

The SAS System

The REG Procedure
Model: MODEL1
Dependent Variable: transactionBoolean

Number of Observations Read	903653
Number of Observations Used	903653

Maximum R-Square Improvement: Step 1

Variable pageviews Entered: R-Square = 0.1567 and C(p) = 24657.51

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	1781.95051	1781.95051	167975	<.0001
Error	903651	9586.31703	0.01061		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.01159	0.00012355	93.35254	8799.85	<.0001
pageviews	0.00632	0.00001542	1781.95051	167975	<.0001

Bounds on condition number: 1, 1

The above model is the best 1-variable model found.

Maximum R-Square Improvement: Step 2

Variable hits Entered: R-Square = 0.1644 and C(p) = 16212.64

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F

Model	2	1869.17863	934.58931	88907.6	<.0001
Error	903650	9499.08892	0.01051		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.01493	0.00012833	142.23032	13530.4	<.0001
hits	-0.00558	0.00006129	87.22812	8298.03	<.0001
pageviews	0.01385	0.00008411	285.19467	27130.6	<.0001

Bounds on condition number: 30.016, 120.06

The above model is the best 2-variable model found.

Maximum R-Square Improvement: Step 3

Variable bounces Entered: R-Square = 0.1688 and C(p) = 11415.35

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	1918.73930	639.57977	61162.4	<.0001
Error	903649	9449.52824	0.01046		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02533	0.00019805	171.07307	16359.5	<.0001
hits	-0.00626	0.00006192	106.95599	10228.1	<.0001
pageviews	0.01524	0.00008629	326.36545	31210.0	<.0001
bounces	0.01641	0.00023830	49.56067	4739.44	<.0001

Bounds on condition number: 31.751, 191.33

The above model is the best 3-variable model found.

Maximum R-Square Improvement: Step 4

Variable channelGrouping_Referral Entered: R-Square = 0.1736 and C(p) = 6117.652

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	1973.46754	493.36689	47455.0	<.0001
Error	903648	9394.80000	0.01040		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02879	0.00020315	208.79590	20083.2	<.0001
hits	-0.00619	0.00006175	104.53276	10054.6	<.0001
pageviews	0.01504	0.00008608	317.35462	30525.1	<.0001
bounces	0.01850	0.00023935	62.09340	5972.51	<.0001
channelGrouping_Referral	0.02477	0.00034144	54.72824	5264.09	<.0001

Bounds on condition number: 31.785, 259.5

The above model is the best 4-variable model found.

Maximum R-Square Improvement: Step 5

Variable newVisits Entered: R-Square = 0.1760 and C(p) = 3464.234

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	2000.88917	400.17783	38604.1	<.0001
Error	903647	9367.37837	0.01037		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.01751	0.00029879	35.58528	3432.82	<.0001

hits	-0.00622	0.00006166	105.53004	10180.2	<.0001
pageviews	0.01501	0.00008596	316.29682	30512.3	<.0001
bounces	0.01861	0.00023901	62.81165	6059.28	<.0001
newVisits	-0.01369	0.00026611	27.42163	2645.29	<.0001
channelGrouping_Referral	0.02084	0.00034940	36.89601	3559.26	<.0001

Bounds on condition number: 31.786, 329.98

The above model is the best 5-variable model found.

Maximum R-Square Improvement: Step 6

Variable operatingSystem_Macintosh Entered: R-Square = 0.1770 and C(p) = 2334.608

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	6	2012.57511	335.42918	32398.4	<.0001
Error	903646	9355.69244	0.01035		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02001	0.00030779	43.77498	4228.13	<.0001
hits	-0.00624	0.00006162	105.99613	10237.9	<.0001
pageviews	0.01503	0.00008590	316.72562	30591.8	<.0001
bounces	0.01898	0.00023912	65.20778	6298.28	<.0001
newVisits	-0.01331	0.00026617	25.90180	2501.80	<.0001
channelGrouping_Referral	0.01871	0.00035493	28.76305	2778.16	<.0001
operatingSystem_Macintosh	0.00820	0.00024404	11.68593	1128.72	<.0001

Bounds on condition number: 31.787, 402.54

The above model is the best 6-variable model found.

Maximum R-Square Improvement: Step 7

Variable continent_Americas Entered: R-Square = 0.1776 and C(p) = 1697.360

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	2019.17640	288.45377	27880.8	<.0001
Error	903645	9349.09114	0.01035		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02373	0.00034107	50.08741	4841.25	<.0001
hits	-0.00619	0.00006162	104.55590	10105.9	<.0001
pageviews	0.01493	0.00008595	312.31927	30187.5	<.0001
bounces	0.01983	0.00024138	69.79099	6745.71	<.0001
newVisits	-0.01230	0.00026908	21.61964	2089.67	<.0001
channelGrouping_Referral	0.01773	0.00035691	25.53137	2467.76	<.0001
operatingSystem_Macintosh	0.00798	0.00024411	11.06919	1069.90	<.0001
continent_Americas	0.00571	0.00022616	6.60130	638.05	<.0001

Bounds on condition number: 31.843, 478.43

The above model is the best 7-variable model found.

Maximum R-Square Improvement: Step 8

Variable medium_referral Entered: R-Square = 0.1781 and C(p) = 1125.076

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	2025.10685	253.13836	24482.8	<.0001
Error	903644	9343.16069	0.01034		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02502	0.00034517	54.31602	5253.29	<.0001
hits	-0.00622	0.00006161	105.36247	10190.4	<.0001
pageviews	0.01500	0.00008596	314.66698	30433.7	<.0001
bounces	0.01940	0.00024197	66.43077	6425.00	<.0001
newVisits	-0.01320	0.00027158	24.40841	2360.71	<.0001
channelGrouping_Referral	0.01255	0.00041720	9.35850	905.13	<.0001
operatingSystem_Macintosh	0.00726	0.00024589	9.01914	872.31	<.0001
continent_Americas	0.00678	0.00023045	8.95299	865.91	<.0001
medium_referral	0.00639	0.00026662	5.93045	573.58	<.0001

Bounds on condition number: 31.873, 562.68

The above model is the best 8-variable model found.

Maximum R-Square Improvement: Step 9

Variable isTrueDirectBool Entered: R-Square = 0.1784 and C(p) = 830.3660

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	2028.17088	225.35232	21802.6	<.0001
Error	903643	9340.09666	0.01034		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-0.02955	0.00043397	47.91601	4635.82	<.0001
hits	-0.00623	0.00006160	105.73564	10229.8	<.0001
pageviews	0.01501	0.00008595	315.27694	30502.7	<.0001
bounces	0.01927	0.00024205	65.47734	6334.85	<.0001
newVisits	-0.00971	0.00033871	8.49334	821.72	<.0001
isTrueDirectBool	0.00530	0.00030780	3.06402	296.44	<.0001
channelGrouping_Referral	0.01235	0.00041729	9.05155	875.73	<.0001

operatingSystem_Macintosh	0.00724	0.00024585	8.95264	866.16	<.0001
continent_Americas	0.00655	0.00023080	8.32647	805.58	<.0001
medium_referral	0.00752	0.00027459	7.75027	749.83	<.0001

Bounds on condition number: 31.877, 655.25

The above model is the best 9-variable model found.

