'twitter.com':
                    answer_t = 'FALSE'
                if x == 'instagram.com':
                    answer_i = 'FALSE'
                if x == 'pinterest.com':
                    answer_p = 'FALSE'
                if x == 'youtube.com':
                    answer_y = 'FALSE'
                if x == 'linkedin.com':

```

```

                                answerl = 'FALSE'
                                sm_nm.insert(i,list500_names[i])
                                nm.insert(i,i)
                                sm_url.insert(i,list500_url[i])
                                sm_f.insert(i,answerf)
                                sm_t.insert(i,answert)
                                sm_i.insert(i,answeri)
                                sm_p.insert(i,answerp)
                                sm_y.insert(i,answery)
                                sm_l.insert(i,answerl)
                                end = time ()
                                duration = round (end - start , 3)
                                minutes = round (duration /60, 1)
                                print 'The_lists_are_completed_in_', minutes, '_minutes'
                                print 'The_lists_are_ready_in_', duration, '_seconds'

socialmedia (list500_sites ,list500_names ,list500_url)

d2 = {'company' : pd.Series(sm_nm, index=[nm]) ,
      'facebook' : pd.Series(sm_f, index=[nm]) ,
      'twitter' : pd.Series(sm_t, index=[nm]) ,
      'instagram' : pd.Series(sm_i, index=[nm]) ,
      'pinterest' : pd.Series(sm_p, index=[nm]) ,
      'youtube' : pd.Series(sm_y, index=[nm]) ,
      'linkedin' : pd.Series(sm_l, index=[nm]) ,}
social_media = pd.DataFrame(d2)

```

#### 2.4.8 Links - Internal and External

Next step is to see how many internal, external and finally total links each html code has. The links show in how many other pages does this home page leads to. If the links are external that means as we said before that they lead in a page that is not of this website. While the internal links lead to other pages in the same website.

By extracting this information we want to see if it is important for the user to have the ability to browse in various pages inside the site from the home page and also if it plays any role the use of external links that give the user the opportunity to be transferred in another site that is relative of course with the one he is looking in.

One easy way to spot the links in an html code is the prefix that they all use which is "href". So the first step (after creating the initial lists of course and the loop we do in each script) is to locate how many times does the expression "href" appears in the code. The result of this search will give us the total links of the site.

Next step is to separate somehow the internal and the external ones. An easy way to do that is to find all the "href" references that are followed by "https":

”. By locating specifically those expressions we have located all the external links because unlike the internal links that do not need to be written in this form the external links since they lead to other sites they should always begin with this expression.  
Now that we have the total links and the external links as well we can easily find the internal links with a simple subtraction.:

$$total\ links - external\ links = internal\ links$$

Finally we put the results in the respective lists for each site and we export the time we did to run the script.  
Now that the function is completed we run it and then we create a data frame as we have done in the previous scripts as well.

***Script 11: Links Internal and External variables***

```
l_nm = []
l_ex = []
l_in = []
l_t = []
nm = []
l_url = []

def links (list500_sites ,list500_names ,list500_url):
    from time import time
    start = time ()
    for num in range(len(list500_names)):
        myHTML = list500_sites [num]
        if myHTML == 0:
            l_nm.insert(num,list500_names [num])
            l_ex.insert(num,'n/a')
            l_t.insert(num,'n/a')
            l_in.insert(num,'n/a')
            nm.insert(num,num)
        else:
            href = re.findall('href',myHTML)
            external = re.findall('href="https:',myHTML)
            ex = (len(external))
            alllinks = (len(href))
            internal = (len(href) - len(external))
            l_nm.insert(num,list500_names [num])
            l_ex.insert(num,ex)
            l_t.insert(num,alllinks)
            l_in.insert(num,internal)
            nm.insert(num,num)
    end = time ()
```

```

duration = round (end - start , 3)
minutes = round (duration /60, 1)
print 'The_lists_are_ready_in_', minutes, '_minutes'
print 'The_lists_are_ready_in_', duration, '_seconds'

links (list500_sites ,list500_names ,list500_url)

d3 = { 'company' : pd.Series(l_nm , index=[nm]) ,
        'external' : pd.Series(l_ex , index=[nm]) ,
        'internal' : pd.Series(l_in , index=[nm]) ,
        'total_links' : pd.Series(l_t , index=[nm]) }
sites_links = pd.DataFrame(d3)

```

#### 2.4.9 Loading time

One very important factor as we mentioned before 2.2.1 is the time that the site does to be loaded and with this part of the code we will count exactly that. We have already counted in previous scripts the time they did to be completed. In a similar logic we will count the time it does for the browser create after opening the url to read it.

The procedure is the same, firstly we create the empty list where we will save the time it does to open for each site. Then we create the function and we create the loop for the 500 sites. In case of an exception we put "n/a" in the respective list position or if the site is the number 119(Arrow Electronics) or 465(St. Jude Medical)<sup>7</sup> which create a problem in the code and we continue. In the end of the function we appear a text that lets us know that the process has been completed.

Next step is to run the function and finally create a data frame with the results.

#### *Script 12: Loading time variable*

```

lt_nm = []
lt_time = []
nm = []
lt_url = []

def loadtime (list_company_website ,list500_names ,list500_url):
    from time import time
    browser2 = urllib2.build_opener()
    browser2.addheaders = [( 'User-agent' , 'Mozilla/5.0 ')]
    for num in range(len(list500_names)):
        lc = str(list_company_website[num])
        lc = lc.replace(" ", "")
        lc = lc.replace("[", "")

```

---

<sup>7</sup>or 118/464 in the loop's numbering since it start from zero

```

lc = lc.replace("]",",")
url2 = 'http://' + lc
if num == 118 or num == 464:
    lt_nm.insert(num,list500_names[num])
    lt_time.insert(num,'n/a')
    nm.insert(num,num)
    lt_url.insert(num,list500_url[num])
else:
    try:
        response2 = browser2.open(url2)
    except Exception:
        lt_time.insert(num,'n/a')
        lt_nm.insert(num,list500_names[num])
        nm.insert(num,num)
        print ("The_site_" + str(num)+ "_has_NOT_been_loaded!")
        continue
    start_time = time()
    myHTML2 = response2.read()
    end_time = time()
    response2.close()
    l_t = round(end_time-start_time , 3)
    #in order to be more readable we rounded the time
    loadt = str(l_t)
    lt_nm.insert(num,list500_names[num])
    lt_time.insert(num,loadt)
    nm.insert(num,num)
    lt_url.insert(num,list500_url[num])
    #print ("The site " + str(num) + " has been loaded!")
print "The_function_is_completed!"

loadtime (list_company_website ,list500_names ,list500_url)

d4 = { 'company' : pd.Series(lt_nm , index=[nm]) ,
       'loading_time' : pd.Series(lt_time , index=[nm]) }
loading_time = pd.DataFrame(d4)

```

#### 2.4.10 Number, type and sizes of images

We reach to the final group of variables that we are going to examine regarding the home pages of the websites of the 500 companies that ranked first in Fortune 500. This group has to do with the images of each site. We can divide the informations that we want to extract into 3 major categories:

1. Type of images
2. Number of images

### 3. Different image sizes

#### 2.4.10.1 Type of images

There are many different types of images that can be used in a site. Here we will try to see between the most common types which ones are the most preferable from the sites and later on in the analysis to see if this has any correlation to their success. The type of images that we will examine are the following ones:

- **PNG:** Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression<sup>8</sup>.
- **BMP:** Bitmap (BMP) is a raster graphics image file format used to store bitmap digital images, independently of the display device (such as a graphics adapter), especially on Microsoft Windows and OS operating systems.
- **DIB:** Device-Independent Bitmap (DIB) is a graphics file format used by Windows. DIB files are bitmapped graphics that represent color formats. Similar to BMP format, except they have a different header. DIB files can be opened and edited in most image editing programs.
- **JPEG/JPG/JPE:** The term (JPEG) is an acronym for the Joint Photographic Experts Group, which created the standard method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable trade-off between storage size and image quality. JPEG typically achieves 10:1 compression with little perceptible loss in image quality.
- **GIF:** The Graphics Interchange Format (GIF) is a bitmap image format that supports up to 8 bits per pixel for each image, allowing a single image to reference its own palette of up to 256 different colors chosen from the 24-bit RGB color space. It also supports animations and allows a separate palette of up to 256 colors for each frame. These palette limitations make the GIF format less suitable for reproducing color photographs and other images with continuous color, but it is well-suited for simpler images such as graphics or logos with solid areas of color.
- **TIFF/TIF:** Tagged Image File Format (TIFF or TIF) is a computer file format for storing raster graphics images, popular among graphic artists, the publishing industry and photographers. The TIFF format is widely supported by image-manipulation applications, by publishing and page layout applications, and by scanning, faxing, word processing, optical character recognition and other applications.

---

<sup>8</sup>Lossless compression is a class of data compression algorithms that allows the original data to be perfectly reconstructed from the compressed data

As we can see some of the type of images have more than one ways that can appear so in order to be precise we will examine all nine different endings. The procedure we will follow is the same one. Initially we create the lists we will use then we create the function and the loop for the 500 sites. For each site we check if the html code is not empty and then we search for all the endings that exists in each site and we save in the lists the number of times the ending appeared so as to know how many such images the site has.

#### 2.4.10.2 Number of images

The total number of images is the sum of all the different types of images and the number of each of those in a site. So in order to catch to birds with one stone we create a variable in the same function where in each loop for each different type of image it adds them in this variable so as to have the total images in the end.

In the end of the function we export the time the function did to run again. The next step is to run the function and finally create the data frame with the variables we created.

#### *Script 13: Types and Number of Images variables*

```
p-p = []
p-d = []
p-jpg = []
p-jpeg = []
p-gif = []
p-tif = []
p-tiff = []
p-bmp = []
p-jpe = []
p-nm = []
p-tt = []
nm = []
p-url = []

def images (list500_sites ,list500_names ,list500_url):
    from time import time
    start = time ()
    for num in range(len(list500_names)):
        myHTML = list500_sites[num]
        image = [ '.png', '.dib', '.jpg', '.jpeg',
                  '.bmp', '.jpe', '.gif', '.tif', '.tiff' ]
        totalnumber = 0
        if myHTML == 0:
            p-nm.insert(num,list500_names[num])
            p-p.insert(num,'n/a')
```

```

p_d.insert(num, 'n/a')
p_jpg.insert(num, 'n/a')
p_jpeg.insert(num, 'n/a')
p_gif.insert(num, 'n/a')
p_tif.insert(num, 'n/a')
p_tiff.insert(num, 'n/a')
p_bmp.insert(num, 'n/a')
p_jpe.insert(num, 'n/a')
p_tt.insert(num, 'n/a')
nm.insert(num, num)
p_url.insert(num, list500_url[num])
else:
    for index in range(len(image)):
        x = image[index]
        photo = re.findall(x, myHTML)
        if x == '.png':
            p = str(len(photo))
        if x == '.dib':
            d = str(len(photo))
        if x == '.jpg':
            jpg = str(len(photo))
        if x == '.jpeg':
            jpeg = str(len(photo))
        if x == '.gif':
            gif = str(len(photo))
        if x == '.tif':
            tif = str(len(photo))
        if x == '.tiff':
            tiff = str(len(photo))
        if x == '.bmp':
            bmp = str(len(photo))
        if x == '.jpe':
            jpe = str(len(photo))
        totalnumber = len(photo) + totalnumber
    total = str(totalnumber)
    p_nm.insert(num, list500_names[num])
    p_p.insert(num, p)
    p_d.insert(num, d)
    p_jpg.insert(num, jpg)
    p_jpeg.insert(num, jpeg)
    p_gif.insert(num, gif)
    p_tif.insert(num, tif)
    p_tiff.insert(num, tiff)
    p_bmp.insert(num, bmp)
    p_jpe.insert(num, jpe)
    p_tt.insert(num, total)

```



```

        nm.insert(num,num)
        p_url.insert(num,list500_url[num])
end = time ()
duration = round (end - start , 3)
minutes = round (duration /60, 1)
print 'The_lists_are_ready_in_', minutes, '_minutes'
print 'The_lists_are_ready_in_', duration, '_seconds'

images (list500_sites ,list500_names ,list500_url)

d5 = { 'company' : pd.Series(p_nm, index=[nm]) ,
       '.png' : pd.Series(p_p, index=[nm]) ,
       '.dib' : pd.Series(p_d, index=[nm]) ,
       '.jpg' : pd.Series(p_jpg, index=[nm]) ,
       '.jpeg' : pd.Series(p_jpeg, index=[nm]) ,
       '.bmp' : pd.Series(p_bmp, index=[nm]) ,
       '.jpe' : pd.Series(p_jpe, index=[nm]) ,
       '.gif' : pd.Series(p_gif, index=[nm]) ,
       '.tif' : pd.Series(p_tif, index=[nm]) ,
       '.tiff' : pd.Series(p_tiff, index=[nm]) ,
       'total_images' : pd.Series(p_tt, index=[nm]) }
images_types = pd.DataFrame(d5)

```

#### 2.4.10.3 Different image sizes

Aside from the number of images and the types that are being used another important factor is the size of each image. There is a vast majority of different sizes and it won't be wise to restrict the research to specific sizes so in the following code will find the different sizes that are being used in the companies.

**Step 1:** The first step is to find the different dimensions that each site uses. We initially create the lists that we will use for this first function. In the script there are also comments of what each list represents. Then we create a function that will gather all the different dimensions from all the sites and in another variable all the times each of this dimension appears.

**Step 2:** Next with the help of the library Beautiful soup we read the html code as lxml and we save the result into a new variable. Then we search in this new variable with the help of the same library all the elements that are between the `<img...>/img<` parts of the code.

**Step 3:** Then we try to separate the height and the weight since in some cases there aren't available both the dimensions and in order to be more precise we will keep only the sizes that have both the dimensions available. We do that by counting in the next loop - that we will combine the two dimensions to a form like (300x300)- the length of the smallest list.

**Step 4:** Now that we have the combinations first we check if the list is empty, so as to put zeros in the lists of dimensions and times that they occurred for the specific site and then if it is not zero we create a counter to find how many different combinations we have for this site.

**Step 5:** Then we the help of the split and replace packages we keep only the dimensions names and the times that they occurred for each site in a list.

**Step 6:** Then this list should go to the list with all the sites in the position of the site at hand. In other words we create another list for which each of the list's elements are other lists. Finally we extract the time the function did to run.

**Step 7:** We run the function

*Script 14: Different image sizes per company function*

```
nm = []
s_comp = []
s_dimensions = []
s_times = []
s_tt_dif_dim = []
ht = [] #list of different heights in each case
wt = [] #list of different widths in each case
h_w = [] # combinations of height and width
s_url = []

def find_dif_sizes (list_company_website ,list500_names ,list500_url):
    from time import time
    start = time ()
    for num in range(len(list500_names)):
        nm.insert(num,num)
        s_comp.insert(num,list500_names[num])
        s_url.insert(num,list500_url[num])
        myHTML = list500_sites[num]
        if myHTML == 0:
            s_dimensions.insert(num,0)
            s_times.insert(num,0)
        else:
            soup = BeautifulSoup(myHTML, "lxml")
            s_dimensions_local = []
            s_times_local = []
            hw = 0
            for tag in soup.find_all('img'):
                h = tag.attrs.get('height', None)
                w = tag.attrs.get('width', None)
                if h != None:
```

```

        if w != None:
            ht.insert(hw,h)
            wt.insert(hw,w)
            hw = hw + 1
hw2 = 0
for l in range(len(ht)):
    h_w_c = ht[l] + 'x' + wt[l]
    h_w.insert(hw2,h_w_c)
    hw2 = hw2 + 1
if h_w == []:
    nm.insert(num,num)
    s_comp.insert(num,list500_names[num])
    s_dimensions.insert(num,0)
    s_times.insert(num,0)
if h_w != []:
    hw_unique = Counter(h_w)
    hw_unique2 = str(hw_unique)
    split1 = hw_unique2.split('{')
    a = split1[1]
    split2 = a.split('}')
    b = split2[0]
    split3 = b.split(',')
    finalsplit = []
    fs = []
    z = 0
    m = 1
    j = 0
    z1 = 0
    m1 = 1
    for numb in split3:
        oldstring = numb
        newstring = oldstring.replace(" ", "")
        new = newstring.replace("'", "")
        string = new.replace("_", "")
        finalstring = string.split(':')
        for xx in range(len(finalstring)):
            ax = finalstring[xx]
            if 'x' in ax:
                s_dimensions_local.insert(z1,finalstring[xx])
                z1 = z1 + 1
            else:
                s_times_local.insert(m1,finalstring[xx])
                m1 = m1 + 1
    s_dimensions.insert(num,s_dimensions_local)
    s_times.insert(num,s_times_local)
end = time ()

```

```

duration = round (end - start , 3)
minutes = round (duration /60, 1)
print 'The_lists_are_ready_in_', minutes, '_minutes'
print 'The_lists_are_ready_in_', duration, '_seconds'

```

```

find_dif_sizes (list500_sites ,list500_names ,list500_url)

```

**Step 8:** Next we create a new function which will help us locate only the unique sizes from all the companies. We create the initial lists that we will need and then the loop for the 500 sites. For each site we put the different dimensions in a new variable. Then we check if the elements of this new list have already been added in the list with the unique sizes and if they haven't we add them. In the end we print the results.

**Step 9:** We run this function as well

*Script 15: Unique Image Sizes across all companies function*

