**Online Retailer ICE**

A major online retailer (or e-tailer as is referred to nowadays), clapdeal.com, is concerned about online shoppers flitting from site to site and not staying long enough on its site. So it conducts an experiment to see how to get shoppers to spend more time on its site. In a particular busy shopping day, they systematically vary colour of the site (light or dark shades of blue) and present shoppers with either few or many reviews. The site automatically measures time spent on the site by shoppers in minutes; this is the key dependent variable. The data are in the file “online retailer data.sav”. Analyse the data and advise them.