Maximum R-Square Improvement: Step 10

Variable date Entered: R-Square = 0.1786 and C(p) = 575.8561

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	2030.81977	203.08198	19653.5	<.0001
Error	903642	9337.44777	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.77840	0.48397	2.66913	258.31	<.0001
date	3.842366E-7	2.39984E-8	2.64889	256.35	<.0001
hits	-0.00620	0.00006162	104.64461	10127.1	<.0001
pageviews	0.01498	0.00008596	313.93619	30381.5	<.0001
bounces	0.01914	0.00024213	64.59926	6251.67	<.0001
newVisits	-0.00972	0.00033866	8.51705	824.25	<.0001
isTrueDirectBool	0.00530	0.00030776	3.06028	296.16	<.0001
channelGrouping_Referral	0.01108	0.00042464	7.04071	681.37	<.0001
operatingSystem_Macintosh	0.00762	0.00024696	9.82671	950.99	<.0001
continent_Americas	0.00656	0.00023077	8.35902	808.95	<.0001
medium_referral	0.00877	0.00028552	9.75767	944.31	<.0001

Bounds on condition number: 31.89, 741.5

The above model is the best 10-variable model found.

Maximum R-Square Improvement: Step 11

Variable isMobileBool Entered: R-Square = 0.1788 and C(p) = 389.6910

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	2032.76289	184.79663	17887.6	<.0001
Error	903641	9335.50465	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-8.17721	0.48480	2.93923	284.51	<.0001
date	4.040798E-7	2.40395E-8	2.91894	282.54	<.0001
hits	-0.00620	0.00006162	104.63116	10127.9	<.0001
pageviews	0.01498	0.00008595	313.65912	30361.0	<.0001
bounces	0.01913	0.00024211	64.51882	6245.17	<.0001
newVisits	-0.00958	0.00033879	8.25765	799.31	<.0001
isMobileBool	-0.00371	0.00027061	1.94312	188.09	<.0001
isTrueDirectBool	0.00549	0.00030806	3.28317	317.80	<.0001
channelGrouping_Referral	0.01100	0.00042464	6.93392	671.18	<.0001
operatingSystem_Macintosh	0.00641	0.00026220	6.16759	597.00	<.0001
continent_Americas	0.00672	0.00023102	8.73698	845.71	<.0001
medium_referral	0.00813	0.00028934	8.15237	789.12	<.0001

Bounds on condition number: 31.891, 831.51

The above model is the best 11-variable model found.

Maximum R-Square Improvement: Step 12

Variable visitNumber Entered: R-Square = 0.1789 and C(p) = 239.6157

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	2034.33332	169.52778	16412.4	<.0001
Error	903640	9333.93422	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-8.15867	0.48476	2.92589	283.26	<.0001
date	4.032051E-7	2.40376E-8	2.90629	281.36	<.0001
visitNumber	-0.00014725	0.00001194	1.57043	152.04	<.0001
hits	-0.00621	0.00006161	104.82114	10148.0	<.0001
pageviews	0.01499	0.00008595	314.05741	30404.6	<.0001
bounces	0.01915	0.00024209	64.59987	6254.06	<.0001
newVisits	-0.01034	0.00034433	9.31211	901.53	<.0001
isMobileBool	-0.00387	0.00027090	2.11085	204.36	<.0001
isTrueDirectBool	0.00560	0.00030816	3.41613	330.72	<.0001
channelGrouping_Referral	0.01088	0.00042471	6.78327	656.70	<.0001
operatingSystem_Macintosh	0.00632	0.00026227	6.00020	580.89	<.0001
continent_Americas	0.00682	0.00023116	8.99666	870.99	<.0001
medium_referral	0.00812	0.00028932	8.14445	788.48	<.0001

Bounds on condition number: 31.894, 920.85

The above model is the best 12-variable model found.

Maximum R-Square Improvement: Step 13

Variable operatingSystem_Chrome_OS Entered: R-Square = 0.1790 and C(p) = 140.3387

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	13	2035.37918	156.56763	15159.4	<.0001

Error	903639	9332.88836	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-8.13619	0.48474	2.90973	281.73	<.0001
date	4.0207E-7	2.403653E-8	2.88989	279.81	<.0001
visitNumber	-0.00014608	0.00001194	1.54557	149.65	<.0001
hits	-0.00621	0.00006161	104.93223	10159.9	<.0001
pageviews	0.01499	0.00008595	314.04908	30407.2	<.0001
bounces	0.01916	0.00024208	64.70168	6264.62	<.0001
newVisits	-0.01027	0.00034438	9.18923	889.73	<.0001
isMobileBool	-0.00340	0.00027487	1.58335	153.30	<.0001
isTrueDirectBool	0.00558	0.00030816	3.38829	328.06	<.0001
channelGrouping_Referral	0.01058	0.00042575	6.38054	617.78	<.0001
operatingSystem_Chrome_OS	0.00661	0.00065661	1.04585	101.26	<.0001
operatingSystem_Macintosh	0.00681	0.00026668	6.73070	651.69	<.0001
continent_Americas	0.00661	0.00023208	8.38564	811.92	<.0001
medium_referral	0.00828	0.00028973	8.44104	817.29	<.0001

Bounds on condition number: 31.894, 1012.8

Maximum R-Square Improvement: Step 14

Variable isMobileBool Removed: R-Square = 0.1791 and C(p) = 123.0879
Variable operatingSystem_Windows Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	13	2035.55732	156.58133	15161.0	<.0001
Error	903639	9332.71022	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-8.10525	0.48452	2.89021	279.84	<.0001

date	4.003664E-7	2.402488E-8	2.86817	277.71	<.0001
visitNumber	-0.00014780	0.00001195	1.58064	153.05	<.0001
hits	-0.00621	0.00006161	105.03289	10169.8	<.0001
pageviews	0.01499	0.00008594	314.20213	30422.6	<.0001
bounces	0.01915	0.00024209	64.61160	6256.01	<.0001
newVisits	-0.01023	0.00034445	9.10194	881.29	<.0001
isTrueDirectBool	0.00568	0.00030858	3.50445	339.32	<.0001
channelGrouping_Referral	0.01099	0.00042677	6.84331	662.60	<.0001
operatingSystem_Chrome_OS	0.00977	0.00066133	2.25379	218.22	<.0001
operatingSystem_Macintosh	0.01002	0.00029356	12.02589	1164.41	<.0001
operatingSystem_Windows	0.00353	0.00026991	1.76149	170.56	<.0001
continent_Americas	0.00674	0.00023279	8.64616	837.16	<.0001
medium_referral	0.00827	0.00028947	8.43083	816.31	<.0001

Bounds on condition number: 31.894, 1019.6

The above model is the best 13-variable model found.