```

dif_size = []
un_size = []

def unique_dif_sizes (s_dimensions ,list500_names):
    ds = 0
    for num in range(len(list500_names)):
        asw = s_dimensions[num]
        if asw != 0 :
            for s in range(len(asw)):
                ss = asw[s]
                dif_size.insert(ds,ss)
                ds = ds + 1
    dsu = 0
    for i in dif_size:
        if i not in un_size:
            un_size.insert(dsu,i)
            dsu = dsu + 1
    print(un_size)

```

```

unique_dif_sizes (s_dimensions ,list500_names)

```

**Step 10:** We create a new function where we want to make to variables that will give True or False depending on whether or not a specific company's website has a specific dimension of the ones we gathered in the previous script. Firstly we create the initial lists and then the function and the initial loop for the 500 sites.

**Step 11:** Again in this function we create lists inside of lists since we have lists of different dimensions and lists of different sizes and we must combine

them in one list with the results of True or False first for each site and further more for each dimension. In the end we print the duration of the function.

**Step 12:** We run the function

*Script 16: The unique dimensions per company True or False function*

```
t_f_s = []
ttf = []
nm = []
com = []

def dimensions_per_company (un_size , list500_names):
    from time import time
    start = time ()
    for num in range(len(list500_names)):
        sla = s_dimensions[num]
        where = [] #empty list
        wh = 0
        haveornot = []
        for er in range (len(un_size)):
            if sla != 0 :
                for sizea in sla:
                    if sizea == un_size[er]:
                        where.insert(wh, str(er))
                        wh = wh +1
                        break
                if str(er) in where:
                    haveornot.insert(er, True)
                else:
                    haveornot.insert(er, False)

        t_f_s.insert(num, haveornot)
        ttf.insert(num, t_f_s)
        nm.insert(num, num)
        com.insert(num, list500_names[num])
    end = time ()
    duration = round (end - start , 3)
    minutes = round (duration /60, 1)
    print 'The_lists_are_ready_in_', minutes , '_minutes'
    print 'The_lists_are_ready_in_', duration , '_seconds'

dimensions_per_company (un_size , list500_names)
```

**Step 13:** We create an initial data frame where we will add the sizes later on.

**Step 14:** As we said before we have created a final list that its results is other lists so what we need to do now is to create a function in order to break this variable that we created so as to add it in a proper manner in the data frame we created. Again we calculate the time it does for the function to be completed.

**Step 15:** Run the last function and create the final data frame.

***Script 17: Final data frame***

```
d6 = {'company' : pd.Series(com, index=[nm])}
sizess = pd.DataFrame(d6)

def final_dimensions_dataframe (un_size , t_f_s , list500_names ):
    from time import time
    start = time ()
    for q in range(len(un_size)):
        names = un_size[q]
        var = []
        for num in range(len(list500_names)):
            a = t_f_s[num]
            var.insert(num,a[q])
        sizess[names] = pd.Series(var, index=sizess.index)
    end = time ()
    duration = round (end - start , 3)
    minutes = round (duration /60, 1)
    print 'The_lists_are_ready_in_', minutes , '_minutes'
    print 'The_lists_are_ready_in_', duration , '_seconds'

final_dimensions_dataframe (un_size , t_f_s , list500_names)
```

#### 2.4.11 Fortune 500 - Metrics download

Just in order to have some metrics that will depict the status of the companies we are going to analyse, we will also download some metrics from the fortune 500 sites for each company. In order to achieve that we should open the pages for each one of the sites separately. Since there is a pattern in the way the pages are named it shouldn't be difficult.

Firstly we should create the pattern with which we will download the pages. By running the code we can see that the names of each company are not written exactly as we have saved them. So we do need to alter the names first in order for the next functions to run.

Below we are going to create a new list with alterations in order for the names to match the ones that fortune 500 uses so that we can download the html page.

***Script 18: Names corrections***

```
list_company_name_new = []

for num in range (0,500):
    cn = list_company_name[num]
    cn = cn.replace("_", "-")
    cn = cn.replace("&", "")
    cn = cn.replace(" ", "")
    cn = cn.replace(".", "-")
    cn = cn.replace("amp;", "")
    company = cn.lower()
    list_company_name_new.insert(num,cn)
```

Now that we have the correct names we can download the html code of each one of the fortune 500 companies pages from the fortune 500 site so as to extract the informations we need.

Again here we follow the same steps. Firstly we create an initial list and then a function and a loop for the 500 sites. And for each loop turn we download and save the html code behind the fortune 500 page for the site at hand. Finally we run the function.

### ***Script 19: Fortune 500 - Pages Download***

```
fortune_pages = []

def fortune500 (list_company_name_new):
    from time import time
    start = time ()
    for num3 in range (0,500):
        i = str (num3 +1)
        companyname = list_company_name_new[num3]
        browser = urllib2.build_opener()
        browser.addheaders = [( 'User-agent', 'Mozilla/5.0 ')]
        site_fortune = "http://beta.fortune.com/fortune500/"+companyname+"-"+i
        page_fortune = browser.open(site_fortune)
        html_fortune = page_fortune.read()
        #print("fortune page for company: ", list_company_name_new[num3], i)
        fortune_pages.insert(num3, html_fortune)
    end = time ()
    duration = round (end - start , 3)
    minutes = round (duration /60, 1)
    print 'The_lists_are_ready_in_', minutes, '_minutes'
    print 'The_lists_are_ready_in_', duration, '_seconds'

fortune500 (list_company_name_new)
```

Now that we have saved the html codes we are going to extract some informations that we need from them. In order to do that initially we have to create the variables we will need.

### *Script 20: Fortune 500 - Initial variables*

```
keyf = []
per = []
rev_dol = []
rev_per = []
prof_dol = []
prof_per = []
assets_dol = []
assets_per = []
tse_dol = []
tse_per = []
mar_dol = []
mar_per = []
market = []
nm = []
ln = []
urln = []
empty = []
```

Now that we have the initial variable we are going to create a function in order to extract the specific parts we need. More precisely we are going to download the following informations:

- Revenues in dollars
- Revenues in percentage
- Assets in dollars
- Total Stockholder Equity in dollars
- Market Value in dollars

For each loop we use the library Beautiful soup to find all the parts between `<tbody> ... </tbody>` and we locate in which of the parts do the elements we want to extract lies on.

After locating them we find in this specific part all the parts that are between `<td> ... </td>`. Then we locate in those new parts where each of the information we need is and with the help of the regular expressions<sup>9</sup> we keep only the numbers of each part.

We do that separately for each one of the five variables we want to create and finally we print that the function is completed.

Next we run the function:

### *Script 21: Fortune 500 - Pages Download*

---

<sup>9</sup>A regular expression, regex or regexp is a sequence of characters that define a search pattern. Usually this pattern is then used by string searching algorithms for "find" or "find and replace" operations on strings



```

def fortune_metrics (list_company_name ,list_company_website):
    x = 0
    for n in range (0,500):
        nm.insert(x,x)
        ln.insert(x,list_company_name[n])
        urln.insert(x,list_company_website[n])
        files = fortune_pages[x]
        soup = BeautifulSoup( files ,"lxml")
        o=0
        for row in soup.html.body.findAll( 'tbody' ):
            keyf.insert(o,row)
            o=o+1
            keyfin = keyf[0]
            data = keyfin.findAll( 'td' )
            two = str(data[1]) # revenue
            revdol= re.findall( '>\$(.+?)</td>' ,two)
            if revdol[0] != empty:
                w = revdol[0]
                a = w.replace("[" , " ")
                r = a.replace("]" , " ")
                rev_dol.insert(x,r)
            else:
                rev_dol.insert(x,'not_available')
            tria = str(data[2]) # revenue in percentage
            revper= re.findall( '>(.+?)%</td>' ,tria)
            if revper != empty:
                w = revper[0]
                a = w.replace("[" , " ")
                r1 = a.replace("]" , " ")
                rev_per.insert(x,r1)
            else:
                rev_per.insert(x,'not_available')
            eight = str(data[7]) #assets in dollars
            assetsdol= re.findall( '>\$(.+?)</td>' ,eight)
            if assetsdol != empty:
                w = assetsdol[0]
                a = w.replace("[" , " ")
                ass = a.replace("]" , " ")
                assets_dol.insert(x,ass)
            else:
                assets_dol.insert(x,'not_available')
            ten = str(data[9]) #Total Stockholder Equity
            eleven = str(data[10])
            tsedol= re.findall( '>\$(.+?)</td>' ,eleven)
            if tsedol != empty:
                w = tsedol[0]

```

```

        a = w.replace("[", "")
        ts = a.replace("]", "")
        tse_dol.insert(x, ts)
    else:
        tse_dol.insert(x, 'not_available')
    thirteen = str(data[12]) # market value
    fourteen = str(data[13])
    mardol= re.findall( '>\$(.+?)</td>', fourteen)
    if mardol != empty:
        w = mardol[0]
        a = w.replace("[", "")
        mar = a.replace("]", "")
        mar_dol.insert(x, mar)
    else:
        mar_dol.insert(x, 'not_available')
    x = x + 1
print "The_function_is_complete!"

```

fortune\_metrics (list\_company\_name , list\_company\_website)

Finally we create the data frame with the elements we extracted:

#### ***Script 22: Fortune 500 - Data frame***

```

d9 = { 'company' : pd.Series(ln , index=[nm]) ,
        'Revenues_$' : pd.Series(rev_dol , index=[nm]) ,
        'Revenues_%' : pd.Series(rev_per , index=[nm]) ,
        'Assets_$' : pd.Series(assets_dol , index=[nm]) ,
        'Total_Stockholder_Equity_$' : pd.Series(tse_dol , index=[nm]) ,
        'Market_value_$' : pd.Series(mar_dol , index=[nm]) }
fort500 = pd.DataFrame(d9)

```

#### **2.4.12 Merge data-frames and extract final csv file**

The final step of the code is to create a final data frame which will include all the information gathered and then create a csv file that will be used for the further analysis that will be take place with the use of the program language R. In order to do that we merge the data frames we created by two using the company name as key and then we merge the merged new data frames until we end up with only one data frame that will include all the others.

Finally we create the csv file that we will use in the analysis in R in the next chapter.

#### ***Script 23: Final Data Frame and csv file***

```

result = pd.merge(fort500 , html_val , how='inner' ,
on=[ 'company' , 'company' ])

```

```

result2 = pd.merge(social_media , fre , how='inner' ,
    on=['company' , 'company'])
result3 = pd.merge(sites_links , sizess , how='inner' ,
    on=['company' , 'company'])
result4 = pd.merge(images_types , loading_time , how='inner' ,
    on=['company' , 'company'])
result5 = pd.merge(result , result2 , how='inner' ,
    on=['company' , 'company'])
result6 = pd.merge(result3 , result4 , how='inner' ,
    on=['company' , 'company'])
final = pd.merge(result5 , result6 , how='inner' ,
    on=['company' , 'company'])
final.head(3)

