

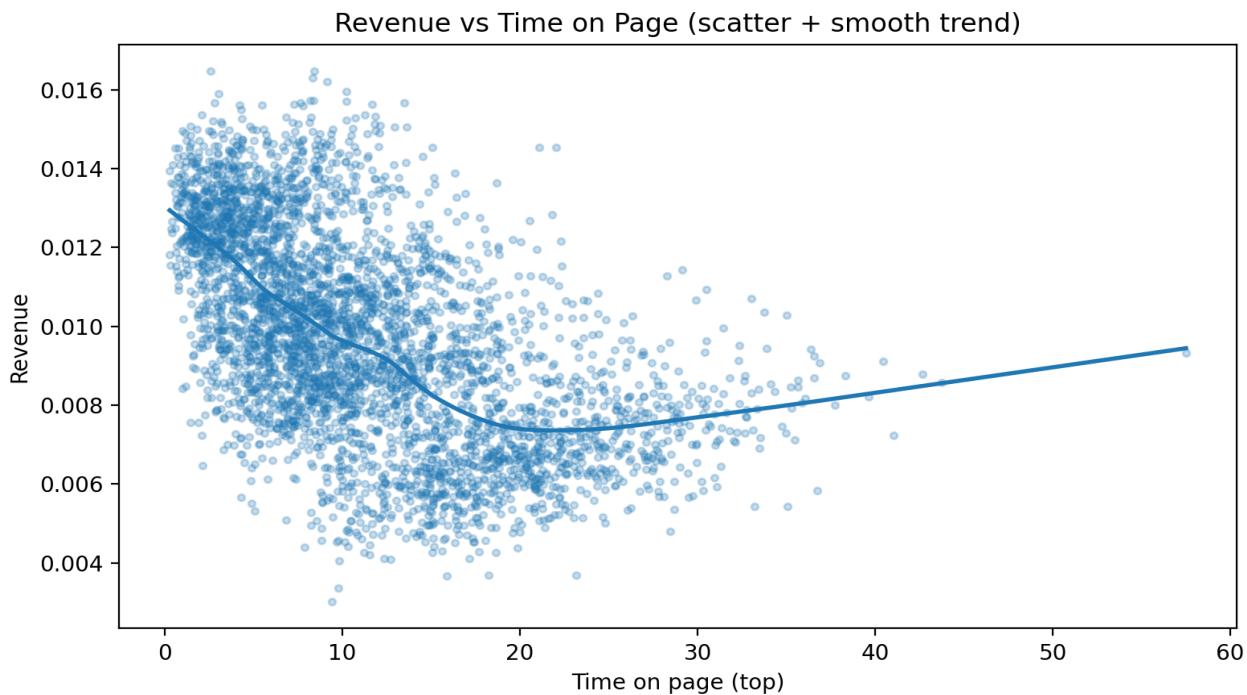
Time on Page (top) vs Revenue — Brief Report

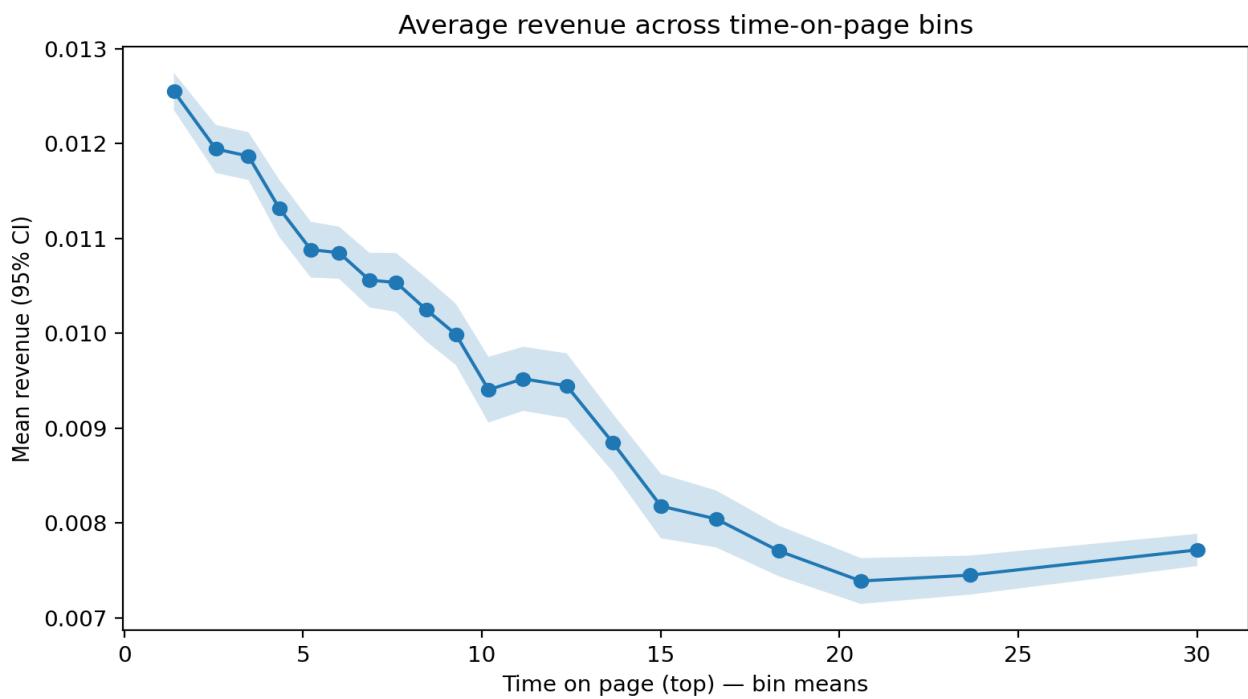
This report is intended for a mixed technical and non-technical audience. It summarizes the relationship between time on page and revenue using clear visuals and regression models.