Maximum R-Square Improvement: Step 15

Variable browser_Safari Entered: R-Square = 0.1791 and C(p) = 75.4657

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	14	2036.06975	145.43355	14082.4	<.0001
Error	903638	9332.19779	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.87648	0.48559	2.71716	263.10	<.0001
date	3.890632E-7	2.407776E-8	2.69648	261.10	<.0001
visitNumber	-0.00014703	0.00001195	1.56410	151.45	<.0001
hits	-0.00621	0.00006161	105.05361	10172.4	<.0001
pageviews	0.01499	0.00008594	314.10920	30415.2	<.0001

bounces	0.01917	0.00024210	64.74696	6269.46	<.0001
newVisits	-0.01022	0.00034444	9.08456	879.66	<.0001
isTrueDirectBool	0.00549	0.00030976	3.24744	314.45	<.0001
channelGrouping_Referral	0.01026	0.00043904	5.63879	546.00	<.0001
browser_Safari	-0.00220	0.00031230	0.51243	49.62	<.0001
operatingSystem_Chrome_OS	0.00918	0.00066661	1.95781	189.58	<.0001
operatingSystem_Macintosh	0.01009	0.00029372	12.17958	1179.35	<.0001
operatingSystem_Windows	0.00268	0.00029557	0.84675	81.99	<.0001
continent_Americas	0.00668	0.00023290	8.50539	823.58	<.0001
medium_referral	0.00854	0.00029205	8.83837	855.82	<.0001

Bounds on condition number: 31.894, 1123.8

Maximum R-Square Improvement: Step 16

Variable operatingSystem_Windows Removed: R-Square = 0.1791 and C(p) = 44.3064
Variable operatingSystem_Android Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	14	2036.39153	145.45654	14085.1	<.0001
Error	903638	9331.87602	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.73108	0.48454	2.62906	254.58	<.0001
date	3.819756E-7	2.402641E-8	2.61017	252.75	<.0001
visitNumber	-0.00014525	0.00001193	1.52962	148.12	<.0001
hits	-0.00621	0.00006161	104.94695	10162.4	<.0001
pageviews	0.01498	0.00008594	313.88921	30395.0	<.0001
bounces	0.01919	0.00024208	64.92242	6286.66	<.0001
newVisits	-0.01018	0.00034451	9.00916	872.39	<.0001
isTrueDirectBool	0.00542	0.00030884	3.18486	308.40	<.0001
channelGrouping_Referral	0.00950	0.00043376	4.94924	479.25	<.0001

browser_Safari	-0.00383	0.00028868	1.81694	175.94	<.0001
operatingSystem_Android	-0.00352	0.00033061	1.16852	113.15	<.0001
operatingSystem_Chrome_OS	0.00700	0.00065115	1.19275	115.50	<.0001
operatingSystem_Macintosh	0.00833	0.00026376	10.29315	996.72	<.0001
continent_Americas	0.00645	0.00023160	7.99816	774.49	<.0001
medium_referral	0.00886	0.00028676	9.84961	953.77	<.0001

Bounds on condition number: 31.895, 1104.8

The above model is the best 14-variable model found.

Maximum R-Square Improvement: Step 17

Variable browser_UC_Browser Entered: R-Square = 0.1791 and C(p) = 25.3818

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	15	2036.60761	135.77384	13147.7	<.0001
Error	903637	9331.65994	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.71619	0.48454	2.61882	253.60	<.0001
date	3.812351E-7	2.402669E-8	2.59994	251.77	<.0001
visitNumber	-0.00014532	0.00001193	1.53110	148.26	<.0001
hits	-0.00621	0.00006161	105.02566	10170.2	<.0001
pageviews	0.01499	0.00008594	314.01753	30408.1	<.0001
bounces	0.01919	0.00024208	64.88160	6282.85	<.0001
newVisits	-0.01018	0.00034450	9.01720	873.19	<.0001
isTrueDirectBool	0.00544	0.00030885	3.20129	310.00	<.0001
channelGrouping_Referral	0.00947	0.00043378	4.92651	477.06	<.0001
browser_Safari	-0.00381	0.00028869	1.80232	174.53	<.0001
browser_UC_Browser	0.00949	0.00207	0.21608	20.92	<.0001
operatingSystem_Android	-0.00361	0.00033123	1.22653	118.77	<.0001

operatingSystem_Chrome_OS	0.00700	0.00065114	1.19438	115.66	<.0001
operatingSystem_Macintosh	0.00833	0.00026376	10.30788	998.17	<.0001
continent_Americas	0.00649	0.00023182	8.09761	784.14	<.0001
medium_referral	0.00888	0.00028680	9.89746	958.43	<.0001

Bounds on condition number: 31.898, 1199

The above model is the best 15-variable model found.

Maximum R-Square Improvement: Step 18

Variable operatingSystem_Linux Entered: R-Square = 0.1792 and C(p) = 15.1955

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	16	2036.73345	127.29584	12326.9	<.0001
Error	903636	9331.53409	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.69191	0.48459	2.60183	251.95	<.0001
date	3.800342E-7	2.4029E-8	2.58305	250.13	<.0001
visitNumber	-0.00014637	0.00001194	1.55233	150.32	<.0001
hits	-0.00621	0.00006161	105.07865	10175.5	<.0001
pageviews	0.01499	0.00008595	314.08964	30415.4	<.0001
bounces	0.01918	0.00024209	64.81575	6276.55	<.0001
newVisits	-0.01015	0.00034461	8.95886	867.55	<.0001
isTrueDirectBool	0.00550	0.00030936	3.26411	316.09	<.0001
channelGrouping_Referral	0.00969	0.00043835	5.05137	489.16	<.0001
browser_Safari	-0.00385	0.00028890	1.83615	177.81	<.0001
browser_UC_Browser	0.01019	0.00208	0.24680	23.90	<.0001
operatingSystem_Android	-0.00376	0.00033418	1.31044	126.90	<.0001
operatingSystem_Chrome_OS	0.00679	0.00065406	1.11196	107.68	<.0001
operatingSystem_Linux	-0.00203	0.00058120	0.12584	12.19	0.0005

operatingSystem_Macintosh	0.00816	0.00026854	9.52856	922.71	<.0001
continent_Americas	0.00656	0.00023266	8.21105	795.13	<.0001
medium_referral	0.00888	0.00028680	9.89013	957.73	<.0001

Bounds on condition number: 31.899, 1298.9

The above model is the best 16-variable model found.

Maximum R-Square Improvement: Step 19

Variable deviceCategory_tablet Entered: R-Square = 0.1792 and C(p) = 4.2701

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	17	2036.86693	119.81570	11602.7	<.0001
Error	903635	9331.40062	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.71378	0.48462	2.61623	253.35	<.0001
date	3.811227E-7	2.403075E-8	2.59746	251.53	<.0001
visitNumber	-0.00014675	0.00001194	1.56018	151.08	<.0001
hits	-0.00622	0.00006161	105.13470	10181.0	<.0001
pageviews	0.01499	0.00008595	314.19595	30426.1	<.0001
bounces	0.01918	0.00024209	64.78512	6273.67	<.0001
newVisits	-0.01017	0.00034464	8.98967	870.54	<.0001
isTrueDirectBool	0.00550	0.00030936	3.25992	315.68	<.0001
channelGrouping_Referral	0.00977	0.00043881	5.11617	495.44	<.0001
browser_Safari	-0.00361	0.00029649	1.53317	148.47	<.0001
browser_UC_Browser	0.01014	0.00208	0.24432	23.66	<.0001
operatingSystem_Android	-0.00367	0.00033524	1.23679	119.77	<.0001
operatingSystem_Chrome_OS	0.00670	0.00065448	1.08283	104.86	<.0001
operatingSystem_Linux	-0.00211	0.00058165	0.13610	13.18	0.0003
operatingSystem_Macintosh	0.00801	0.00027174	8.96735	868.38	<.0001

deviceCategory_tablet	-0.00221	0.00061588	0.13348	12.93	0.0003
continent_Americas	0.00657	0.00023269	8.24245	798.18	<.0001
medium_referral	0.00882	0.00028727	9.72639	941.88	<.0001

Bounds on condition number: 31.904, 1400.4

The above model is the best 17-variable model found.