final.to_csv('total_500_new.csv' , sep=';')

```

### 3 Data Analysis

Now that we have gathered all the information needed the next step is to proceed to their analysis. For the purposes of this assignment we will use the programming language R to perform this analysis.

#### 3.1 R and R-Studio

R is a programming language and software environment for statistical computing and graphics supported by the R Foundation for Statistical Computing. The R language is widely used among statisticians and data miners for developing statistical software and data analysis.

Furthermore R is freely available under the GNU General Public License, and pre-compiled binary versions are provided for various operating systems. While R has a command line interface, there are several graphical front-ends available. For the purpose of this paper we will use the R-Studio which is a free and open-source integrated development environment (IDE) for R.

#### 3.2 Analysis

In this chapter we are going to present the steps that we followed to conduct this analysis and we will explain elaborately how we reached to the conclusions. The analysis that we are going to perform will be explained by the following order as it was performed:

1. Data cleansing
2. Variable analysis and correlation
  - (a) Fortune variables correlation
  - (b) Social media analysis and correlation
  - (c) Links analysis and correlations
  - (d) Words analysis and correlation
  - (e) HTML validation variables analysis and correlation
  - (f) Image types analysis and correlation
3. Data manipulation
4. Logistic Regression
  - (a) Training and test set creation
  - (b) Null and Full model creation
  - (c) Lasso Method
  - (d) Both Method
  - (e) Predictions and comparison of models

## 5. Comparisons and other methods

- (a) Correlation testing
- (b) Clustering testing
- (c) Final testing
- (d) Final model

### 3.2.1 Data cleansing

Before we will be able to begin the analysis we should first check the data that we have gathered.

The first step is to upload in the R environment the csv file we have created and see how many variables and observations we have.

Table 3: Data

| Observations | Variables |
|--------------|-----------|
| 500          | 730       |

The data have 500 observations as it was expected since we will examine 500 companies and 730 variables. The variables are far too many so in the next sections we should find a way to remove some of them that will not be useful in our research.

Another change that we have to make is to change the decimal point in the variables we gathered from the Fortune 500 site in order to be read correctly from R.

The next thing we should do is to make all the variables numeric in order to be more easy to compare them. The only variable that we keep as factor is the Readability one since we made it on purpose like that so as to have a clear view of what the flesch test results really mean.

Moreover we should omit all the variables and observations that contain nas from this analysis so as for the results to have a point.

The next step is to rename some variables in order to have a better and clearer understanding of what they represent. For example a variable named X that was added when we extracted the csv from Python represents the actual ranking of each company, an information that will prove to be very useful later on. So it will be a good idea to rename this variable to Ranking.

Some of the variables while they were important during the python scripts they do not actually play any important role in this analysis and we should remove them from the data that we are going to analyse. For example the company's url was an important variable while we ran the python scripts but since there are unique for each site they cannot give us any useful information for the analysis we want to perform.

Another important step before going on with the analysis is to upload the libraries that we are going to use further along. More specifically we will upload the following libraries for starters:

- **ggplot2**: The ggplot2 package, created by Hadley Wickham, offers a powerful graphics language for creating elegant and complex plots.
- **reshape2**: The reshape2 is an R package written by Hadley Wickham that makes it easy to transform data between wide and long formats.
- **DAAG**: This package is called Data Analysis and Graphics Data and Functions and it consists of data sets and functions.

Finally we see how many observations and variables we have now.

Table 4: Data after cleansing

| Observations | Variables |
|--------------|-----------|
| 408          | 708       |

The script we used to perform all the above steps could be found in the Appendix.C.0.1

### 3.2.2 Variable analysis and correlation

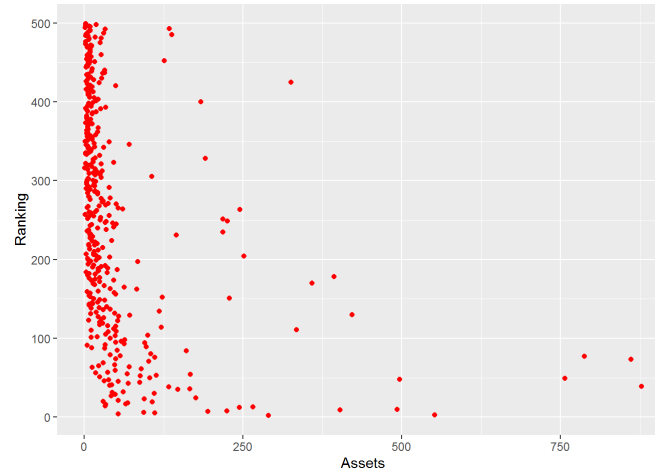
Now that the variables are cleansed we can perform the first step of the analysis which is the analysis of the variables so as to have a first look of how they are distributed and how they are correlated to each other. In order to proceed with this analysis we have to separate the variables into same groups as we did when we downloaded them and examine them together to see if some of those prices are correlated.

#### 3.2.2.1 Fortune variables correlation

The first step is to determine the variable with which we will compare all the other ones. Obviously this variable will be one of the metrics we downloaded from the fortune 500 site so as to have an actual variable that shows the status of the company and compare the rest of the variables with it.

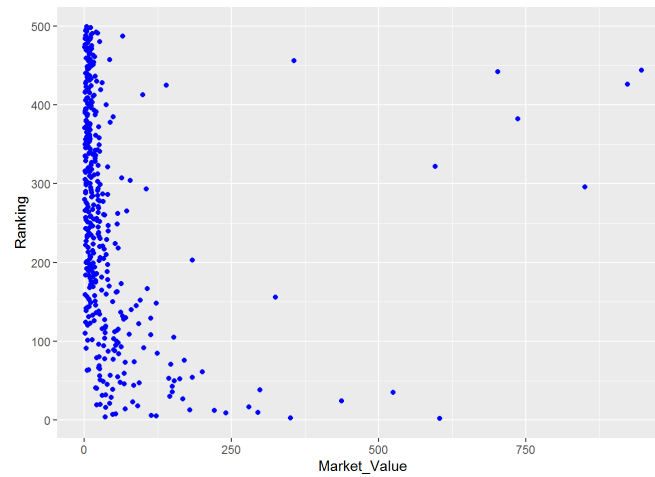
In order to see which variable we will use as the comparison metric we should check which of them is better correlated with the Ranking of the companies. Since the Fortune 500 magazine is ranking the sites based on the revenues we expect to see that this variable will be the most correlated with the Ranking. In the following diagrams we can see the correlation of the Ranking with each one of the Fortune 500 variables and finally with all of them:

Table 5: Assets vs Ranking



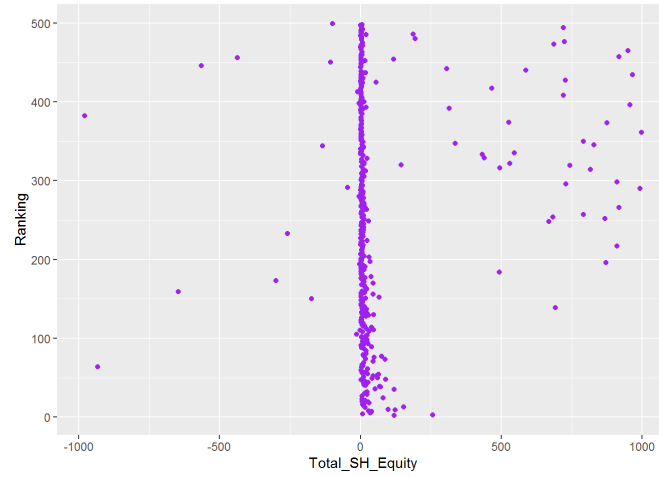
*We can see that there is no specific pattern that goes along with the Ranking here. Most companies have Assets until 100 million dollars.*

Table 6: Market Value vs Ranking



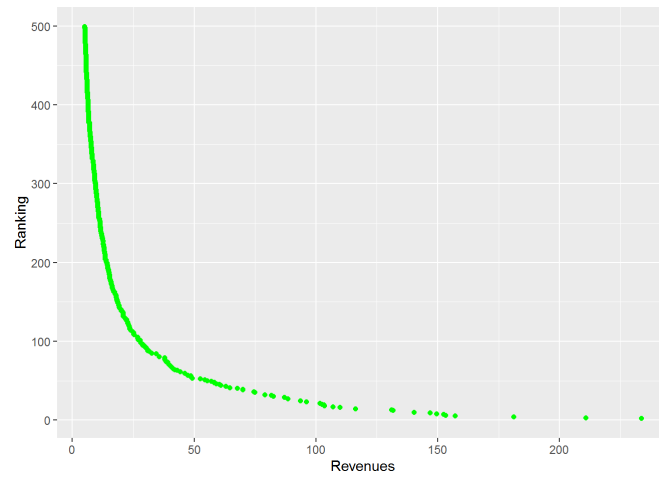
*Market value even though in the most high ranking (the lowest prices of ranking) shows a small differentiation and is bigger that in the lowest ranking still there is not a clear pattern.*

Table 7: Total Stockholder Equity vs Ranking



*Most company total stockholder equity is until 50 million dollars but it does not change based on the Ranking.*

Table 8: Revenues vs Ranking



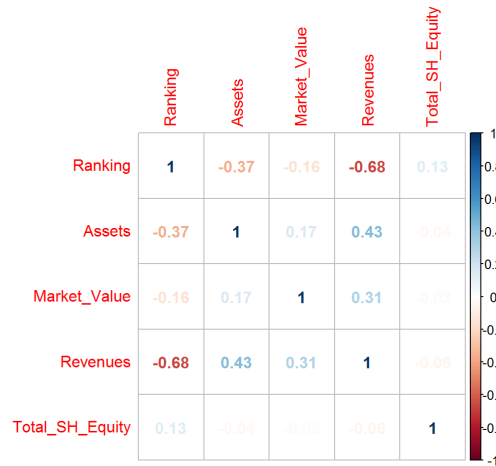
*As it was expected the smaller the Ranking (closer to top1 the bigger the Revenues. We can see a linear correlation between the two variables*

Based on the above diagrams we can conclude that the variable that we will use in order to see the influence of the websites variables in the company is



the Revenues. As it is clear from the last diagram the Revenues have a linear correlation with the Ranking. The better the ranking the highest the Revenues so it is the ideal variable to see the actual success of each company in relation to the variables we have created. We can double check those finding with the help of the libraries corplot and caret. We run a correlation plot with all the variables we have seen above:

Table 9: Fortune variables correlation plot



*From the chart we see that the strongest negative correlation is between Ranking and Revenues as we already have seen.*

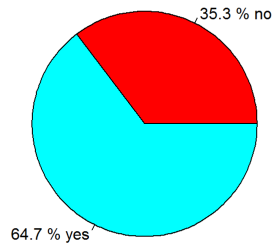
Moreover the code that was used to create these diagrams is available in the Appendix.C.0.2.1

### 3.2.2.2 Social media analysis and correlation

Now that we have reach to the conclusion that the metric we will use from the Fortune 500 is the Revenues we will proceed with analysing the social media variables to see how they are distributed and then to see how they are correlated with the chosen variable.

Table 10: Facebook

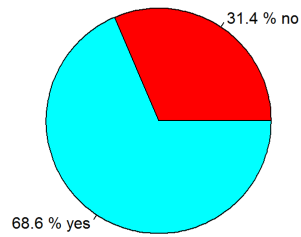
Share of companies with Facebook



*Almost the 65 percent of the companies that we are examining have Facebook links on their home page.*

Table 11: Twitter

Share of companies with Twitter



*Almost the 67 percent of the companies that we are examining have Twitter links on their home page.*

Table 12: Instagram

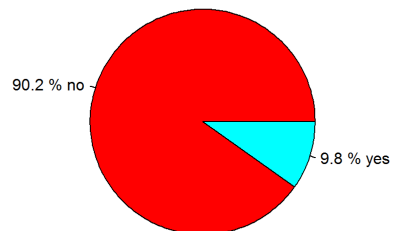
**Share of companies with Instagram**



*Only the 22 percent of the companies that we are examining have instagram links on their home page.*

Table 13: Pinterest

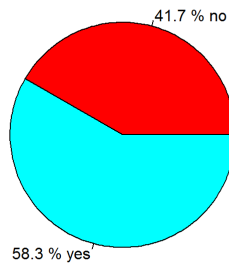
**Share of companies with Pinterest**



*Only a small 10 percent of the companies that we are examining have pinterest links on their home page.*

Table 14: YouTube

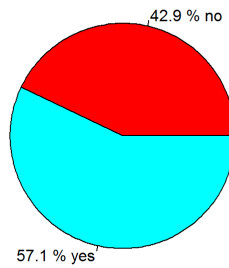
Share of companies with Youtube



*The 58 percent of the companies that we are examining have YouTube links on their home page.*

Table 15: LinkedIn

Share of companies with LinkedIn

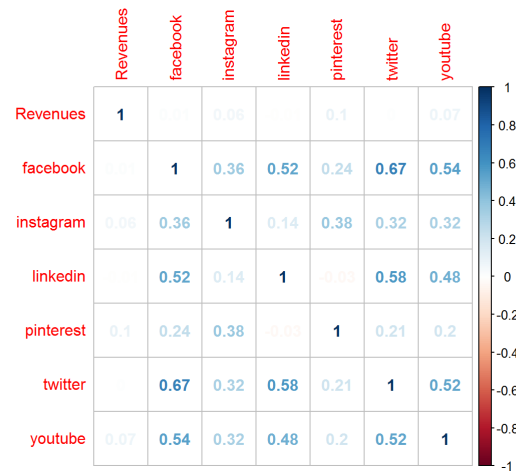


*The 57 percent of the companies that we are examining have YouTube links on their home page.*

From the above pie charts we can conclude that the most frequently used social media is Facebook and Twitter and the least used ones is Instagram and

Pinterest. The first conclusion can be easily confirmed since those two first social media are the most widely known. Nevertheless instagram is being used from a great majority of people and many companies use it for campaigns. The next step is to create a correlation chart with all the social media and the Ranking variable so as to see their relation:

Table 16: Social media correlation



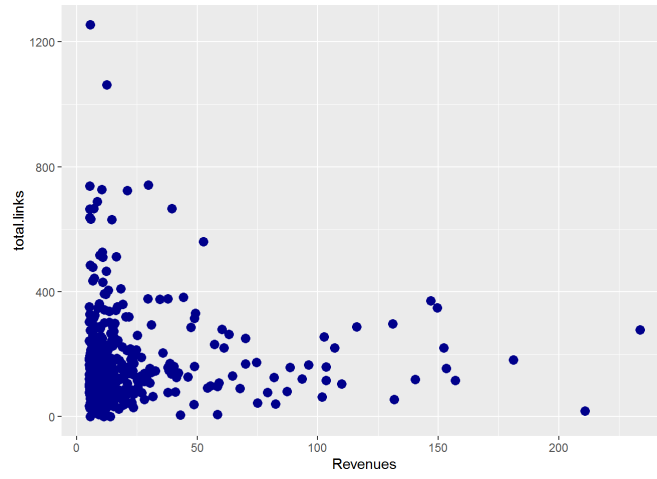
*Facebook has correlation more than 50 percent with twitter, youtube and linkedin and that the smallest correlations are those of pinterest and instagram.*

The same conclusions can derive from the correlation plot as well. The code we used to create those charts is available in the Appendix.C.0.2.2

### 3.2.2.3 Links analysis and correlations

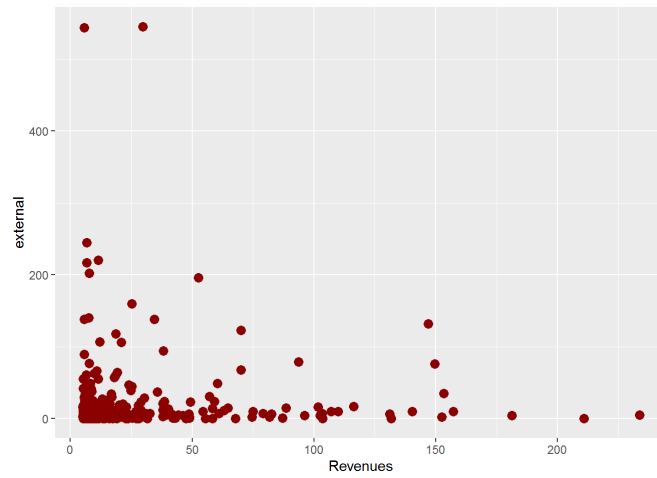
Next step is to analyse the distribution of the internal, external and total links and of course their correlation with each other and with the Revenues. We begin with the distribution of the variables in correlation with the Revenue variable:

Table 17: Total Links



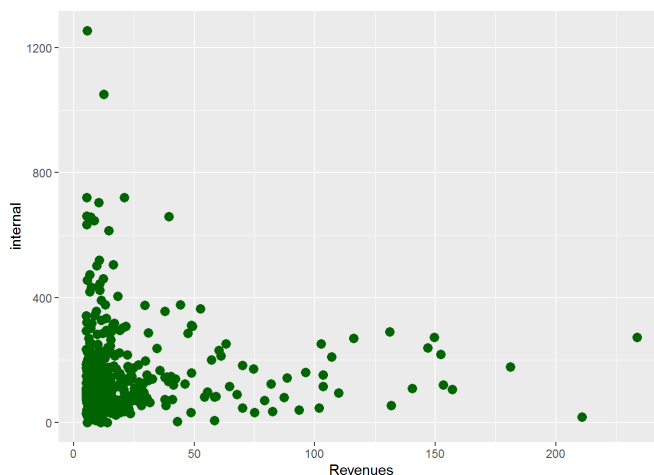
*We can see that as the Revenues increase the total links are steadily going under 400.*

Table 18: External links



*Again as in the previous table as the Revenues increase the external links tend to go very low.*

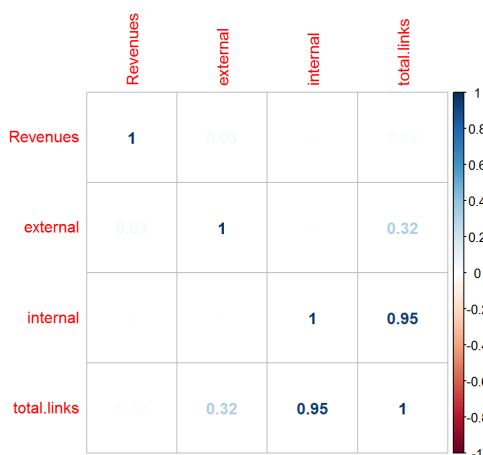
Table 19: Internal links



*The internal links have a very similar distribution to the total links which is logical since the one is a subset of the other.*

Now that we have the first glimpse of the variables and we understand that when the Revenues are increasing the number of the link is under some specific margins we can create also the correlation table to see if we can extract any other useful information:

Table 20: Links correlation table



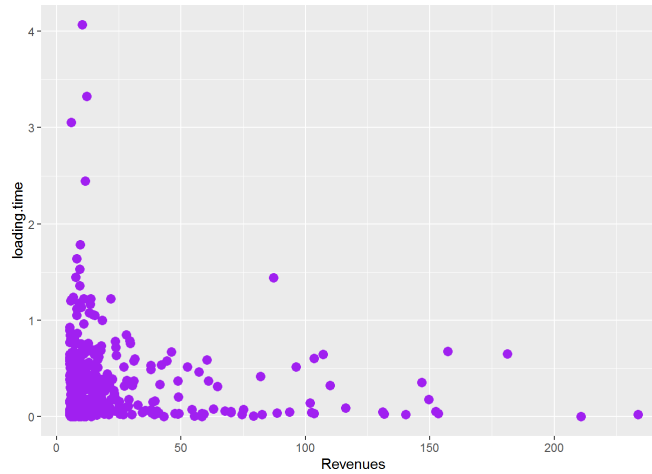
*The internal links are extremely correlated with the total links.*

From the correlation table we can see that the observation we made based on the previous charts, that the internal links distribution in relation to the Revenues is very similar to the one of the total links, can also be supported from this table where the correlation between the 2 variables is 95%. This information might come handy later on when we are going to create regression models. The code for this section is available in the Appendix.C.0.2.3

#### 3.2.2.4 Loading time analysis and correlation

The loading time of the sites is a very important key performance indicator usually in website performance so it is very interesting to see if it has any strong correlation with the Revenues of these very successful companies that we are examining.:

Table 21: Loading time



*Low loading time in the sites with the most Revenues.*

From the table above we can see that the loading time in relation to the Revenues has a small correlation. The companies that have the highest Revenues have also a very small loading time. Moreover we can see that the companies that have more than 100 million Revenues have loading times under 1 second. This observation shows that maybe the loading time is in fact a very important factor regarding the success of a website and moreover of a company overall success. The code for this table is available in the Appendix.C.0.2.4

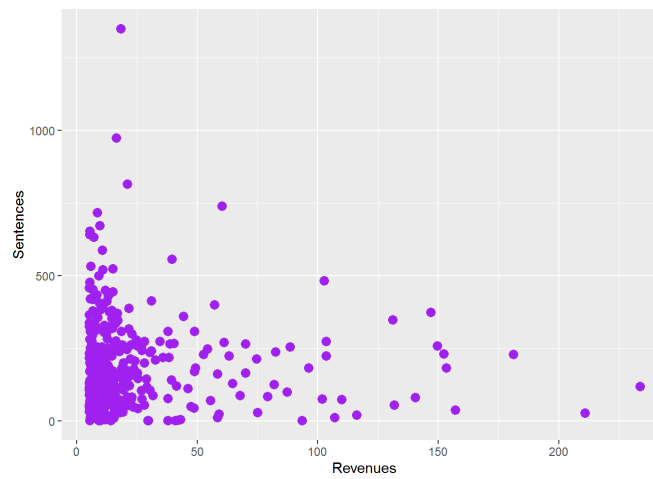
#### 3.2.2.5 Content analysis and correlation

The next step is to analyse the distribution of the variables that are related to the content and the text of the websites in relation to the Revenues of the



companies at hand. As we explained in the Python chapter2.2.5 we gathered 3 variables that are related to the grammatical overview of the text that is being used in the sites - which are the numbers of words, the number of unique words and the number of sentences - and 2 variables that are trying to explain if the content of this text is comprehensible from the majority of the users or not. Following below we have the charts with the distribution of those variables prices across the sites under examination and their relation to the Revenues.

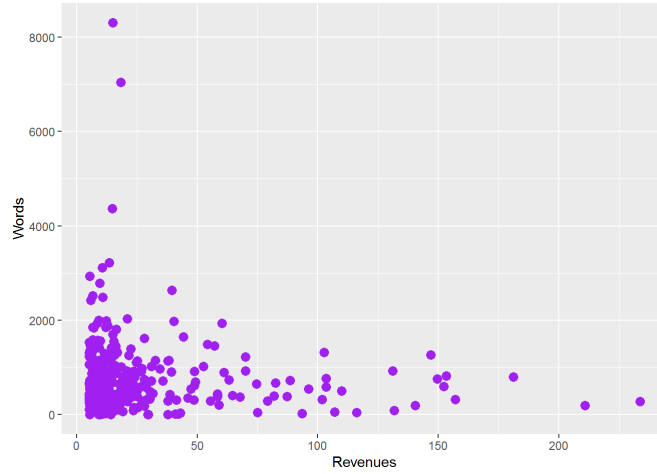
Table 22: Number of Sentences vs Revenues



*In high Revenues the number of sentences is smaller that 500.*

From the table we can see that most sites have less than 500 sentences in their home page. Moreover while the Revenues price is going up the number of sentences seems to getting lower. For the sites that have more than 100 million dollars in Revenues the number of sentences drops under 250. Half the number of sentences that we can see in sites with lower Revenues.

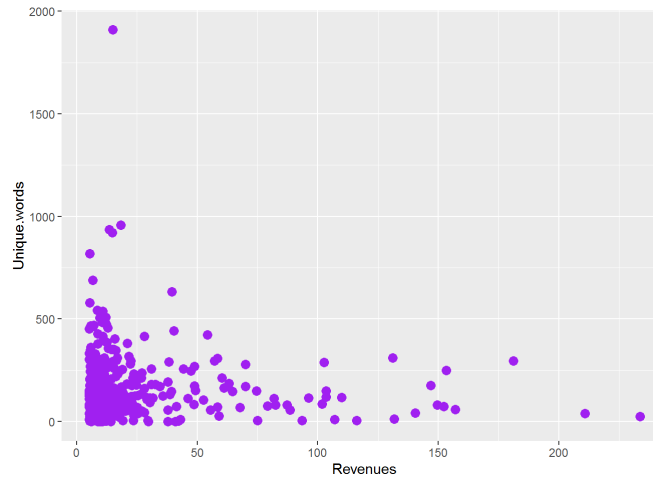
Table 23: Number of Words vs Revenues



*In high Revenues the number of words is smaller that 1000.*

By the same logic as the sentences in relation to the revenues so does the number of words seems to drop when the revenues go up. Furthermore here we can see that the decrease starts in lower revenues prices (around the 50 million dollars). This is expected if we take under consideration that the number of words is always correlated to the number of sentences. Most sites do not want to have very long sentences in order not to bore the reader. So since the number of sentences incline when the revenues are increasing we anticipate that the number of words will have the same reaction to the revenues.

Table 24: Number of Unique Words vs Revenues



*In high Revenues the number of unique words is close to zero.*

The number of unique words differs from the actual number of all the words. Here we are trying to see how many not commonly used words does each site uses. Here the distribution is not so clear as it was for the two previous variables but still we can see that in the most sites that have high Revenues the number of unique words are very small.

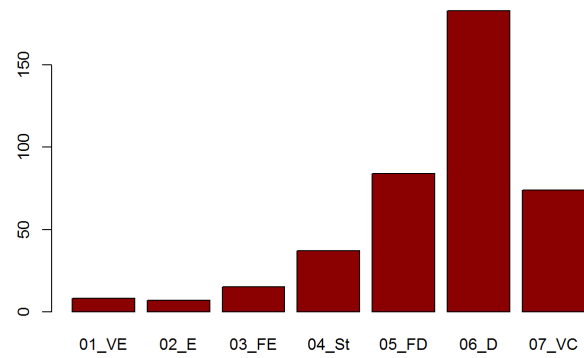
Table 25: Correlation table



*Sentences, words and unique words are highly correlated.*

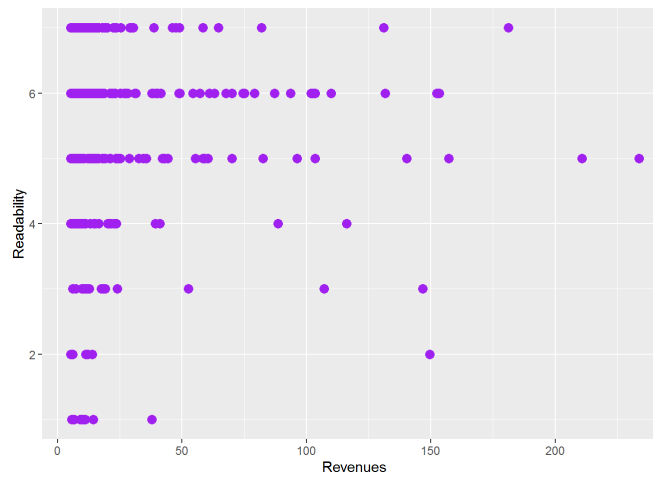
From the correlation table we can also observe that the three variables we examined regarding the text of the websites are highly correlated with each other which as we already explained is an expected outcome. Moreover we can see that the Revenues with the loading time has a small negative correlation. This means that when the one variable price is going up the others' variable price should go down. This is also an expected outcome since as we said before the time a site does to open is very important to the users as they can easily grow impatient and look somewhere else. This is due to the grand variety of choices available on-line that makes the user feeling powerful. Now that we analysed the 3 variables regarding the text attributes we should also analyse the 2 variables regarding the readability index of the websites' texts. Since of course the flesch measure variable was the source for calculating the readability variable we will analyse here only the readability variable thoroughly while the diagrammatically analysis of the flesh measure variable will be available in the Appendix.