Executive summary

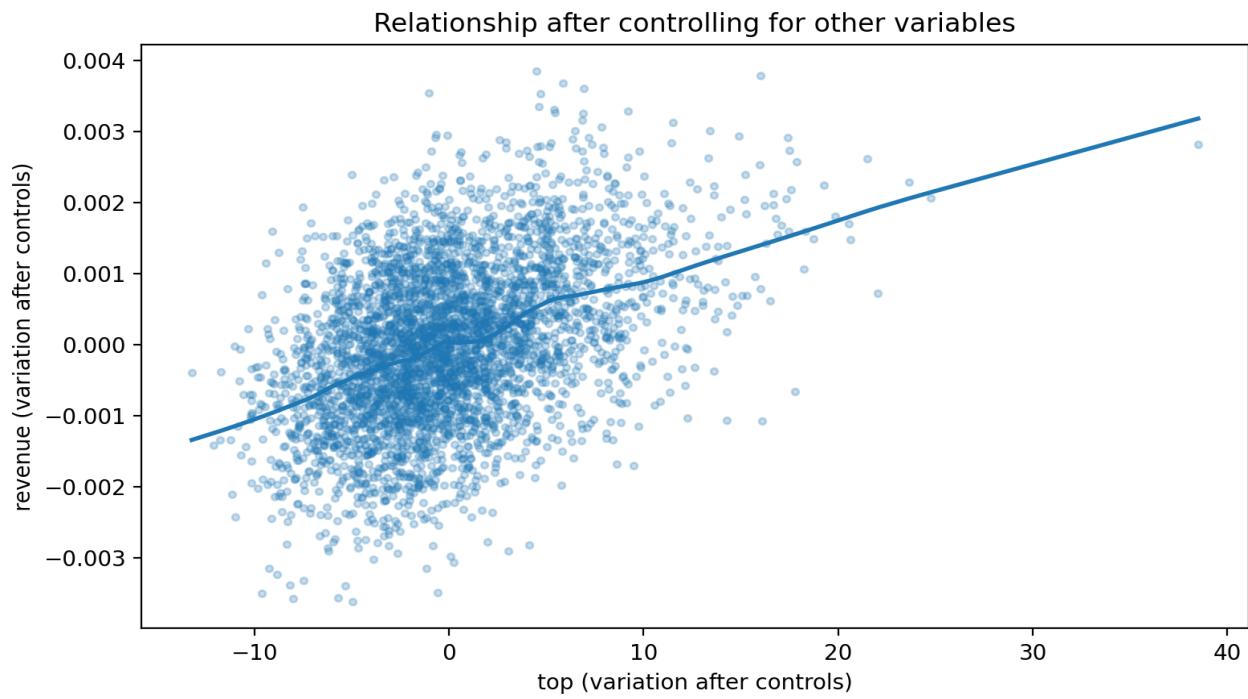
- Time on page (top) and revenue move together (Pearson $r = -0.555$, Spearman $\rho = -0.608$).
- Simple model: +10 units of time on page is associated with about -0.00195 more revenue (95% CI -0.00204 to -0.00185).
- Controlled model: after accounting for other variables, the association is about 0.00097 per +10 units (95% CI 0.00091 to 0.00103).
- Model fit improves with controls (R^2 0.308 → 0.851).

Visual relationship





After controlling for other variables



Model summary (readable)

Model	Effect of +10 top units	95% CI	R ²
Simple: revenue ~ top	-0.00195	[-0.00204, -0.00185]	0.308

Controlled: + other variables	0.00097	[0.00091, 0.00103]	0.851
-------------------------------	---------	--------------------	-------

Interpretation note: these are associations, not necessarily causal effects. Controlling for other variables helps test whether the observed relationship is driven by differences across groups.