Maximum R-Square Improvement: Step 20

Variable campaign_AW___Electronics Entered: R-Square = 0.1792 and C(p) = -5.0218

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	18	2036.98353	113.16575	10958.9	<.0001
Error	903634	9331.28401	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.69609	0.48465	2.60394	252.16	<.0001
date	3.802464E-7	2.403203E-8	2.58522	250.35	<.0001
visitNumber	-0.00014636	0.00001194	1.55177	150.27	<.0001
hits	-0.00622	0.00006161	105.08630	10176.5	<.0001
pageviews	0.01499	0.00008595	314.12324	30419.4	<.0001
bounces	0.01918	0.00024209	64.79062	6274.27	<.0001
newVisits	-0.01018	0.00034466	9.01101	872.62	<.0001
isTrueDirectBool	0.00550	0.00030936	3.26147	315.84	<.0001
channelGrouping_Referral	0.00976	0.00043880	5.11353	495.19	<.0001
browser_Safari	-0.00361	0.00029649	1.52825	147.99	<.0001
browser_UC_Browser	0.01013	0.00208	0.24426	23.65	<.0001
operatingSystem_Android	-0.00366	0.00033524	1.23401	119.50	<.0001
operatingSystem_Chrome_OS	0.00670	0.00065448	1.08072	104.66	<.0001
operatingSystem_Linux	-0.00211	0.00058165	0.13637	13.21	0.0003
operatingSystem_Macintosh	0.00800	0.00027174	8.95552	867.25	<.0001

deviceCategory_tablet	-0.00220	0.00061588	0.13222	12.80	0.0003
continent_Americas	0.00658	0.00023269	8.25039	798.96	<.0001
campaign_AW___Electronics	-0.03487	0.01038	0.11661	11.29	0.0008
medium_referral	0.00881	0.00028727	9.71668	940.96	<.0001

Bounds on condition number: 31.904, 1500.9

The above model is the best 18-variable model found.

Maximum R-Square Improvement: Step 21

Variable medium_organic Entered: R-Square = 0.1792 and C(p) = -12.5292

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	19	2037.08172	107.21483	10382.7	<.0001
Error	903633	9331.18583	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.67123	0.48472	2.58643	250.47	<.0001
date	3.789447E-7	2.403562E-8	2.56676	248.57	<.0001
visitNumber	-0.00014659	0.00001194	1.55663	150.74	<.0001
hits	-0.00622	0.00006161	105.10198	10178.1	<.0001
pageviews	0.01499	0.00008595	314.12171	30419.6	<.0001
bounces	0.01917	0.00024210	64.74848	6270.25	<.0001
newVisits	-0.00976	0.00037083	7.15214	692.61	<.0001
isTrueDirectBool	0.00623	0.00038987	2.63634	255.30	<.0001
channelGrouping_Referral	0.00965	0.00044031	4.96238	480.56	<.0001
browser_Safari	-0.00364	0.00029673	1.55683	150.76	<.0001
browser_UC_Browser	0.01008	0.00208	0.24162	23.40	<.0001
operatingSystem_Android	-0.00364	0.00033533	1.21725	117.88	<.0001
operatingSystem_Chrome_OS	0.00670	0.00065448	1.08095	104.68	<.0001
operatingSystem_Linux	-0.00205	0.00058199	0.12836	12.43	0.0004

operatingSystem_Macintosh	0.00803	0.00027188	9.00726	872.26	<.0001
deviceCategory_tablet	-0.00220	0.00061588	0.13167	12.75	0.0004
continent_Americas	0.00664	0.00023371	8.34664	808.29	<.0001
campaign_AW___Electronics	-0.03422	0.01038	0.11226	10.87	0.0010
medium_organic	0.00112	0.00036432	0.09818	9.51	0.0020
medium_referral	0.00975	0.00041853	5.60479	542.77	<.0001

Bounds on condition number: 31.904, 1699.6

The above model is the best 19-variable model found.

Maximum R-Square Improvement: Step 22

Variable browser_Opera_Mini Entered: R-Square = 0.1792 and C(p) = -19.6681

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	20	2037.17609	101.85880	9864.11	<.0001
Error	903632	9331.09145	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.64795	0.48477	2.57011	248.89	<.0001
date	3.777885E-7	2.403856E-8	2.55048	246.99	<.0001
visitNumber	-0.00014652	0.00001194	1.55519	150.61	<.0001
hits	-0.00622	0.00006161	105.08456	10176.5	<.0001
pageviews	0.01499	0.00008595	314.09563	30417.3	<.0001
bounces	0.01917	0.00024209	64.74098	6269.58	<.0001
newVisits	-0.00979	0.00037101	7.19678	696.94	<.0001
isTrueDirectBool	0.00620	0.00039002	2.60693	252.46	<.0001
channelGrouping_Referral	0.00967	0.00044033	4.97511	481.79	<.0001
browser_Opera_Mini	0.00396	0.00131	0.09437	9.14	0.0025
browser_Safari	-0.00362	0.00029686	1.53220	148.38	<.0001
browser_UC_Browser	0.01014	0.00208	0.24438	23.67	<.0001

operatingSystem_Android	-0.00365	0.00033535	1.22449	118.58	<.0001
operatingSystem_Chrome_OS	0.00672	0.00065452	1.08847	105.41	<.0001
operatingSystem_Linux	-0.00202	0.00058207	0.12461	12.07	0.0005
operatingSystem_Macintosh	0.00806	0.00027203	9.05809	877.19	<.0001
deviceCategory_tablet	-0.00218	0.00061592	0.12907	12.50	0.0004
continent_Americas	0.00669	0.00023418	8.42574	815.96	<.0001
campaign_AW___Electronics	-0.03421	0.01038	0.11222	10.87	0.0010
medium_organic	0.00114	0.00036436	0.10110	9.79	0.0018
medium_referral	0.00974	0.00041853	5.59547	541.87	<.0001

Bounds on condition number: 31.905, 1809.6

The above model is the best 20-variable model found.