Table 26: Readability distribution table



*Most sites are difficult to read.*

Table 27: Readability vs Revenues table



*Most sites are difficult to read.*

From the above two charts we can see that firstly the most sites are difficult to be read and secondly that the readability index in relation to the Revenues does not show a clear pattern. The two sites with the most Revenues seems to be fairly difficult to read. What we can definitely see is that the sites that

are very easy to be read all have revenues under 50 million dollars. This could mean that even though the users do not want to read very difficult texts they also do not want extremely easy ones. Maybe the correlation plot could help us have a clearer view of the relationship between the 2 variables.

Table 28: Correlation table



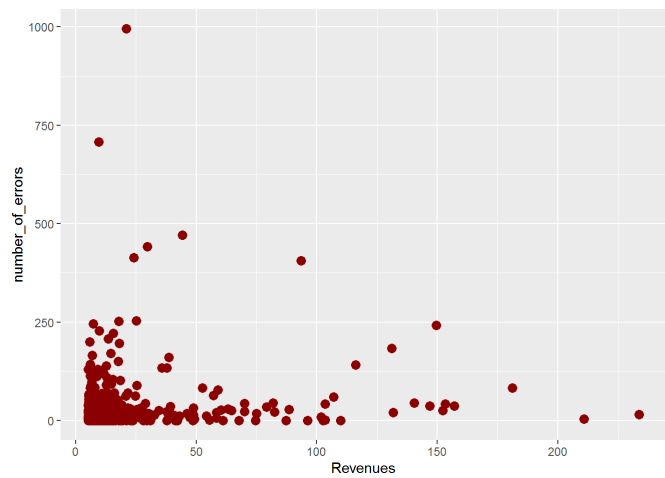
*Flesh measure and readability variables are negative correlated.*

From the correlation plot we can see that the Revenues have a very small negative correlation with the readability variable. While the readability variable and the flesh measure variable as it was expected they have a negative correlation. This means that the bigger the price in the flesh measure the lower the price in the readability variable. If we consider that the best prices of the flesh measure are the highest while respectively for the readability variable are the lowest then it is a normal correlation.

### 3.2.2.6 HTML validation variables analysis and correlation

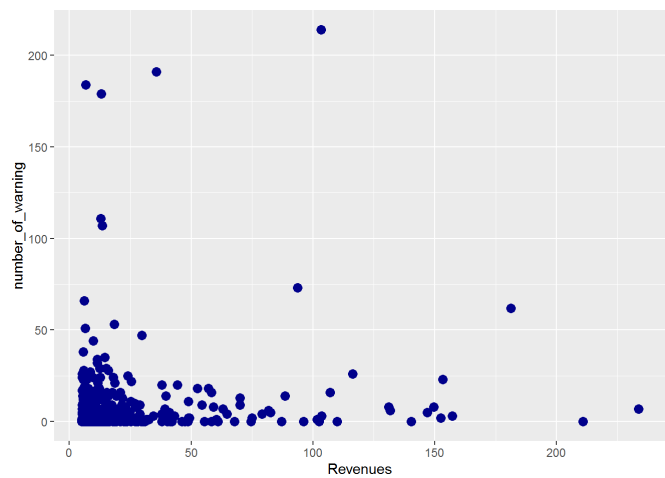
During the extraction of the html validation variables we created 4 different metrics: the number of errors, the number of warnings the non document error and the page not opened one. In this section we are going to analyse the distributions of those variables and also their correlation with the Revenues.

Table 29: Number of errors vs Revenues table



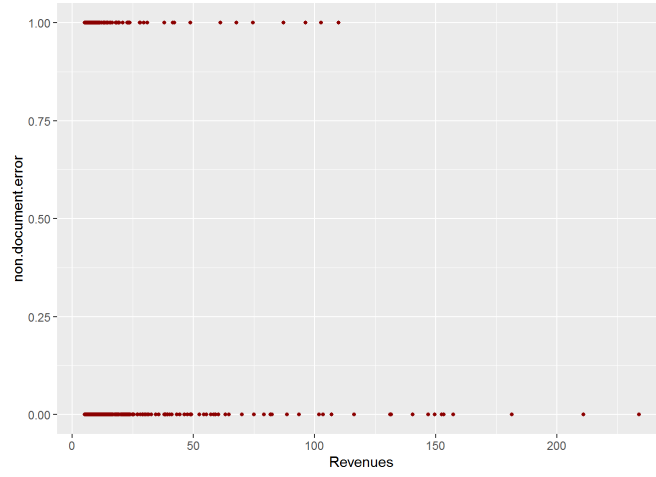
*Number of errors in highest revenues are small.*

Table 30: Number of warnings vs Revenues table



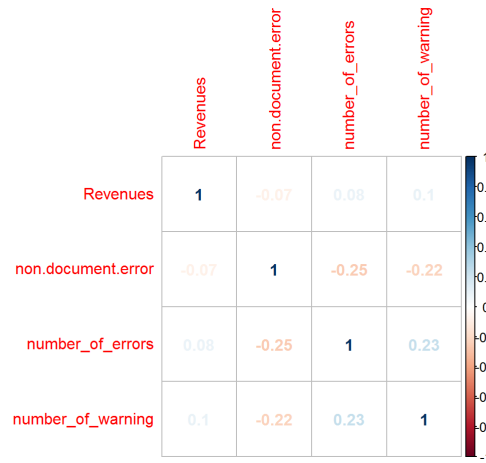
*Number of warnings in highest revenues are relatively small.*

Table 31: Non document error vs Revenues table



*In highest revenues there is no document error.*

Table 32: Correlation table



*Number of errors positive correlated with number of warnings.*

The table of the document opened variable which is available in the Appendix is not included since it has the same price for all the sites thus it has no meaning examine its impact to the revenues. Regarding the four tables above we can see that the number of errors and the number of warning in the majority of the

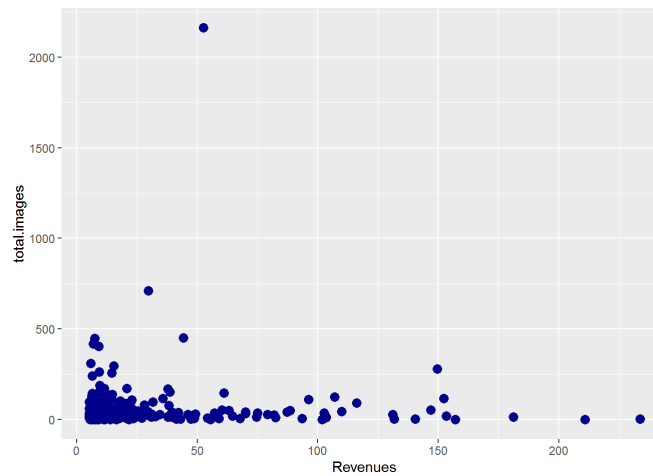


websites are getting smaller while the revenues are getting bigger - although a small number of sites doesn't seem to follow that logic and this can be seen from the correlation table as well that shows a very small (next to zero) positive relation between the pair of variables. Moreover the variable non document error has a negative correlation to the revenues since as the revenues increase the variable tends to become zero. This means that in sites with high revenues the documents of their sites had no errors.

### 3.2.2.7 Image types analysis and correlation

Last but not least we should analyse the distribution of the different types of images that are being used on the websites we are examining and also compare the total images with the Revenues to see their correlation.

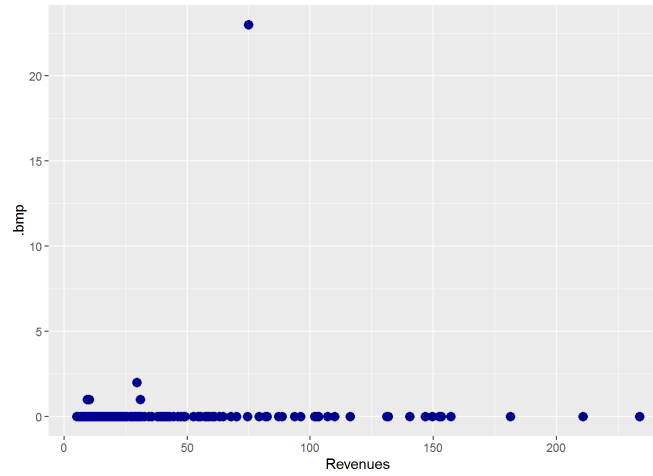
Table 33: Total images vs Revenue table



*Most sites under 250 images.*

From the above chart we can see that the most sites have less than 250 images. Although there is one site that has more than 2000 images. Moreover we can see that the sites with more than 100 million dollars revenues have even less than 175 images on their home page. Now that we have a first glance of the total images in the sites we should examine the nine different types of images that we have gathered.

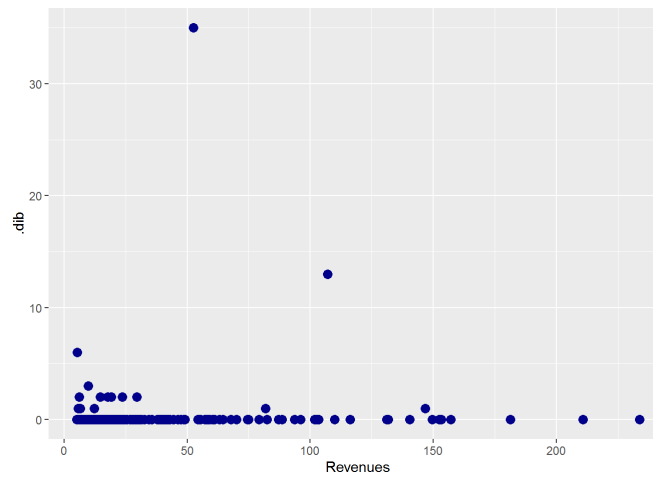
Table 34: BMP vs Revenue table



*Most sites do not have bmp images.*

From this chart we can see that only 4 sites actually uses bmp images.

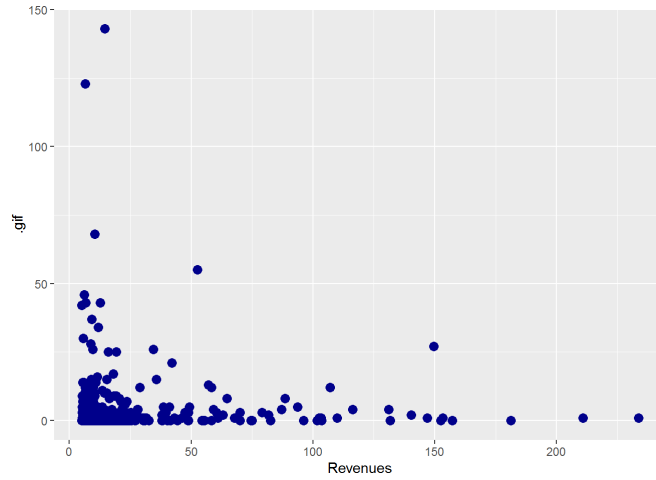
Table 35: DIB vs Revenue table



*Only used by sites with small revenues.*

The .dib type is being used from more sites but all of them are making less than 100 million dollars.

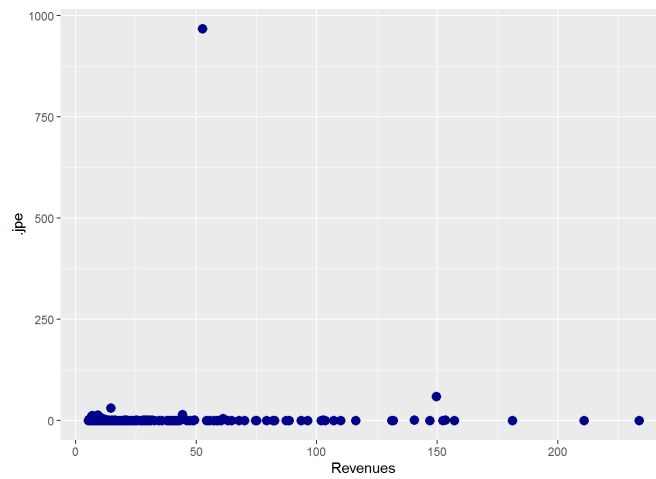
Table 36: GIF vs Revenue table



*Used a lot in companies with the smallest revenues.*

The .gif type is being used from many sites but in the highest revenues the number of gif images are being reduced to very small numbers.

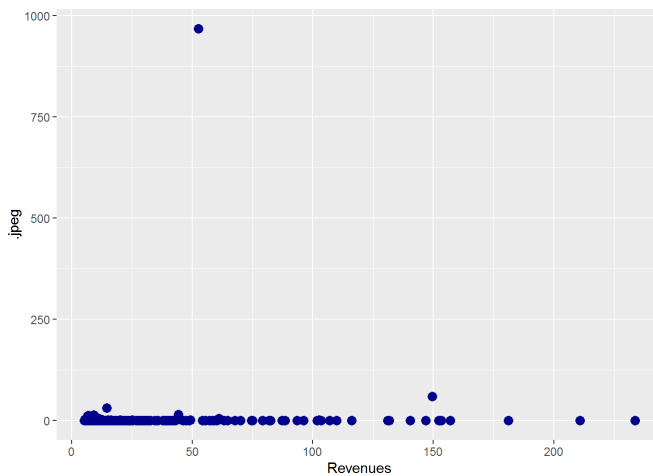
Table 37: JPE vs Revenue table



*Very small number of companies use this type of images.*

The .jpe images is not being used from many sites and the ones that are using them are under 100 million dollars of revenues

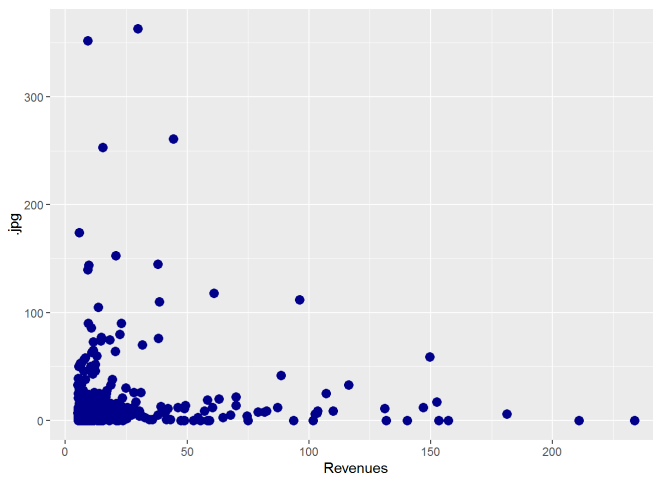
Table 38: JPEG vs Revenue table



*Very small number of companies use this type of images.*

Again this type is being used by very few companies sites and all of them have less than 100 million dollars revenues.

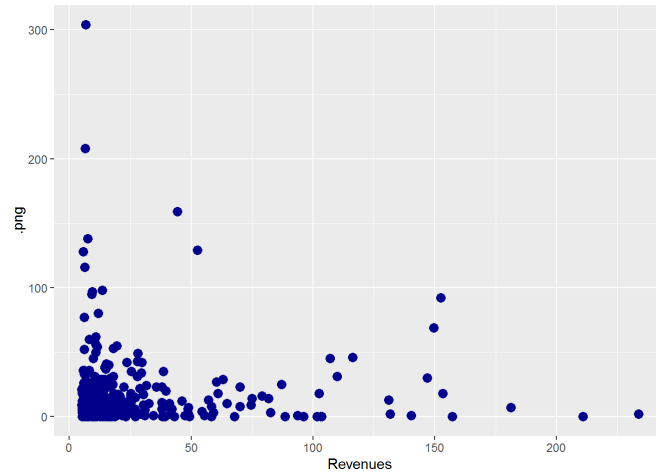
Table 39: JPG vs Revenue table



*Frequent use in websites.*

The .jpg type of image is widely used in almost every website. We can see that when the revenues decrease the number of .jpg images is increasing.

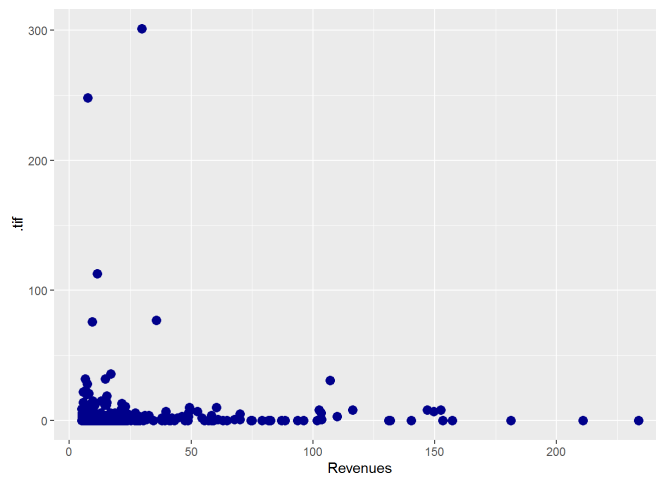
Table 40: PNG vs Revenue table



*Frequent use in websites.*

Also the .png type is being used from most companies. Here we can see that companies with more than 100 million dollars use a large amount of png photos in their home page.

Table 41: TIF vs Revenue table

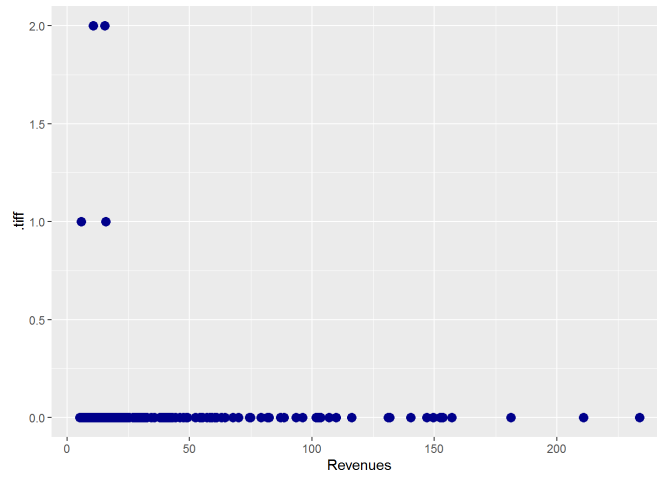


*Used by low revenue sites.*

The tif type even though it doesn't seem to be as widely used as the png one

it appears to be used from many sites but most of them belong to companies with less than 150 million dollars.

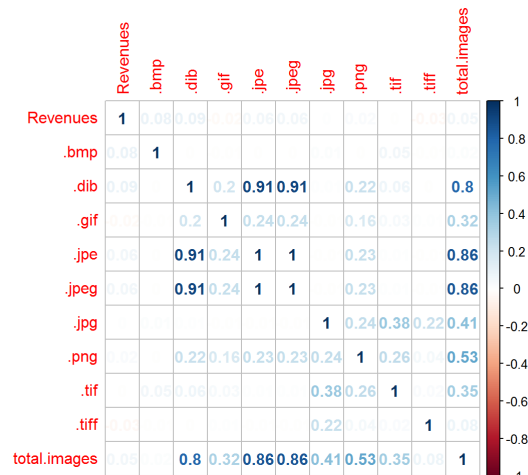
Table 42: TIFF vs Revenue table



*Not used often in websites.*

The .tiff type is used only in four sites and in very low quantity of images. while the companies that are using this type have less than 25(\$M)revenues.

Table 43: Correlation table



*Number of errors positive correlated with number of warnings.*

From the correlation table we can see that the revenues are positively related to every type of images except from the .tif and the .gif. A hypothesis that if we take into account that the largest number of those type of photos occurred in companies with small revenues can be easily supported.

Furthermore it seems to be a very high correlation between three types of images the .dib the .jpe and the .jpeg. Also the total images is highly correlated with all the types which is logical since the total images is an outcome of the sum of all the occurrences of all the types of images at hand. In addition based on all the previous tables of this section we can conclude that from all the types of images that were examined the most commonly used types are the .png and the .jpg.

### 3.2.3 Data manipulation

Even though we concluded the analysis part of the variables we still haven't examined the different image sizes we have gathered from the python scripts. Due to the very large amount of different sizes that we were able to gather we should find a way to reduce those variables in order to make it possible to run regression models. In this chapter we are going to examine those variables that we have created in order to see which ones are more meaningful to take further along on the analysis.

#### 3.2.3.1 Image sizes variables reconstruction

After implementing the python code for the size images 2.4.10.3 we created almost 700 different variables. This number is almost prohibited when it comes to regression models especially when the actual number of the examined cases are a lot fewer (500 that became 408 after the cleansing that we performed).

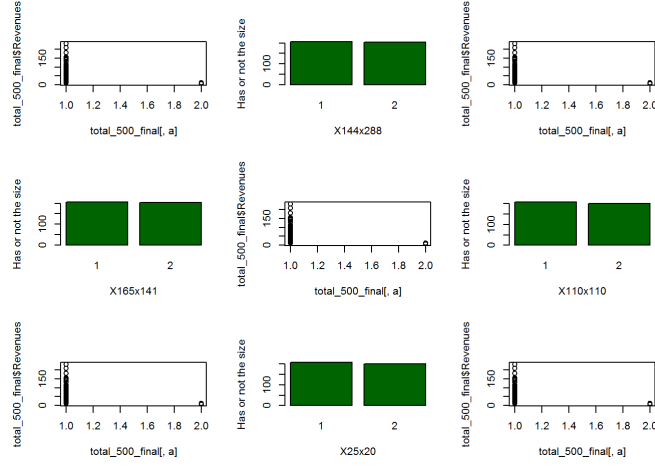
The first step in order to examine those 700 different variables is by grouping them into two teams. In the first team we are keeping the ones that more of the half of the sites do not use and in the other one the ones that most of the sites are using. For example if we have a variable of the size 300x300 and from the 408 sites that we kept after the cleansing the 250 are using this size then the variable will be pointed to the second group.

After separating the two groups we visualized the results for each variable. In the tables that follows we can see the distribution of the variables and also the correlation with the revenues.<sup>10</sup>

---

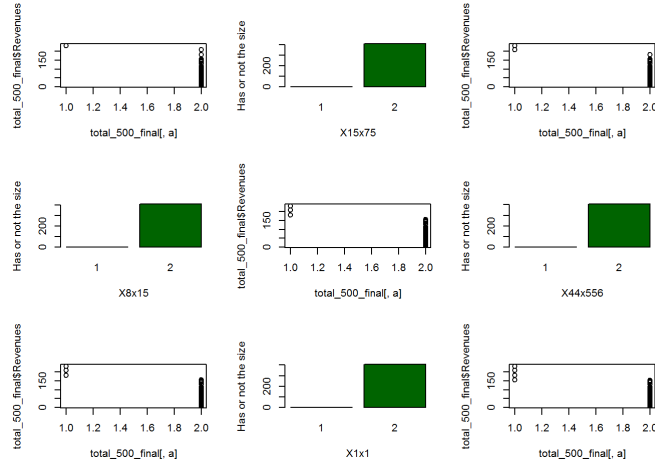
<sup>10</sup>Note: In the following tables we have only four examples from each group due to the vast number of variables. The total charts are available in the Appendix

Table 44: Sizes that are not used from the majority of the websites



*The images are used from low revenue companies.*

Table 45: Sizes that are used from the majority of the websites



*The images are not used from high revenue companies.*

From the two tables we can see that for the sizes that are not used from the majority of the companies there is not a specific pattern that can help us further along in the analysis. While in the table for the sizes that are being used from the majority of the companies we can observe a very interesting pattern.



Even though most of the companies are using those sizes, the ones that do not use them are those with the highest revenues. This could indicate a negative correlation between those sizes and the revenues of a company. Moreover even though it is not quite clear in the example table above as we proceed in other variables the number of high revenue companies that are not using the sizes increase. So in order to restrict the sizes in a number of variables that can be manipulated and retrieve some useful information we decide to keep the first 24 sites of the second team (the one that contains the sizes that occur in more than half of the sites). Those sizes are the following ones:

Table 46: Sizes that will be examined

|              |             |                       |
|--------------|-------------|-----------------------|
| 15x75        | 8x15        | 44x556                |
| 1x1          | 800x1200    | 100x100 <sup>11</sup> |
| 24pxx133px   | 21pxx173px  | 46x214                |
| 49x49        | 50x45       | 400x300               |
| 292pxx292px  | 200pxx200px | 1279pxx984px          |
| 300pxx1500px | 29x29       | 115x223               |
| 160x233      | 300x993     | 41x192                |
| 28x221       | 15x12       | 60x60                 |

### 3.2.3.2 Remove variables

Now that we have created and analysed all the needed variables we can subtract from the data frame the variables that we have decide not to include in the regression analysis that will follow. Those are all the image sizes except from the 24 that were mentioned in the above section as well as the following ones:

1. Market Value
2. Assets
3. Ranking
4. Total Stockholder Equity
5. The page not opened variable

Those variables are being removed for the following reasons. The first four variables are data from the fortune 500 pages of the companies and we downloaded in order to determine which of those metrics we will use in order to see if the performance indicators of the websites effect the companys' status. Since we have already reach to the conclusion that the variable we are going to use for this purpose is the Revenues there is no need keeping the other ones as well. Regarding the fifth variable, the reason we will remove it is that the prices of the variable do not differ in any site. For all the sites they are the same so there is no point in further examining it.

### 3.2.4 Regression models

By completing the variable analysis we have ended up with 52 variables that are key performance indicators for the websites of the companies we are examining and 1 variable that shows the status of the companies. The names of the variables are available in the following table:

Table 47: Final Variables for Regression

|                       |                       |                           |
|-----------------------|-----------------------|---------------------------|
| 1. Revenues           | 2. Non document error | 3. Number of errors       |
| 4. Number of warnings | 5. Facebook           | 6. Instagram              |
| 7. Linkedin           | 8. Pinterest          | 9. Twitter                |
| 10. Youtube           | 11. Flesh Measure     | 12. Readability           |
| 13. Sentences         | 14. Unique words      | 15. Words                 |
| 16. external          | 17. internal          | 18. total links           |
| 19. 15x75             | 20. 8x15              | 21. 44x556                |
| 22. 1x1               | 23. 800x1200          | 24. 100x100 <sup>12</sup> |
| 25. 24pxx133px        | 26. 21pxx173px        | 27. 46x214                |
| 28. 49x49             | 29. 50x45             | 30. 400x300               |
| 31. 292pxx292px       | 32. 200pxx200px       | 33. 1279pxx984px          |
| 34. 300pxx1500px      | 35. 29x29             | 36. 115x223               |
| 37. 160x233           | 38. 300x993           | 39. 41x192                |
| 40. 28x221            | 41. 15x12             | 42. 60x60                 |
| 43. bmp               | 44. dib               | 45. gif                   |
| 46. jpe               | 47. jpeg              | 48. jpg                   |
| 49. png               | 50. tif               | 51. tiff                  |
| 52. total images      | 53. loading time      |                           |

As we can see from the above table the final variables are from almost every group of information that we manage to gather. There are variables concerning the html validation, the social media existence, the image types and sizes, the number of links, the content in terms of text and readability and the loading time of the websites.

In this chapter we will perform some regression models to the chosen data frame in order to determine the variables that effect most the price of the Revenues of a company. In statistics there are two main types of regressions the linear and the logistic regression.

The linear regression is an approach for modelling the relationship between a scalar dependent variable  $y$  and one or more explanatory variables (or independent variables) denoted  $X$ . The case of one explanatory variable is called simple linear regression. For more than one explanatory variable, the process is called multiple linear regression.

The logistic regression, or logit regression, is a regression model where the dependent variable (DV) is categorical. Cases where the dependent variable has more than two outcome categories may be analysed in multinomial logistic re-

gression, or, if the multiple categories are ordered, in ordinal logistic regression. Since the variable Revenues which is the dependent variable we have chosen is a scalar numeric variable we will perform linear regression to the final data frame we have created.

### 3.2.4.1 Training and test set creation

Before we begin with the regression we have to divide the data frame to 2 data frames so as to be able to test the model we will create. We will make a training set and a test set:

- **Training set:** We will use this set in order for the model to learn how to fit the parameters of the classifier.
- **Test set:** This set will be used only to assess the performance of the models that we will create.

The sets will be separated in proportions: 15% -85% where the 15% will be the test set in which we will test our findings and the 85% will be the set we will use in order to create the regression models. After separating the two sets we ended up with 348 observations in the training set and 60 observations in the test set.

### 3.2.4.2 Null and Full model creation

The first step is by using the training set to create a null regression model and a full regression model.

The null regression model contains only the dependent variable y where in our case is the Revenues. The null model we created is the one in the following table:

Table 48: Null regression model