Maximum R-Square Improvement: Step 23

Variable browser_Internet_Explorer Entered: R-Square = 0.1792 and C(p) = -24.5848

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	21	2037.24752	97.01179	9394.78	<.0001
Error	903631	9331.02003	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62728	0.48484	2.55556	247.48	<.0001
date	3.767607E-7	2.404165E-8	2.53595	245.59	<.0001
visitNumber	-0.00014647	0.00001194	1.55400	150.49	<.0001
hits	-0.00622	0.00006161	105.08814	10176.9	<.0001
pageviews	0.01499	0.00008595	314.10648	30418.6	<.0001
bounces	0.01916	0.00024211	64.68076	6263.79	<.0001
newVisits	-0.00983	0.00037133	7.24361	701.48	<.0001
isTrueDirectBool	0.00617	0.00039015	2.58253	250.10	<.0001
channelGrouping_Referral	0.00970	0.00044049	5.00380	484.58	<.0001

browser_Internet_Explorer	0.00197	0.00075015	0.07143	6.92	0.0085
browser_Opera_Mini	0.00405	0.00131	0.09840	9.53	0.0020
browser_Safari	-0.00355	0.00029779	1.47099	142.45	<.0001
browser_UC_Browser	0.01015	0.00208	0.24474	23.70	<.0001
operatingSystem_Android	-0.00356	0.00033732	1.14742	111.12	<.0001
operatingSystem_Chrome_OS	0.00680	0.00065531	1.11335	107.82	<.0001
operatingSystem_Linux	-0.00193	0.00058302	0.11372	11.01	0.0009
operatingSystem_Macintosh	0.00812	0.00027322	9.12930	884.10	<.0001
deviceCategory_tablet	-0.00217	0.00061592	0.12864	12.46	0.0004
continent_Americas	0.00669	0.00023417	8.42636	816.02	<.0001
campaign_AW___Electronics	-0.03419	0.01038	0.11206	10.85	0.0010
medium_organic	0.00116	0.00036443	0.10435	10.11	0.0015
medium_referral	0.00974	0.00041854	5.58688	541.04	<.0001

Bounds on condition number: 31.905, 1922.8

The above model is the best 21-variable model found.

Maximum R-Square Improvement: Step 24

Variable browser_Safari__in_app_ Entered: R-Square = 0.1792 and C(p) = -27.0735

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	22	2037.29387	92.60427	8967.98	<.0001
Error	903630	9330.97367	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.66661	0.48519	2.57821	249.68	<.0001
date	3.787111E-7	2.405923E-8	2.55852	247.77	<.0001
visitNumber	-0.00014672	0.00001194	1.55931	151.01	<.0001
hits	-0.00622	0.00006161	105.08615	10176.8	<.0001
pageviews	0.01499	0.00008595	314.09183	30417.3	<.0001

bounces	0.01916	0.00024211	64.68556	6264.28	<.0001
newVisits	-0.00979	0.00037187	7.16036	693.42	<.0001
isTrueDirectBool	0.00621	0.00039073	2.61250	253.00	<.0001
channelGrouping_Referral	0.00966	0.00044079	4.96131	480.46	<.0001
browser_Internet_Explorer	0.00191	0.00075067	0.06710	6.50	0.0108
browser_Opera_Mini	0.00400	0.00131	0.09603	9.30	0.0023
browser_Safari	-0.00359	0.00029834	1.49733	145.00	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04635	4.49	0.0341
browser_UC_Browser	0.01016	0.00208	0.24519	23.75	<.0001
operatingSystem_Android	-0.00361	0.00033834	1.17645	113.93	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065561	1.09853	106.38	<.0001
operatingSystem_Linux	-0.00198	0.00058347	0.11935	11.56	0.0007
operatingSystem_Macintosh	0.00809	0.00027361	9.03418	874.89	<.0001
deviceCategory_tablet	-0.00210	0.00061698	0.11932	11.56	0.0007
continent_Americas	0.00670	0.00023423	8.44912	818.23	<.0001
campaign_AW__Electronics	-0.03421	0.01038	0.11221	10.87	0.0010
medium_organic	0.00113	0.00036469	0.09904	9.59	0.0020
medium_referral	0.00975	0.00041860	5.60250	542.56	<.0001

Bounds on condition number: 31.905, 2038

The above model is the best 22-variable model found.

Maximum R-Square Improvement: Step 25

Variable continent_Africa Entered: R-Square = 0.1792 and C(p) = -28.1373

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	23	2037.32551	88.57937	8578.22	<.0001
Error	903629	9330.94203	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
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Intercept	-7.66450	0.48519	2.57677	249.54	<.0001
date	3.786047E-7	2.405927E-8	2.55707	247.63	<.0001
visitNumber	-0.00014670	0.00001194	1.55885	150.96	<.0001
hits	-0.00622	0.00006161	105.09274	10177.4	<.0001
pageviews	0.01499	0.00008595	314.09833	30418.0	<.0001
bounces	0.01916	0.00024211	64.68270	6264.02	<.0001
newVisits	-0.00980	0.00037187	7.16510	693.88	<.0001
isTrueDirectBool	0.00621	0.00039073	2.60948	252.71	<.0001
channelGrouping_Referral	0.00969	0.00044112	4.98441	482.70	<.0001
browser_Internet_Explorer	0.00193	0.00075075	0.06842	6.63	0.0101
browser_Opera_Mini	0.00344	0.00135	0.06724	6.51	0.0107
browser_Safari	-0.00359	0.00029835	1.49330	144.61	<.0001
browser_Safari__in_app__	-0.00262	0.00125	0.04550	4.41	0.0358
browser_UC_Browser	0.01017	0.00208	0.24592	23.82	<.0001
operatingSystem_Android	-0.00362	0.00033835	1.17917	114.19	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065562	1.10011	106.54	<.0001
operatingSystem_Linux	-0.00198	0.00058347	0.11934	11.56	0.0007
operatingSystem_Macintosh	0.00810	0.00027363	9.04557	875.99	<.0001
deviceCategory_tablet	-0.00210	0.00061698	0.11909	11.53	0.0007
continent_Africa	0.00154	0.00087851	0.03164	3.06	0.0800
continent_Americas	0.00674	0.00023514	8.47462	820.70	<.0001
campaign_AW__Electronics	-0.03421	0.01038	0.11218	10.86	0.0010
medium_organic	0.00114	0.00036470	0.10014	9.70	0.0018
medium_referral	0.00972	0.00041892	5.56125	538.56	<.0001

Bounds on condition number: 31.905, 2157.4

The above model is the best 23-variable model found.