```
Call:
lm(formula = Revenues ~ 1, data = total_500_final_train)

Residuals:
    Min       1Q   Median       3Q      Max
-17.16 -15.24 -11.17  -1.43  211.43

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept)   22.288      1.703   13.09  <2e-16 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 31.77 on 347 degrees of freedom
```

From the null regression model we can see that the intercept is positive. That means that even without any other variable the Revenues of a company start at

22.25 million dollars. This is normal if we consider that we are examining the most successful enterprises in the United States and even the ones that have low revenues in this examination do not seem to be considered high enough in comparison with other companies that are not included in the fortune 500 most successful ones.

The next step is to create a full model where we used the dependent variable Revenues against all 52 independent variables of the final data frame. The full model we created is available in the following table. From this model we can see that the intercept initial value has been increased a lot in comparison to the null model. It went from 22 to 438. Nevertheless it is obvious that some of the independent variables have negative values which means that based on the prices they get they can lower the final Revenues of the company.

Moreover we can see that some variables have NAs in the estimate. This could be happening because they are highly correlated to other variables. That is why we begin with the full model so as to see which variables would be wise to keep or to remove.

In the bottom of the regression model there are some prices that will help us evaluate the model.

- **Residual Standard Error:** is a measure of the quality of a linear regression fit. Theoretically, every linear model is assumed to contain an error term  $E$ . Due to the presence of this error term, we are not capable of perfectly predicting our response variable (Revenues) from the predictors (independent variables). The Residual Standard Error is the average amount that the dependent variable will deviate from the true regression line. In our example, the actual revenues of a company can deviate from the true regression line by approximately 14.37 million dollars, on average. In other words, given that the mean revenues for all companies is 438.83 million dollars (the intercept estimate of the full model) and that the Residual Standard Error is 14.38, we can say that the percentage error is (any prediction would still be off by) 3.27%. It's also worth noting that the Residual Standard Error was calculated with 309 degrees of freedom. Simplistically, degrees of freedom are the number of data points that went into the estimation of the parameters used after taking into account these parameters (restriction). In our case, we had 348 data points and 39 parameters (intercept and variables that do not have NA in the estimate column) so the degrees of freedom are  $348 - 39 = 309$ .
- **Multiple R-squared:** is a statistical measure of how close the data are to the fitted regression line. It is also known as the coefficient of determination, or the coefficient of multiple determination for multiple regression. The definition of R-squared is the percentage of the response variable variation that is explained by a linear model:

$$R\text{-squared} = \text{Explained variation} / \text{Total variation}$$

R-squared is always between 0 and 100%:

- 0% indicates that the model explains none of the variability of the response data around its mean.
- 100% indicates that the model explains all the variability of the response data around its mean.

In general, the higher the R-squared, the better the model fits your data. However, sometimes the R squared can be misleading that is why we should also take into account the next measure.

- **The adjusted R-squared:** is a modified version of R-squared that has been adjusted for the number of predictors in the model. The adjusted R-squared increases only if the new term improves the model more than would be expected by chance. It decreases when a predictor improves the model by less than expected by chance. As in the R squared so for the Adjusted R Squared the bigger the price the better the result.
- **The p-value:** is the probability that, using a given statistical model, the statistical summary (such as the sample mean difference between two compared groups) would be the same as or more extreme than the actual observed results. In other words it shows whether or not having this model could give better results from not having it at all and depend only to chance. If the price of p - value is lower than 0.05 the model could be characterized as significant or in other word the model fits the data well.

The four scenarios that we can meet regarding the relation between the Adjusted R square and the p value are the following:

1. low Adjusted R square and low p-value ( $p\text{-value} \leq 0.05$ )
2. low Adjusted R square and high p-value ( $p\text{-value} > 0.05$ )
3. high Adjusted R square and low p-value
4. high Adjusted R square and high p-value

This scenarios are respectively interpreted as follows:

1. The model doesn't explain much of variation of the data but it is significant (better than not having a model)
2. The model doesn't explain much of variation of the data and it is not significant (worst scenario)
3. The model explains a lot of variation within the data and is significant (best scenario)
4. The model explains a lot of variation within the data but is not significant (model is worthless)

In our case the model has an Adjusted R Square of 79% and a p value  $< 0.05$ . This means that we are in the best case scenario.

Table 49: Full regression model