Maximum R-Square Improvement: Step 26

Variable continent_Oceania Entered: R-Square = 0.1792 and C(p) = -28.6460

Analysis of Variance					

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	24	2037.35141	84.88964	8220.91	<.0001
Error	903628	9330.91613	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.67379	0.48523	2.58265	250.11	<.0001
date	3.790679E-7	2.406103E-8	2.56295	248.20	<.0001
visitNumber	-0.00014674	0.00001194	1.55974	151.05	<.0001
hits	-0.00622	0.00006161	105.07224	10175.4	<.0001
pageviews	0.01499	0.00008595	314.06357	30414.7	<.0001
bounces	0.01916	0.00024212	64.66328	6262.14	<.0001
newVisits	-0.00979	0.00037187	7.16137	693.52	<.0001
isTrueDirectBool	0.00621	0.00039073	2.60932	252.69	<.0001
channelGrouping_Referral	0.00971	0.00044136	5.00277	484.48	<.0001
browser_Internet_Explorer	0.00194	0.00075078	0.06925	6.71	0.0096
browser_Opera_Mini	0.00342	0.00135	0.06624	6.41	0.0113
browser_Safari	-0.00359	0.00029835	1.49174	144.46	<.0001
browser_Safari__in_app__	-0.00262	0.00125	0.04524	4.38	0.0363
browser_UC_Browser	0.01013	0.00208	0.24378	23.61	<.0001
operatingSystem_Android	-0.00362	0.00033836	1.18239	114.51	<.0001
operatingSystem_Chrome_OS	0.00678	0.00065564	1.10284	106.80	<.0001
operatingSystem_Linux	-0.00198	0.00058347	0.11939	11.56	0.0007
operatingSystem_Macintosh	0.00810	0.00027364	9.05283	876.70	<.0001
deviceCategory_tablet	-0.00206	0.00061728	0.11553	11.19	0.0008
continent_Africa	0.00150	0.00087876	0.03026	2.93	0.0869
continent_Americas	0.00668	0.00023742	8.18475	792.63	<.0001
continent_Oceania	-0.00134	0.00084646	0.02591	2.51	0.1132
campaign_AW___Electronics	-0.03421	0.01038	0.11220	10.87	0.0010
medium_organic	0.00115	0.00036481	0.10251	9.93	0.0016
medium_referral	0.00970	0.00041912	5.53245	535.78	<.0001

Bounds on condition number: 31.906, 2276.7

The above model is the best 24-variable model found.

Maximum R-Square Improvement: Step 27

Variable campaign_Retail__DO_NOT_EDIT_own Entered: R-Square = 0.1792 and C(p) = -28.6128

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	25	2037.37173	81.49487	7892.16	<.0001
Error	903627	9330.89582	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.66983	0.48523	2.57990	249.84	<.0001
date	3.78871E-7	2.406143E-8	2.56020	247.94	<.0001
visitNumber	-0.00014674	0.00001194	1.55971	151.05	<.0001
hits	-0.00622	0.00006161	105.07370	10175.6	<.0001
pageviews	0.01499	0.00008595	314.06649	30415.0	<.0001
bounces	0.01916	0.00024212	64.65526	6261.38	<.0001
newVisits	-0.00979	0.00037189	7.15441	692.85	<.0001
isTrueDirectBool	0.00622	0.00039079	2.61646	253.38	<.0001
channelGrouping_Referral	0.00971	0.00044136	5.00226	484.43	<.0001
browser_Internet_Explorer	0.00195	0.00075078	0.06932	6.71	0.0096
browser_Opera_Mini	0.00342	0.00135	0.06629	6.42	0.0113
browser_Safari	-0.00359	0.00029835	1.49170	144.46	<.0001
browser_Safari__in_app__	-0.00261	0.00125	0.04517	4.37	0.0365
browser_UC_Browser	0.01013	0.00208	0.24390	23.62	<.0001
operatingSystem_Android	-0.00363	0.00033838	1.18539	114.80	<.0001
operatingSystem_Chrome_OS	0.00678	0.00065564	1.10323	106.84	<.0001
operatingSystem_Linux	-0.00198	0.00058347	0.11924	11.55	0.0007
operatingSystem_Macintosh	0.00810	0.00027364	9.05393	876.80	<.0001
deviceCategory_tablet	-0.00207	0.00061728	0.11580	11.21	0.0008
continent_Africa	0.00150	0.00087876	0.03027	2.93	0.0869
continent_Americas	0.00668	0.00023742	8.17877	792.05	<.0001

continent_Oceania	-0.00134	0.00084646	0.02591	2.51	0.1132
campaign_AW___Electronics	-0.03420	0.01038	0.11215	10.86	0.0010
campaign_Retail__DO_NOT_EDIT_own	0.02016	0.01438	0.02031	1.97	0.1608
medium_organic	0.00116	0.00036488	0.10432	10.10	0.0015
medium_referral	0.00971	0.00041917	5.54173	536.68	<.0001

Bounds on condition number: 31.906, 2396.6

The above model is the best 25-variable model found.

Maximum R-Square Improvement: Step 28

Variable campaign_AW___Dynamic_Search_Ads Entered: R-Square = 0.1792 and C(p) = -28.1731

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	26	2037.38784	78.36107	7588.68	<.0001
Error	903626	9330.87971	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63340	0.48611	2.54625	246.58	<.0001
date	3.770777E-7	2.410421E-8	2.52703	244.72	<.0001
visitNumber	-0.00014685	0.00001194	1.56183	151.25	<.0001
hits	-0.00622	0.00006162	105.08863	10177.0	<.0001
pageviews	0.01499	0.00008596	314.07186	30415.5	<.0001
bounces	0.01916	0.00024213	64.63013	6258.94	<.0001
newVisits	-0.00989	0.00038024	6.98270	676.22	<.0001
isTrueDirectBool	0.00606	0.00041053	2.25261	218.15	<.0001
channelGrouping_Referral	0.00972	0.00044138	5.00791	484.98	<.0001
browser_Internet_Explorer	0.00194	0.00075081	0.06879	6.66	0.0098
browser_Opera_Mini	0.00341	0.00135	0.06620	6.41	0.0113
browser_Safari	-0.00358	0.00029847	1.48206	143.53	<.0001
browser_Safari__in_app__	-0.00263	0.00125	0.04586	4.44	0.0351

browser_UC_Browser	0.01013	0.00208	0.24405	23.63	<.0001
operatingSystem_Android	-0.00362	0.00033845	1.17911	114.19	<.0001
operatingSystem_Chrome_OS	0.00678	0.00065564	1.10333	106.85	<.0001
operatingSystem_Linux	-0.00201	0.00058376	0.12190	11.81	0.0006
operatingSystem_Macintosh	0.00809	0.00027371	9.03119	874.60	<.0001
deviceCategory_tablet	-0.00206	0.00061732	0.11484	11.12	0.0009
continent_Africa	0.00151	0.00087876	0.03031	2.94	0.0867
continent_Americas	0.00671	0.00023828	8.18151	792.32	<.0001
continent_Oceania	-0.00134	0.00084646	0.02575	2.49	0.1143
campaign_AW___Dynamic_Search_Ads	-0.00117	0.00093801	0.01611	1.56	0.2116
campaign_AW___Electronics	-0.03436	0.01038	0.11315	10.96	0.0009
campaign_Retail___DO_NOT_EDIT_own	0.01997	0.01438	0.01992	1.93	0.1649
medium_organic	0.00098498	0.00039078	0.06560	6.35	0.0117
medium_referral	0.00953	0.00044266	4.78892	463.77	<.0001

Bounds on condition number: 31.911, 2555.8

The above model is the best 26-variable model found.

Maximum R-Square Improvement: Step 29

Variable channelGrouping_Display Entered: R-Square = 0.1792 and C(p) = -28.0139

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	27	2037.40685	75.45951	7307.70	<.0001
Error	903625	9330.86070	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62351	0.48616	2.53908	245.89	<.0001
date	3.766011E-7	2.410676E-8	2.52011	244.05	<.0001
visitNumber	-0.00014622	0.00001195	1.54630	149.75	<.0001
hits	-0.00622	0.00006162	105.09162	10177.3	<.0001

pageviews	0.01499	0.00008596	314.07896	30416.2	<.0001
bounces	0.01915	0.00024213	64.62393	6258.35	<.0001
newVisits	-0.01002	0.00039201	6.74266	652.98	<.0001
isTrueDirectBool	0.00590	0.00042764	1.96621	190.41	<.0001
channelGrouping_Display	-0.00186	0.00137	0.01901	1.84	0.1748
channelGrouping_Referral	0.00970	0.00044155	4.98751	483.00	<.0001
browser_Internet_Explorer	0.00194	0.00075081	0.06877	6.66	0.0099
browser_Opera_Mini	0.00342	0.00135	0.06637	6.43	0.0112
browser_Safari	-0.00358	0.00029847	1.48471	143.78	<.0001
browser_Safari__in_app__	-0.00263	0.00125	0.04579	4.43	0.0352
browser_UC_Browser	0.01012	0.00208	0.24365	23.60	<.0001
operatingSystem_Android	-0.00361	0.00033847	1.17590	113.88	<.0001
operatingSystem_Chrome_OS	0.00679	0.00065572	1.10750	107.25	<.0001
operatingSystem_Linux	-0.00198	0.00058396	0.11928	11.55	0.0007
operatingSystem_Macintosh	0.00810	0.00027379	9.04592	876.03	<.0001
deviceCategory_tablet	-0.00206	0.00061732	0.11486	11.12	0.0009
continent_Africa	0.00151	0.00087876	0.03038	2.94	0.0863
continent_Americas	0.00672	0.00023863	8.20019	794.13	<.0001
continent_Oceania	-0.00133	0.00084647	0.02561	2.48	0.1153
campaign_AW___Dynamic_Search_Ads	-0.00136	0.00094809	0.02121	2.05	0.1518
campaign_AW___Electronics	-0.03451	0.01038	0.11414	11.05	0.0009
campaign_Retail__DO_NOT_EDIT_own	0.01980	0.01438	0.01957	1.90	0.1686
medium_organic	0.00082394	0.00040841	0.04203	4.07	0.0437
medium_referral	0.00937	0.00045802	4.32462	418.81	<.0001

Bounds on condition number: 31.911, 2712.2

Maximum R-Square Improvement: Step 30

Variable medium_organic Removed: R-Square = 0.1792 and C(p) = -28.3295
Variable channelGrouping_Direct Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F

Model	27	2037.41011	75.45963	7307.71	<.0001
Error	903625	9330.85744	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.60492	0.48617	2.52664	244.69	<.0001
date	3.757092E-7	2.410745E-8	2.50804	242.89	<.0001
visitNumber	-0.00014637	0.00001195	1.54910	150.02	<.0001
hits	-0.00622	0.00006162	105.11147	10179.3	<.0001
pageviews	0.01499	0.00008596	314.13521	30421.7	<.0001
bounces	0.01915	0.00024213	64.61692	6257.67	<.0001
newVisits	-0.00984	0.00043330	5.32314	515.51	<.0001
isTrueDirectBool	0.00615	0.00050793	1.51495	146.71	<.0001
channelGrouping_Direct	-0.00107	0.00051298	0.04529	4.39	0.0362
channelGrouping_Display	-0.00259	0.00131	0.04032	3.90	0.0482
channelGrouping_Referral	0.00969	0.00044184	4.96962	481.27	<.0001
browser_Internet_Explorer	0.00195	0.00075091	0.06950	6.73	0.0095
browser_Opera_Mini	0.00345	0.00135	0.06737	6.52	0.0106
browser_Safari	-0.00357	0.00029839	1.48212	143.53	<.0001
browser_Safari__in_app__	-0.00261	0.00125	0.04509	4.37	0.0366
browser_UC_Browser	0.01014	0.00208	0.24463	23.69	<.0001
operatingSystem_Android	-0.00360	0.00033857	1.16873	113.18	<.0001
operatingSystem_Chrome_OS	0.00681	0.00065579	1.11470	107.95	<.0001
operatingSystem_Linux	-0.00196	0.00058445	0.11621	11.25	0.0008
operatingSystem_Macintosh	0.00811	0.00027388	9.05260	876.68	<.0001
deviceCategory_tablet	-0.00206	0.00061733	0.11550	11.19	0.0008
continent_Africa	0.00150	0.00087874	0.03014	2.92	0.0876
continent_Americas	0.00673	0.00023867	8.20448	794.54	<.0001
continent_Oceania	-0.00132	0.00084636	0.02527	2.45	0.1177
campaign_AW___Dynamic_Search_Ads	-0.00214	0.00087684	0.06140	5.95	0.0147
campaign_AW___Electronics	-0.03536	0.01038	0.11990	11.61	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01901	0.01437	0.01806	1.75	0.1860
medium_referral	0.00858	0.00029324	8.84284	856.36	<.0001

Bounds on condition number: 31.91, 2675.2

The above model is the best 27-variable model found.

Maximum R-Square Improvement: Step 31

Variable browser_Android_Browser Entered: R-Square = 0.1792 and C(p) = -27.8909

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	28	2037.42623	72.76522	7046.78	<.0001
Error	903624	9330.84131	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.60615	0.48617	2.52744	244.76	<.0001
date	3.757702E-7	2.410749E-8	2.50884	242.96	<.0001
visitNumber	-0.00014638	0.00001195	1.54936	150.04	<.0001
hits	-0.00622	0.00006162	105.11512	10179.6	<.0001
pageviews	0.01499	0.00008596	314.14211	30422.4	<.0001
bounces	0.01915	0.00024213	64.61126	6257.13	<.0001
newVisits	-0.00984	0.00043330	5.32369	515.56	<.0001
isTrueDirectBool	0.00615	0.00050793	1.51553	146.77	<.0001
channelGrouping_Direct	-0.00108	0.00051298	0.04538	4.39	0.0361
channelGrouping_Display	-0.00259	0.00131	0.04034	3.91	0.0481
channelGrouping_Referral	0.00969	0.00044184	4.96880	481.19	<.0001
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2115
browser_Internet_Explorer	0.00195	0.00075091	0.06952	6.73	0.0095
browser_Opera_Mini	0.00346	0.00135	0.06794	6.58	0.0103
browser_Safari	-0.00357	0.00029839	1.48199	143.52	<.0001
browser_Safari__in_app__	-0.00261	0.00125	0.04509	4.37	0.0366
browser_UC_Browser	0.01016	0.00208	0.24542	23.77	<.0001
operatingSystem_Android	-0.00363	0.00033917	1.18095	114.37	<.0001
operatingSystem_Chrome_OS	0.00681	0.00065579	1.11426	107.91	<.0001

operatingSystem_Linux	-0.00196	0.00058445	0.11629	11.26	0.0008
operatingSystem_Macintosh	0.00811	0.00027388	9.05297	876.71	<.0001
deviceCategory_tablet	-0.00206	0.00061733	0.11538	11.17	0.0008
continent_Africa	0.00148	0.00087885	0.02945	2.85	0.0913
continent_Americas	0.00673	0.00023868	8.20881	794.96	<.0001
continent_Oceania	-0.00132	0.00084636	0.02530	2.45	0.1175
campaign_AW___Dynamic_Search_Ads	-0.00214	0.00087684	0.06123	5.93	0.0149
campaign_AW___Electronics	-0.03536	0.01038	0.11987	11.61	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01903	0.01437	0.01809	1.75	0.1856
medium_referral	0.00858	0.00029325	8.83582	855.69	<.0001

Bounds on condition number: 31.91, 2802.6

The above model is the best 28-variable model found.