```
##
## Call:
## lm(formula = Revenues ~ ., data = total_500_final_train)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -17.199  -8.486  -3.461   2.223   65.721
##
## Coefficients: (14 not defined because of singularities)
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)    438.837989   29.754450   14.749 < 2e-16 ***
## non.document.error -0.973835    1.984634   -0.491 0.623996
## number_of_errors   0.012911    0.010948    1.179 0.239167
## number_of_warning  -0.020989    0.038979   -0.538 0.590653
## facebook         -3.004443    2.410328   -1.246 0.213530
## instagram         2.605986    2.234726    1.166 0.244460
## linkedin          -0.325461    2.191702   -0.148 0.882047
## pinterest         1.109936    3.221429    0.345 0.730669
## twitter           1.567012    2.451651    0.639 0.523189
## youtube           2.272481    2.072409    1.097 0.273696
## Flesh_Mesaure      0.001529    0.004208    0.363 0.716631
## Readability        1.613550    0.770141    2.095 0.036973 *
## Sentences          -0.006214    0.010664   -0.583 0.560540
## Unique.words       -0.005883    0.019639   -0.300 0.764725
## Words              0.002363    0.004897    0.482 0.629833
## external           0.004634    0.017992    0.258 0.796924
## internal           0.001545    0.007942    0.195 0.845906
## total.links        NA          NA          NA      NA
## X15x75             -20.966921    20.586365   -1.018 0.309244
## X8x15              -30.814241    20.765759   -1.484 0.138856
## X44x556            -17.975428    20.815629   -0.864 0.388503
## X1x1               NA          NA          NA      NA
## X800x1200          -9.979089    18.025681   -0.554 0.580250
## autox100.          -3.048954    18.426054   -0.165 0.868682
## X24pxx133px       -15.566911    18.548403   -0.839 0.401973
## X21pxx173px        NA          NA          NA      NA
## X46x214            NA          NA          NA      NA
## X49x49             NA          NA          NA      NA
## X50x45             -6.206753    18.046674   -0.344 0.731134
## X400x300           -12.942588    18.222831   -0.710 0.478091
## X292pxx292px       -6.790009    14.896169   -0.456 0.648838
## X200pxx200px        NA          NA          NA      NA
## X1279pxx984px       NA          NA          NA      NA
## X300pxx1500px       NA          NA          NA      NA
## X29x29             -7.177375    14.533766   -0.494 0.621769
## X115x223           -8.312448    18.150382   -0.458 0.647291
## X160x233           NA          NA          NA      NA
## X300x993           NA          NA          NA      NA
## X41x192            NA          NA          NA      NA
## X28x221            NA          NA          NA      NA
## X15x12             NA          NA          NA      NA
## X60x60             -75.505052    14.921561   -5.060 7.2e-07 ***
## .bmp                2.398250    0.633335    3.787 0.000183 ***
## .dib                0.316324    1.107796    0.286 0.775419
## .gif               -0.064718    0.066521   -0.973 0.331361
## .jpe               -0.610764    4.148684   -0.147 0.883055
## .jpeg              0.640994    4.149986    0.154 0.877350
## .jpg               0.007073    0.024010    0.295 0.768499
## .png               -0.011736    0.031687   -0.370 0.711358
## .tif               -0.009165    0.042009   -0.218 0.827451
## .tiff              -3.166227    5.182089   -0.611 0.541652
## total.images        NA          NA          NA      NA
## loading.time        -5.750583    2.043199   -2.814 0.005199 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 14.37 on 309 degrees of freedom
## Multiple R-squared:  0.8179, Adjusted R-squared:  0.7955
## F-statistic: 36.52 on 38 and 309 DF,  p-value: < 2.2e-16
```

### 3.2.4.3 Lasso Method

Even though the results of the full model indicates that the model is quite good we shouldn't be contained with these results. Since this is the full model we could also try some other methods in order to see if we can make it even better. The first method we are going to implement is the Lasso (least absolute shrinkage and selection operator). The Lasso method is a regression analysis method that performs both variable selection and regularization in order to enhance the prediction accuracy and interpretability of the statistical model it produces. In the regression model, we were looking to find the that minimizes the following relationship:

$$(Y - X_1\beta_1 - X_2\beta_2 \dots)^2$$

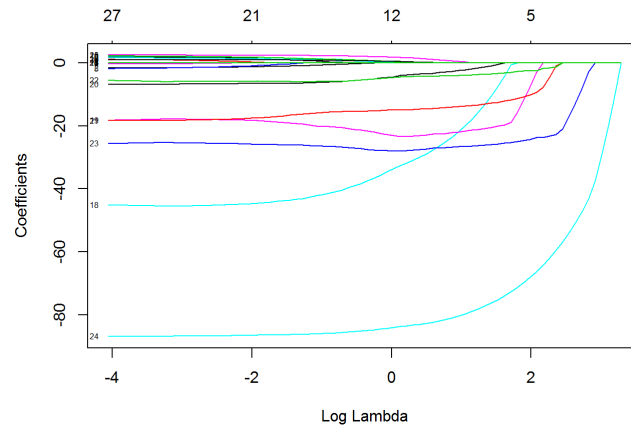
While LASSO applies a penalty term to the problem:

$$(Y - X_1\beta_1 - X_2\beta_2 \dots)^2 + \alpha \sum |\beta_i|$$

So when  $\alpha$  is zero, there is no penalization, and you have the ordinary least squares (OLS<sup>13</sup>) solution. As the penalization  $\alpha$  increases,  $\sum |\beta_i|$  is pulled towards zero, with the less important parameters being pulled to zero earlier. At some level of  $\alpha$ , all the  $i$  have been pulled to zero.

So in order to choose the variables we are going to include in the second model we would advice the next graph. Where we can see when a variable has been pulled to zero. Of course firstly we remove the variables that were NA in the full model so as to focus on the ones that play a part on the outcome.

Table 50: Lasso variables

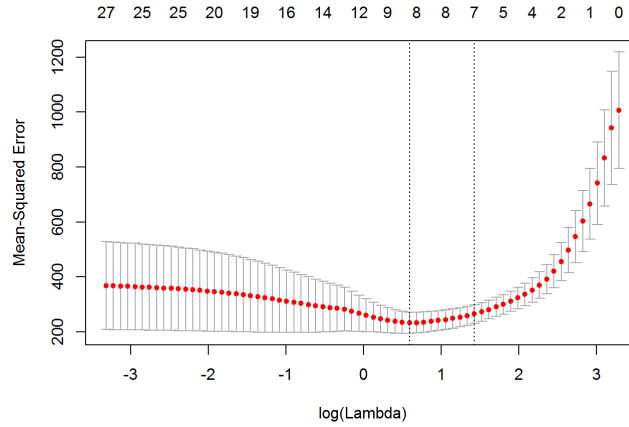


<sup>13</sup>(OLS is a method for estimating the unknown parameters in a linear regression model, with the goal of minimizing the sum of the squares of the differences between the observed responses (values of the variable being predicted) in the given dataset and those predicted by a linear function of a set of explanatory variables.



From the graph we can see that there are some variables that make the make the longest to be pulled to zero and those are the variables that we should keep for this model. Another graph that we should take into account before choosing the variables for the model is the following one:

Table 51: Lasso Mean square error



*Includes the cross-validation curve (red dotted line), and upper and lower standard deviation curves along the  $\lambda$  sequence - error bars. Two selected  $\lambda$ s are indicated by the vertical dotted lines.*

The two selected  $\lambda$ s that are indicated by the vertical dotted lines are the following:

- **lambda.min** is the value of  $\lambda$  that gives minimum mean cross-validated error
- **lambda.1se** is the value of  $\lambda$  which gives the most regularized model such that error is within one standard error of the minimum.

We can use either one in order to see which variables we can keep. We used both of them and we created 2 models. The analytical models are available in the Appendix but you can see the actual variables and their estimates below as well as the measures that indicate how well performed are the models.

- **Lasso Min model:**  

$$\text{Revenues} = 428.89 - 41.027 (8x15) - 24.134 (44x556) - 5.37 (800x1200) - 15.7302 (24px \times 133px) - 4.8865 (50x45) - 29.5016 (400x300) - 85.9726 (60x60) + 2.5989 (bmp) + 0.9183 (dib)$$

- Residuals standard error : 14.28 on 338 degrees of freedom (any prediction will be off by 3.33%)
- Adjusted R-squared : 0.7979 (79,79%)
- p-value < 0.05

- **Lasso One standard deviation model:**

*Revenues = 428.5 - 41.027 (8x15) - 24.134 (44x556) - 5.372 (800x1200) - 15.730 (24px x 133px) - 4.887 (50x45) - 28 (400x300) - 87.0776 (60x60)*

- Residuals standard error : 14.73 on 340 degrees of freedom (any prediction will be off by 3.4%)
- Adjusted R-squared : 0.7851 (78,51%)
- p-value < 0.05

From those two models we can see that the one for the min  $\lambda$  is better regarding the Adjusted R-squared and also the prediction accuracy is a little higher from the full model that we have already created. This means that we were able to improve the model a little.

#### 3.2.4.4 Both Method

Nevertheless we still can check if the model can be improved even more. This time we will apply the both method to the full model (after we subtract the variables that were NAs) in order to see if the variables that will be kept give the same or better results than the models we have already created.

This method takes as inputs the null model and the full model and it goes back and forth and checks which combinations of the variables brings the best results. The model that was created after applying the method is the following one:

- **Both method model:**

*Revenues = 422 - 88.85 (60x60) - 25.93 (44x556) - 43.04 (8x15) - 21.05 (24px x 133px) - 27.14 (400x300) + 2.53 (bmp) - 5.41 (loading time) + 0.039 (jpeg) + 1.257 (readability) + 2.956 (instagram)*

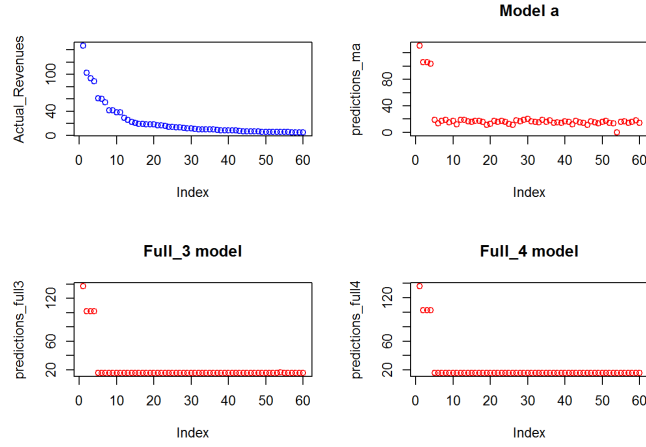
- Residuals standard error : 14 on 337 degrees of freedom (any prediction will be off by 3.31%)
- Adjusted R-squared : 0.8059 (80,59%)
- p-value < 0.05

As it is easily observed the model is better than the one we found with the Lasso method and as a result even better from the full one we created in the begging.

### 3.2.4.5 Predictions and comparison of models

Now that we have created three models we should check in actual data which of them works better. Based on the measures, we have already seen that the model of the both method has better perspectives to be the most accurate one. Now we will try to predict the revenue prices of the test set by looking only at the independent values and by implementing the models. Then we will compare those results with the actual revenues to see how well did the models perform. In the following table we can see the results of the predictions:

Table 52: Lasso variables



From the above table we can see that the highest price of the actual revenues is close to 100. The only model that goes close but does not supersede this number is the one from the both method (model a). The other two while they are doing quite well predictions we can see that in the high revenue sites they reach the 120 million dollars which are bigger than the actual ones and also in the low prices they do not differentiate at all all the predictions are close to zero, unlike the model of the method both where the predictions, while they seem to differ a little from the actuals they seem to have a better capture of the correct revenues.

As a result we can conclude that from the models we created the best one is the one created by the method both. The variables that were used in the model are the following:

1. Image size: 60 x 60 (negative correlation with Revenues)
2. Image size: 44 x 556 (negative correlation with Revenues)
3. Image size: 8 x 15 (negative correlation with Revenues)

4. Image size: 24px x 133px (negative correlation with Revenues)
5. Image size: 400 x 300 (negative correlation with Revenues)
6. Image type: bmp (positive correlation with Revenues)
7. Loading time (negative correlation with Revenues)
8. Image type: jpeg (positive correlation with Revenues)
9. Readability (positive correlation with Revenues)
10. Instagram (positive correlation with Revenues)

Before we explain the results more elaborately we should first test some other methods as well just to make sure that we cannot improve even more the results of our model.

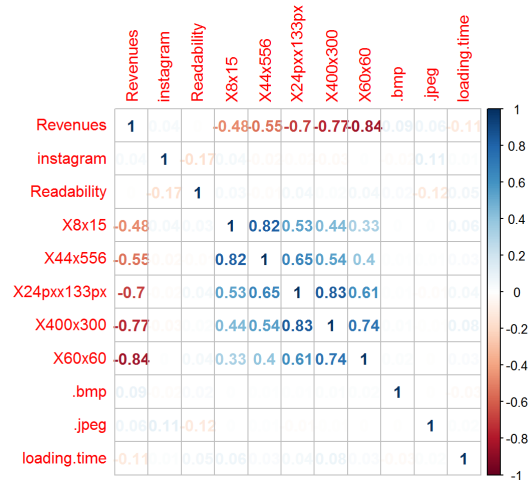
### 3.2.5 Comparisons and other methods

Now that we have a first idea of the metrics that are considered more important it would be wise to use other methods to double check the results.

#### 3.2.5.1 Correlation testing

The next step of the analysis is to create a correlation table with the variables that are included in the model that had the best accuracy.

Table 53: Correlation graph of the best models' variables



From the table we can see that as expected the revenues are quite correlated with all the variables. But another observation that we can make is that some variables are highly correlated with each other as well. This means that we can try subtracting some of the variables (that are highly correlated with other variables) of the model and test whether or not it makes a difference in the final accuracy of it.

The highest correlations are between the variables 8x15 and 44x556 (82% correlated positive) and also between the variables 24px x 133px and 400x300 (83% positive correlation). From those four variables we will subtract one of each pair in order to see if the model that will be created will perform the same, better or worse from the initial one. We decided to remove from the model the variables 8x15 and 24px x 133px and the new model that was created is the following one:

- **New model (from the both method) without the 2 variables:**

$$\begin{aligned} \text{Revenues} = & 394.88 - 88.71 \text{ (60x60)} - 63.78 \text{ (44x556)} - 39.25 \text{ (400x300)} \\ & + 2.53 \text{ (bmp)} - 5.54 \text{ (loading time)} + 0.039 \text{ (jpeg)} + 1.04 \text{ (readability)} + \\ & 2.3284 \text{ (instagram)} \end{aligned}$$

- Residuals standard error : 14.16 on 339 degrees of freedom (any prediction will be off by 4.17%)
- Adjusted R-squared : 0.8014 (80,14%)
- p-value < 0.05

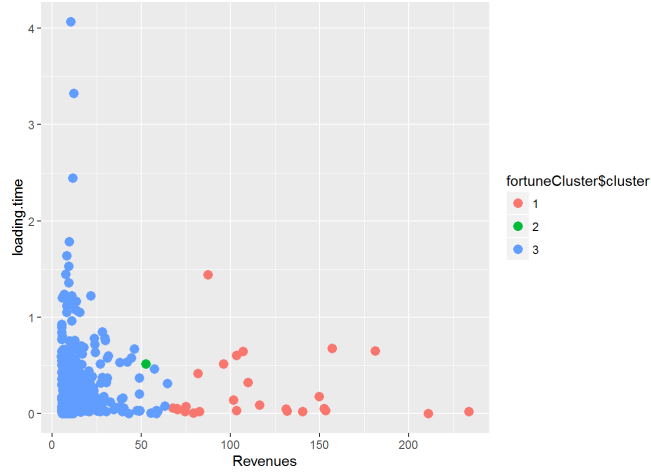
From the results of the new model we can see that by this subtraction the model became a little worse. The Adjusted R squared decreased while the percentage of not accuracy went up. So we can conclude that this change wasn't the best solution and even though the variables are correlated they also contribute to the better description of the dependent variable.

### 3.2.5.2 Clustering testing

The next step is to create three clusters of the variables that are included in the model we created and to see if the way that they are grouping can also explain the revenues. If this hypothesis can be confirmed this means that the model we examined is indeed quite accurate.

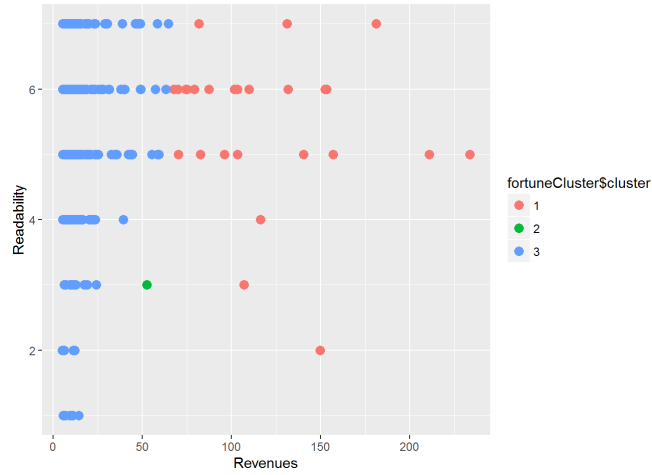
The observations of the variables should have a clear pattern regarding the revenues in the way that they are grouped together. In order to check that we created the following plots:

Table 54: Loading time vs Revenues Clustering



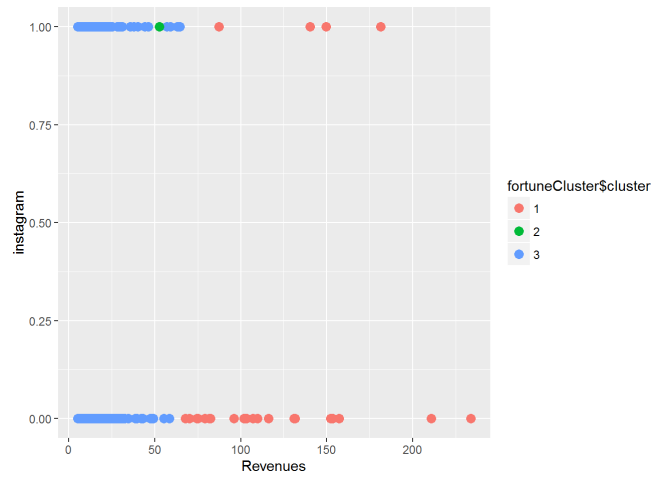
In the graph regarding the loading time we can see that the clusters are divided very clearly. The first cluster contains all the companies that have revenues more than 75 million dollars while the 3rd cluster contains all the companies that have less than 75 million dollars in revenues. The second cluster contains only one observation. It is not clear from this graph why this observation has been clustered alone but by continuing with the further analysis of the clusters with the other variables it would be more clear why the groups were divided in this way.

Table 55: Readability vs Revenues Clustering



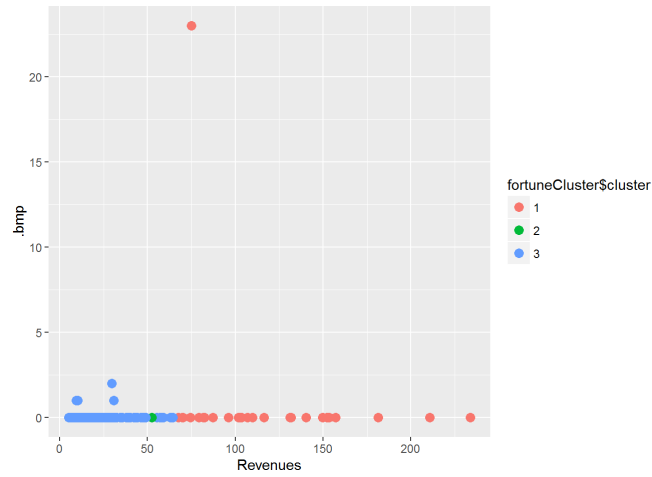
Again here the deviation happened in the revenue values of 75 million dollars except from the one observation of the second cluster.

Table 56: Instagram vs Revenues Clustering



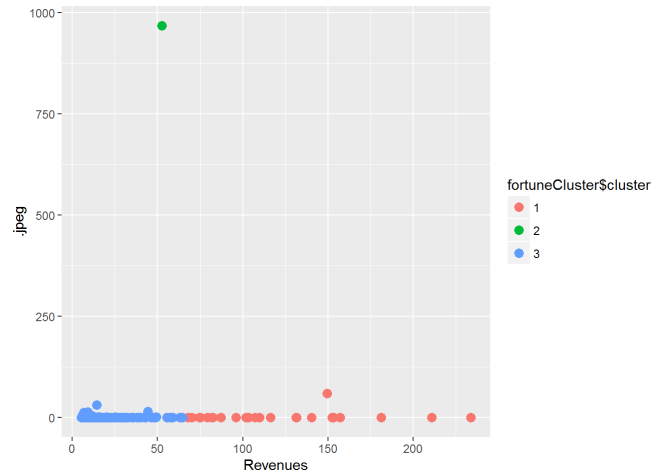
The same pattern also appears in the instagram variable graph. Here we can see that the variables of the cluster 1 that have the biggest revenues do not have instagram.

Table 57: Bmp vs Revenues Clustering



By the same logic is the graph for the bmp image type divided. Here we can see that the only site that have many bmp images is part of the high revenues cluster.

Table 58: Jpeg vs Revenues Clustering



From the jpeg graph we can finally understand which variable was responsible for the second cluster. The number of jpeg images in this specific site were extremely high and that lead the clustering algorithm to create a unique group



for the specific observation.

The next graphs are from the image sizes that are included in the model. As we have already seen in the analysis before we expect that the observations with the highest revenues won't have those type of images. And we expect the clustering to show this clearly.

Table 59: Image size: 60 x 60 vs Revenues Clustering

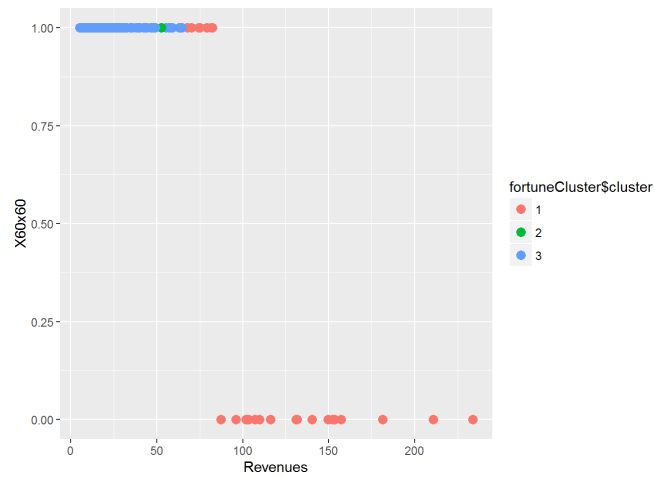


Table 60: Image size: 44 x 556 vs Revenues Clustering

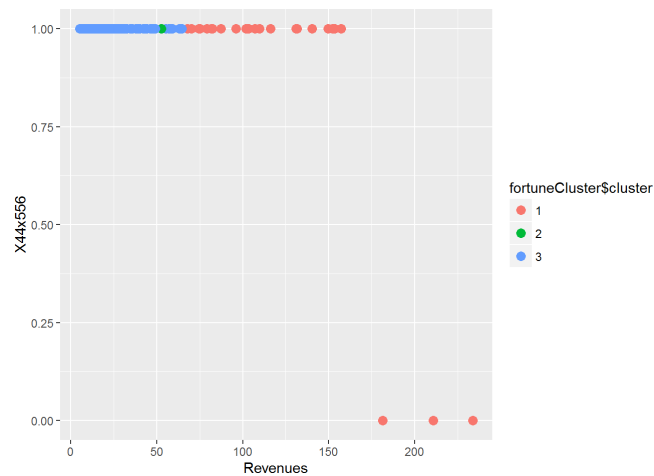


Table 61: Image size: 400 x 300 vs Revenues Clustering

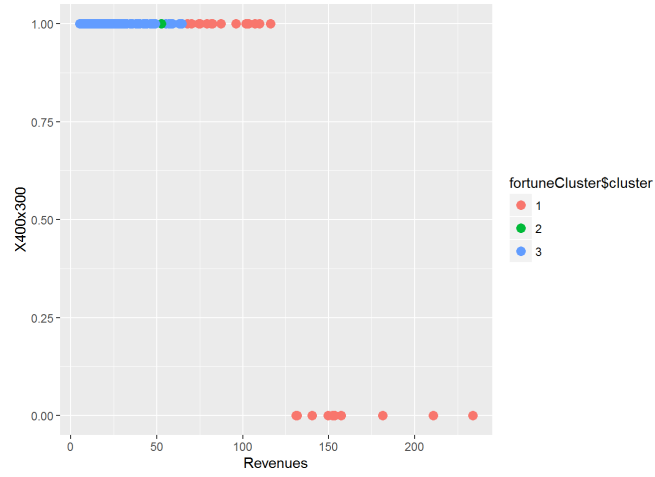


Table 62: Image size: 8 x 15 vs Revenues Clustering

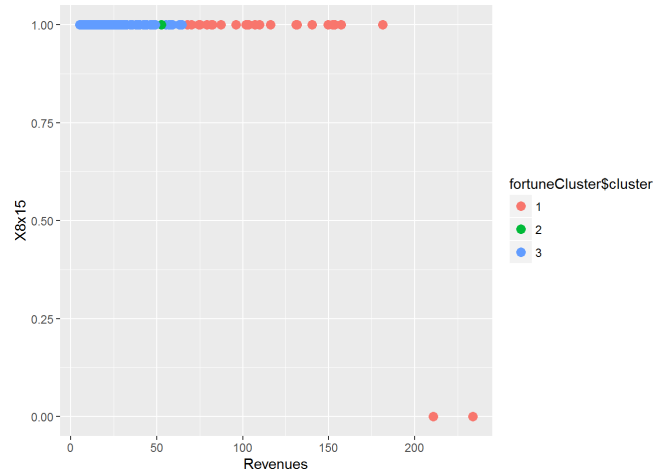
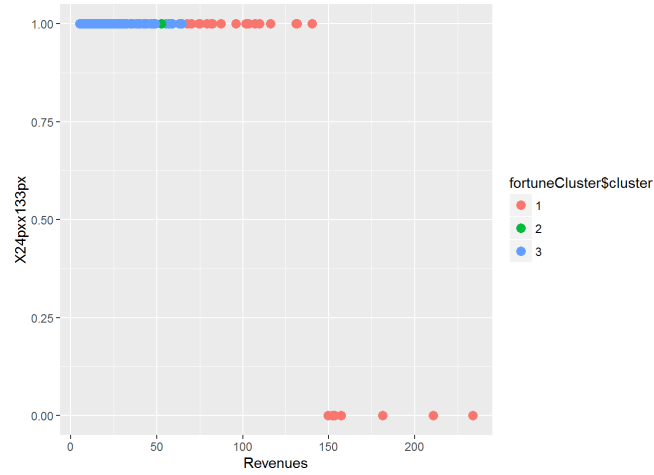


Table 63: Image size: 24px x 133px vs Revenues Clustering



### 3.2.5.3 Final testing

Now we will compare the results to see if we can test any other theory so as to be sure about the final results.

### 3.2.5.4 Final model

After completing the analysis we can conclude that the most important variable of the websites that can play a crucial role to the actual revenues of a company are the images. More specifically the sizes and the type of the images along with the external links.

## 4 Conclusions

This conclusion can be easily explained from the fact that the eye is drawn to specific stimulations. There are many studies that show that where the eye is going in the first seconds that a user is visiting a page can be crucial. So the right type of image with a correct structure and use of specific image sizes can make a site more likeable and friendly to the users.

Example - Testing of where does the eye drop first

Example - Images and the importance to the psychology

Example - Type of images more easily and rapid loading

Example - Information that the user is looking for not confined only inside the same website

## 5 Bibliography

### References

- [1] *<https://en.wikipedia.org/wiki/Fortune500>*
- [2] *<http://beta.fortune.com/fortune500>*
- [3] *<http://www.tablesgenerator.com/>*
- [4] *<https://www.continuum.io/downloads>*
- [5] *<https://validator.w3.org/>*
- [6] Rui Miguel Forte, Mastering Predictive Analytics with R, Packt Publishing Ltd., June 2015

## A Appendix A: Fortune 500 Companies

Table 64: Fortune 500 - Companies Ranked: 51 - 100

---

|                              |                               |                            |
|------------------------------|-------------------------------|----------------------------|
| 51. Intel                    | 52. Humana                    | 53. Disney                 |
| 54. Cisco Systems            | 55. Pfizer                    | 56. Dow Chemical           |
| 57. Sysco                    | 58. FedEx                     | 59. Caterpillar            |
| 60. Lockheed Martin          | 61. N.Y. Life Insurance       | 62. Coca-Cola              |
| 63. HCA Holdings             | 64. Ingram Micro              | 65. Energy Transfer Equity |
| 66. Tyson Foods              | 67. American Airlines Group   | 68. Delta Air Lines        |
| 69. Nationwide               | 70. Johnson Controls          | 71. Best Buy               |
| 72. Merck                    | 73. Liberty Mutual I.G.       | 74. Goldman Sachs Group    |
| 75. Honeywell International  | 76. Massachusetts Mutual L.I. | 77. Oracle                 |
| 78. Morgan Stanley           | 79. Cigna                     | 80. U.C. Holdings          |
| 81. Allstate                 | 82. TIAA                      | 83. INTL FCStone           |
| 84. CHS                      | 85. American Express          | 86. Gilead Sciences        |
| 87. Publix Super Markets     | 88. General Dynamics          | 89. TJX                    |
| 90. ConocoPhillips           | 91. Nike                      | 92. World Fuel Services    |
| 93. 3M                       | 94. Mondelez International    | 95. Exelon                 |
| 96. Twenty-First Century Fox | 97. Deere                     | 98. Tesoro                 |
| 99. Time Warner              | 100. Northwestern Mutual      |                            |

---

Table 65: Fortune 500 - Companies Ranked: 101 - 150

---

|                                   |                          |                                  |
|-----------------------------------|--------------------------|----------------------------------|
| 101. DuPont                       | 102. Avnet               | 103. Macy's                      |
| 104. Enterprise Products Partners | 105. Travelers Cos.      | 106. Philip Morris International |
| 107. Rite Aid                     | 108. Tech Data           | 109. McDonald's                  |
| 110. Qualcomm                     | 111. Sears Holdings      | 112. Capital One Financial       |
| 113. EMC                          | 114. USAA                | 115. Duke Energy                 |
| 116. Time Warner Cable            | 117. Halliburton         | 118. Northrop Grumman            |
| 119. Arrow Electronics            | 120. Raytheon            | 121. Plains GP Holdings          |
| 122. US Foods Holding             | 123. AbbVie              | 124. Centene                     |
| 125. Community Health Systems     | 126. Alcoa               | 127. International Paper         |
| 128. Emerson Electric             | 129. Union Pacific       | 130. Amgen                       |
| 131. U.S. Bancorp                 | 132. Staples             | 133. Danaher                     |
| 134. Whirlpool                    | 135. Aflac               | 136. AutoNation                  |
| 137. Progressive                  | 138. Abbott Laboratories | 139. Dollar General              |
| 140. Tenet Healthcare             | 141. Eli Lilly           | 142. Southwest Airlines          |
| 143. Penske Automotive Group      | 144. ManpowerGroup       | 145. Kohl's                      |
| 146. Starbucks                    | 147. Paccar              | 148. Cummins                     |
| 149. Altria Group                 | 150. Xerox               |                                  |

---

Table 66: Fortune 500 - Companies Ranked: 151 - 200

---

|                             |                                 |                              |
|-----------------------------|---------------------------------|------------------------------|
| 151. Kimberly-Clark         | 152. Hartford F.S.G.            | 153. Kraft Heinz             |
| 154. Lear                   | 155. Fluor                      | 156. AECOM                   |
| 157. Facebook               | 158. Jabil Circuit              | 159. CenturyLink             |
| 160. Supervalu              | 161. General Mills              | 162. Southern                |
| 163. NextEra Energy         | 164. Thermo Fisher Scientific   | 165. American Electric Power |
| 166. PG&E Corp.             | 167. NGL Energy Partners        | 168. Bristol-Myers Squibb    |
| 169. Goodyear Tire & Rubber | 170. Nucor                      | 171. PNC F.S.G.              |
| 172. Health Net             | 173. Micron Technology          | 174. Colgate-Palmolive       |
| 175. Freeport-McMoRan       | 176. ConAgra Foods              | 177. Gap                     |
| 178. Baker Hughes           | 179. Bank of N.Y. Mellon C.     | 180. Dollar Tree             |
| 181. Whole Foods Market     | 182. PPG Industries             | 183. Genuine Parts           |
| 184. Icahn Enterprises      | 185. Performance Food Group     | 186. Omnicom Group           |
| 187. DISH Network           | 188. FirstEnergy                | 189. Monsanto                |
| 190. AES                    | 191. CarMax                     | 192. National Oilwell Varco  |
| 193. NRG Energy             | 194. Western Digital            | 195. Marriott International  |
| 196. Office Depot           | 197. Nordstrom                  | 198. Kinder Morgan           |
| 199. Aramark                | 200. DaVita HealthCare Partners |                              |

---

Table 67: Fortune 500 - Companies Ranked: 201 - 250

---

|                           |                               |                                |
|---------------------------|-------------------------------|--------------------------------|
| 201. Molina Healthcare    | 202. WellCare Health Plans    | 203. CBS                       |
| 204. Visa                 | 205. Lincoln National         | 206. Ecolab                    |
| 207. Kellogg              | 208. C.H. Robinson Worldwide  | 209. Textron                   |
| 210. Loews                | 211. Illinois Tool Works      | 212. Synnex                    |
| 213. Viacom               | 214. HollyFrontier            | 215. Land O'Lakes              |
| 216. Devon Energy         | 217. PBF Energy               | 218. Yum Brands                |
| 219. Texas Instruments    | 220. CDW                      | 221. Waste Management          |
| 222. Marsh & McLennan     | 223. Chesapeake Energy        | 224. Parker-Hannifin           |
| 225. Occidental Petroleum | 226. Guardian Life I.C.A.     | 227. Farmers Ins. Exchange     |
| 228. J.C. Penney          | 229. Consolidated Edison      | 230. Cognizant Tech. Solutions |
| 231. VF                   | 232. Ameriprise Financial     | 233. Computer Sciences         |
| 234. L Brands             | 235. Jacobs Engineering Group | 236. Principal Financial       |
| 237. Ross Stores          | 238. Bed Bath & Beyond        | 239. CSX                       |
| 240. Toys R Us            | 241. Las Vegas Sands          | 242. Leucadia National         |
| 243. Dominion Resources   | 244. United States Steel      | 245. L-3 Communications        |
| 246. Edison International | 247. Entergy                  | 248. ADP                       |
| 249. First Data           | 250. BlackRock                |                                |

---

Table 68: Fortune 500 - Companies Ranked: 251 - 300

---

|                                |                               |                                |
|--------------------------------|-------------------------------|--------------------------------|
| 251. WestRock                  | 252. Voya Financial           | 253. Sherwin-Williams          |
| 254. Hilton Worldwide Holdings | 255. R.R. Donnelley & Sons    | 256. Stanley Black & Decker    |
| 257. Xcel Energy               | 258. Murphy USA               | 259. CBRE Group                |
| 260. D.R. Horton               | 261. Estee Lauder             | 262. Praxair                   |
| 263. Biogen                    | 264. State Street Corp.       | 265. Unum Group                |
| 266. Reynolds American         | 267. Group 1 Automotive       | 268. Henry Schein              |
| 269. Hertz Global Holdings     | 270. Norfolk Southern         | 271. Reinsurance G. of America |
| 272. Public Service E. G.      | 273. BB&T Corp.               | 274. DTE Energy                |
| 275. Assurant                  | 276. Global Partners          | 277. Huntsman                  |
| 278. Becton Dickinson          | 279. Sempra Energy            | 280. AutoZone                  |
| 281. Navistar International    | 282. Precision Castparts      | 283. Discover F. S.            |
| 284. Liberty Interactive       | 285. W.W. Grainger            | 286. Baxter International      |
| 287. Stryker                   | 288. Air Products & Chemicals | 289. Western Refining          |
| 290. Universal Health Services | 291. Owens & Minor            | 292. Charter Communications    |
| 293. Advance Auto Parts        | 294. MasterCard               | 295. Applied Materials         |
| 296. Eastman Chemical          | 297. Sonic Automotive         | 298. Ally Financial            |
| 299. CST Brands                | 300. eBay                     |                                |

---

Table 69: Fortune 500 - Companies Ranked: 301 - 350

---

|                            |                                  |                                |
|----------------------------|----------------------------------|--------------------------------|
| 301. Lennar                | 302. GameStop                    | 303. Reliance Steel & Aluminum |
| 304. Hormel Foods          | 305. Celgene                     | 306. Genworth Financial        |
| 307. PayPal Holdings       | 308. Priceline Group             | 309. MGM Resorts International |
| 310. Autoliv               | 311. Fidelity National Financial | 312. Republic Services         |
| 313. Corning               | 314. Peter Kiewit Sons'          | 315. Univar                    |
| 316. Mosaic                | 317. Core-Mark Holding           | 318. Thrivent F. for Lutherans |
| 319. Cameron International | 320. HD Supply Holdings          | 321. Crown Holdings            |
| 322. EOG Resources         | 323. Veritiv                     | 324. Anadarko Petroleum        |
| 325. Laboratory C. of A.   | 326. Pacific Life                | 327. News Corp.                |
| 328. Jarden                | 329. SunTrust Banks              | 330. Avis Budget Group         |
| 331. Broadcom              | 332. American Family I. G.       | 333. Level 3 Communications    |
| 334. Tenneco               | 335. United Natural Foods        | 336. Dean Foods                |
| 337. Campbell Soup         | 338. Mohawk Industries           | 339. BorgWarner                |
| 340. PVH                   | 341. Ball                        | 342. O'Reilly Automotive       |
| 343. Eversource Energy     | 344. Franklin Resources          | 345. Masco                     |
| 346. Lithia Motors         | 347. KKR                         | 348. Oneok                     |
| 349. Newmont Mining        | 350. PPL                         |                                |

---



Table 70: Fortune 500 - Companies Ranked: 351 - 400

---

|                                      |                            |                             |
|--------------------------------------|----------------------------|-----------------------------|
| 351. SpartanNash                     | 352. Quanta Services       | 353. XPO Logistics          |
| 354. Ralph Lauren                    | 355. Interpublic Group     | 356. Steel Dynamics         |
| 357. WESCO International             | 358. Quest Diagnostics     | 359. Boston Scientific      |
| 360. AGCO                            | 361. Foot Locker           | 362. Hershey                |
| 363. CenterPoint Energy              | 364. Williams              | 365. Dick's Sporting Goods  |
| 366. Live Nation Entertainment       | 367. Mutual of Omaha Ins.  | 368. W.R. Berkley           |
| 369. LKQ                             | 370. Avon Products         | 371. Darden Restaurants     |
| 372. Kindred Healthcare              | 373. Weyerhaeuser          | 374. Casey's General Stores |
| 375. Sealed Air                      | 376. Fifth Third Bancorp   | 377. Dover                  |
| 378. Huntington Ingalls Industries   | 379. Netflix               | 380. Dillard's              |
| 381. EMCOR Group                     | 382. Jones Financial       | 383. AK Steel Holding       |
| 384. UGI                             | 385. Expedia               | 386. salesforce.com         |
| 387. Targa Resources                 | 388. Apache                | 389. Spirit AeroSystems H.  |
| 390. Expeditors Inter. of Washington | 391. Anixter International | 392. Fidelity N. Inf. S.    |
| 393. Asbury Automotive Group         | 394. Hess                  | 395. Ryder System           |
| 396. Terex                           | 397. Coca-Cola Eur. P.     | 398. Auto-Owners Insurance  |
| 399. Cablevision Systems             | 400. Symantec              |                             |

---

Table 71: Fortune 500 - Companies Ranked: 401 - 450

---

|                                   |                                 |                          |
|-----------------------------------|---------------------------------|--------------------------|
| 401. Charles Schwab               | 402. Calpine                    | 403. CMS Energy          |
| 404. Alliance Data Systems        | 405. JetBlue Airways            | 406. Discovery Communic. |
| 407. Trinity Industries           | 408. Sanmina                    | 409. NCR                 |
| 410. FMC Technologies             | 411. Erie Insurance Group       | 412. Rockwell Automation |
| 413. Dr Pepper Snapple Group      | 414. iHeartMedia                | 415. Tractor Supply      |
| 416. J.B. Hunt Transport Services | 417. Commercial Metals          | 418. Owens-Illinois      |
| 419. Harman Inter. Ind.           | 420. Baxalta                    | 421. American F. G.      |
| 422. NetApp                       | 423. Graybar Electric           | 424. Oshkosh             |
| 425. Ameren                       | 426. A-Mark Precious Metals     | 427. Barnes & Noble      |
| 428. Dana Holding                 | 429. Constellation Brands       | 430. LifePoint Health    |
| 431. Zimmer Biomet H.             | 432. Harley-Davidson            | 433. PulteGroup          |
| 434. Newell Brands                | 435. Avery Dennison             | 436. Jones Lang LaSalle  |
| 437. WEC Energy Group             | 438. Marathon Oil               | 439. TravelCenters of A. |
| 440. United Rentals               | 441. HRG Group                  | 442. Old Republic Inter. |
| 443. Windstream Holdings          | 444. Starwood Hotels & Resorts  | 445. Delek US Holdings   |
| 446. Packaging Corp. of A.        | 447. Quintiles Transnational H. | 448. Hanesbrands         |
| 449. Realogy Holdings             | 450. Mattel                     |                          |

---

Table 72: Fortune 500 - Companies Ranked: 451 - 500

---

|                               |                               |                          |
|-------------------------------|-------------------------------|--------------------------|
| 451. Motorola Solutions       | 452. J.M. Smucker             | 453. Regions Financial   |
| 454. Celanese                 | 455. Clorox                   | 456. Ingredion           |
| 457. Genesis Healthcare       | 458. Peabody Energy           | 459. Alaska Air Group    |
| 460. Seaboard                 | 461. Frontier Communic.       | 462. Amphenol            |
| 463. Lansing Trade Group      | 464. SanDisk                  | 465. St. Jude Medical    |
| 466. Wyndham Worldwide        | 467. Kelly Services           | 468. Western Union       |
| 469. Envision Healthcare H.   | 470. Visteon                  | 471. Arthur J. Gallagher |
| 472. Host Hotels & Resorts    | 473. Ashland                  | 474. Insight Enterprises |
| 475. Energy Future Holdings   | 476. Markel                   | 477. Essendant           |
| 478. CH2M Hill                | 479. Western & Southern F.G.  | 480. Owens Corning       |
| 481. S&P Global               | 482. Raymond James Financial  | 483. NiSource            |
| 484. Airgas                   | 485. ABM Industries           | 486. Citizens F.G.       |
| 487. Booz Allen Hamilton H.   | 488. Simon Property Group     | 489. Domtar              |
| 490. Rockwell Collins         | 491. Lam Research             | 492. Fiserv              |
| 493. Spectra Energy           | 494. Navient                  | 495. Big Lots            |
| 496. Telephone & Data Systems | 497. First American Financial | 498. NVR                 |
| 499. Cincinnati Financial     | 500. Burlington Stores        |                          |

---

## B Appendix B: Python Scripts

## C Appendix C: R Scripts

### C.0.1 Data cleansing

```
#we upload the dataset
total_500 <- read.csv("~/GitHub/thesis_msc_business_analytics/
Python/total_500_new.csv", sep=";", na.strings="n/a")
#we see how many observations and how many variables we have
dim(total_500)
#We create a subset to make some changes to the data
total_500_sub <- total_500
#Change the decimal point for the 4 variables
total_500_sub$Assets.. <- gsub(",", ".",
  total_500_sub$Assets.. )
total_500_sub$Market.value.. <- gsub(",", ".",
  total_500_sub$Market.value.. )
total_500_sub$Revenues.. <- gsub(",", ".",
  total_500_sub$Revenues.. )
total_500_sub$Total.Stockholder.Equity.. <- gsub(",", ".",
  total_500_sub$Total.Stockholder.Equity.. )
#Make the variables numeric
for(i in 1:18){
```

```

total_500_sub[,i] <- as.numeric(total_500_sub[,i])}
for(i in 20:730){
  total_500_sub[,i] <- as.numeric(total_500_sub[,i])}
#We omit the nas from the analysis
total_500_final <- na.omit(total_500_sub)
#We rename variable X as Ranking
colnames(total_500_final)[1] <- "Ranking"
#Change the names of some variables to be more easily readable
colnames(total_500_final)[2] <- "Assets"
colnames(total_500_final)[3] <- "Market_Value"
colnames(total_500_final)[4] <- "Revenues"
colnames(total_500_final)[6] <- "Total_SH_Equity"
#Delete the variables we will not need
total_500_final$Revenues...1 <- NULL #Revenues %
total_500_final$company <- NULL #company name
total_500_final$url <- NULL # company url
#we upload the libraries beneath that we will use in the analysis
library(ggplot2)
library(reshape2)
library(DAAG)
#Final number of observation and variables we will use
dim(total_500_final)

```

## C.0.2 Variable analysis and correlation

### C.0.2.1 Fortune variables correlation

```

#we first see the summary of the Fortune variables and then we create their histograms
#good grasp of how they are distributed
ggplot(data=total_500_final, aes(x=Revenues))
+geom_histogram(binwidth=50, colour = "green", fill = "darkgreen")
ggplot(data=total_500_final, aes(x=Assets))
+geom_histogram(binwidth=100, colour = "red", fill = "darkred")
ggplot(data=total_500_final, aes(x=Market_Value))
+geom_histogram(binwidth=100, colour = "blue", fill = "darkblue")
ggplot(data=total_500_final, aes(x=Total_SH_Equity))
+geom_histogram(binwidth=100, colour = "purple", fill = "pink")

#We make plots to see how the variables we got from Fortune 500 are related with each other
ggplot(total_500_final, aes(Assets, Ranking))
+ geom_point(colour = "red")
ggplot(total_500_final, aes(Market_Value, Ranking))
+ geom_point(colour = "blue")
ggplot(total_500_final, aes(Total_SH_Equity, Ranking))
+ geom_point(colour = "purple")
ggplot(total_500_final, aes(Revenues, Ranking))
+ geom_point(colour = "green")

```

```

#We can see that the Ranking has a linear relationship with the Revenues so we u
#In order to have a more clear look we also create a correlation diagram
total_500_fortune <- total_500_final[,c(1:5)]
library(corrplot)
library(caret)
sm <- cor(total_500_fortune)
sm
corrplot(cor(total_500_fortune),method="number")
#From this plot we understand that the Ranking and the Revenues have very high c

```

### C.0.2.2 Social media analysis

```

#Facebook
social_media_facebook <- round(table(total_500_final$facebook)/408,3)
social_media_facebook
slicelable <- c(paste(35.3,"%no"),paste(64.7,"%yes"))
pie(social_media_facebook,label = slicelable ,
main="Share_of_companies_with_Facebook",
col=rainbow(length(social_media_facebook)))
ggplot(total_500_final , aes(Revenues , facebook))
+ geom_point(size=3, colour = "darkblue")

#Twitter
social_media_twitter <- round(table(total_500_final$twitter)/408,3)
social_media_twitter
slicelable <- c(paste(31.4,"%no"),paste(68.6,"%yes"))
pie(social_media_twitter,label = slicelable ,
main="Share_of_companies_with_Twitter",
col=rainbow(length(social_media_twitter)))
ggplot(total_500_final , aes(Revenues , twitter))
+ geom_point(size=3, colour = "darkgreen")

#Instagram
social_media_instagram <- round(table(total_500_final$instagram)/408,3)
social_media_instagram
slicelable <- c(paste(77.7,"%no"),paste(22.3,"%yes"))
pie(social_media_instagram,label = slicelable ,
main="Share_of_companies_with_Instagram",
col=rainbow(length(social_media_instagram)))
ggplot(total_500_final , aes(Revenues , instagram))
+ geom_point(size=3, colour = "pink")

#Pinterest
social_media_pinterest <- round(table(total_500_final$pinterest)/408,3)
social_media_pinterest
slicelable <- c(paste(90.2,"%no"),paste(9.8,"%yes"))

```

```

pie(social_media_pinterest, label = slicelable,
main="Share_of_companies_with_Pinterest",
col=rainbow(length(social_media_pinterest)))
ggplot(total_500_final, aes(Revenues, pinterest))
+ geom_point(size=3, colour = "darkred")

#Youtube
social_media_youtube <- round(table(total_500_final$youtube)/408,3)
social_media_youtube
slicelable <- c(paste(41.7,"%no"),paste(58.3,"%yes"))
pie(social_media_youtube, label = slicelable,
main="Share_of_companies_with_Youtube",
col=rainbow(length(social_media_youtube)))
ggplot(total_500_final, aes(Revenues, youtube))
+ geom_point(size=3, colour = "red")

#LinkedIn
social_media_linkedin <- round(table(total_500_final$linkedin)/408,3)
social_media_linkedin
slicelable <- c(paste(42.9,"%no"),paste(57.1,"%yes"))
pie(social_media_linkedin, label = slicelable,
main="Share_of_companies_with_Linkedin",
col=rainbow(length(social_media_linkedin)))
ggplot(total_500_final, aes(Revenues, linkedin))
+ geom_point(size=3, colour = "blue")

#And we can also see for correlations
total_500_social_media <- total_500_final[,c(4,10:15)]
library(corrplot)
library(caret)
sm <- cor(total_500_social_media)
sm
corrplot(cor(total_500_social_media), method="number")

```

### C.0.2.3 Links analysis

```

par(mfrow=c(1,1))
library(ggplot2)
ggplot(data=total_500_final, aes(x=total.links))
+geom_histogram(binwidth=50, colour = "darkblue", fill ="blue")
ggplot(total_500_final, aes(Revenues, total.links))
+ geom_point(size=3, colour = "darkblue")
ggplot(data=total_500_final, aes(x=external))
+geom_histogram(binwidth=50, colour = "darkred", fill ="red")
ggplot(total_500_final, aes(Revenues, external))
+ geom_point(size=3, colour = "darkred")

```

```
ggplot(data=total_500_final , aes(x=internal))
+geom_histogram(binwidth=50, colour = "darkgreen", fill ="green")
ggplot(total_500_final , aes(Revenues, internal))
+ geom_point(size=3, colour = "darkgreen")
```

```
#And we can also see for correlations
total_500_links <- total_500_final[,c(4,21:23)]
library(corrplot)
library(caret)
tl <- cor(total_500_links)
tl
corrplot(cor(total_500_links),method="number")
```

#### **C.0.2.4 Loadin time analysis**

```
ggplot(data=total_500_final , aes(x=loading.time))
+geom_histogram(binwidth=1, colour = "pink", fill ="purple")
ggplot(total_500_final , aes(Revenues, loading.time))
+ geom_point(size=3, colour = "purple")
```