Maximum R-Square Improvement: Step 32

Variable operatingSystem_Windows_Phone Entered: R-Square = 0.1792 and C(p) = -27.2353

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	29	2037.44011	70.25656	6803.84	<.0001
Error	903623	9330.82743	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.60496	0.48617	2.52664	244.69	<.0001
date	3.757107E-7	2.410754E-8	2.50804	242.89	<.0001
visitNumber	-0.00014639	0.00001195	1.54951	150.06	<.0001
hits	-0.00622	0.00006162	105.12631	10180.7	<.0001
pageviews	0.01499	0.00008596	314.15578	30423.7	<.0001
bounces	0.01915	0.00024213	64.61569	6257.56	<.0001
newVisits	-0.00984	0.00043331	5.32118	515.32	<.0001
isTrueDirectBool	0.00615	0.00050793	1.51544	146.76	<.0001

channelGrouping_Direct	-0.00108	0.00051299	0.04559	4.41	0.0356
channelGrouping_Display	-0.00260	0.00131	0.04038	3.91	0.0480
channelGrouping_Referral	0.00969	0.00044186	4.96370	480.70	<.0001
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2113
browser_Internet_Explorer	0.00190	0.00075188	0.06624	6.41	0.0113
browser_Opera_Mini	0.00346	0.00135	0.06775	6.56	0.0104
browser_Safari	-0.00360	0.00029896	1.49404	144.69	<.0001
browser_Safari__in_app__	-0.00261	0.00125	0.04504	4.36	0.0368
browser_UC_Browser	0.01015	0.00208	0.24501	23.73	<.0001
operatingSystem_Android	-0.00362	0.00033918	1.17893	114.17	<.0001
operatingSystem_Chrome_OS	0.00682	0.00065579	1.11539	108.02	<.0001
operatingSystem_Linux	-0.00196	0.00058447	0.11571	11.21	0.0008
operatingSystem_Macintosh	0.00812	0.00027406	9.06678	878.05	<.0001
operatingSystem_Windows_Phone	0.00339	0.00293	0.01388	1.34	0.2462
deviceCategory_tablet	-0.00205	0.00061746	0.11367	11.01	0.0009
continent_Africa	0.00147	0.00087894	0.02885	2.79	0.0946
continent_Americas	0.00673	0.00023871	8.21743	795.80	<.0001
continent_Oceania	-0.00132	0.00084637	0.02514	2.43	0.1187
campaign_AW___Dynamic_Search_Ads	-0.00213	0.00087684	0.06117	5.92	0.0149
campaign_AW___Electronics	-0.03535	0.01038	0.11983	11.60	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01902	0.01437	0.01809	1.75	0.1857
medium_referral	0.00858	0.00029325	8.83720	855.82	<.0001

Bounds on condition number: 31.911, 2932.3

The above model is the best 29-variable model found.

Maximum R-Square Improvement: Step 33

Variable browser_Opera Entered: R-Square = 0.1792 and C(p) = -26.3096

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	30	2037.45121	67.91504	6577.08	<.0001

Error	903622	9330.81634	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.60619	0.48618	2.52744	244.76	<.0001
date	3.75771E-7	2.410761E-8	2.50883	242.96	<.0001
visitNumber	-0.00014635	0.00001195	1.54868	149.98	<.0001
hits	-0.00622	0.00006162	105.13536	10181.6	<.0001
pageviews	0.01499	0.00008596	314.16661	30424.8	<.0001
bounces	0.01916	0.00024214	64.62366	6258.33	<.0001
newVisits	-0.00984	0.00043331	5.32381	515.57	<.0001
isTrueDirectBool	0.00615	0.00050793	1.51583	146.80	<.0001
channelGrouping_Direct	-0.00108	0.00051299	0.04567	4.42	0.0355
channelGrouping_Display	-0.00259	0.00131	0.04030	3.90	0.0482
channelGrouping_Referral	0.00971	0.00044223	4.97460	481.75	<.0001
browser_Android_Browser	0.00543	0.00433	0.01620	1.57	0.2103
browser_Internet_Explorer	0.00192	0.00075212	0.06757	6.54	0.0105
browser_Opera	0.00141	0.00136	0.01109	1.07	0.3000
browser_Opera_Mini	0.00347	0.00135	0.06851	6.63	0.0100
browser_Safari	-0.00358	0.00029928	1.47895	143.23	<.0001
browser_Safari__in_app__	-0.00259	0.00125	0.04431	4.29	0.0383
browser_UC_Browser	0.01016	0.00208	0.24540	23.77	<.0001
operatingSystem_Android	-0.00362	0.00033928	1.17262	113.56	<.0001
operatingSystem_Chrome_OS	0.00683	0.00065592	1.11934	108.40	<.0001
operatingSystem_Linux	-0.00195	0.00058452	0.11471	11.11	0.0009
operatingSystem_Macintosh	0.00813	0.00027428	9.07762	879.10	<.0001
operatingSystem_Windows_Phone	0.00340	0.00293	0.01392	1.35	0.2456
deviceCategory_tablet	-0.00205	0.00061747	0.11340	10.98	0.0009
continent_Africa	0.00147	0.00087895	0.02869	2.78	0.0955
continent_Americas	0.00673	0.00023871	8.21542	795.60	<.0001
continent_Oceania	-0.00133	0.00084643	0.02554	2.47	0.1158
campaign_AW__Dynamic_Search_Ads	-0.00213	0.00087685	0.06102	5.91	0.0151
campaign_AW__Electronics	-0.03535	0.01038	0.11982	11.60	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1855
medium_referral	0.00856	0.00029369	8.77733	850.02	<.0001

Bounds on condition number: 31.913, 3064.3

The above model is the best 30-variable model found.

Maximum R-Square Improvement: Step 34

Variable browser_Edge Entered: R-Square = 0.1792 and C(p) = -25.1571

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	31	2037.45996	65.72451	6364.94	<.0001
Error	903621	9330.80758	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61570	0.48629	2.53262	245.27	<.0001
date	3.762435E-7	2.411307E-8	2.51400	243.46	<.0001
visitNumber	-0.00014642	0.00001195	1.55014	150.12	<.0001
hits	-0.00622	0.00006162	105.13351	10181.4	<.0001
pageviews	0.01499	0.00008596	314.16331	30424.4	<.0001
bounces	0.01916	0.00024214	64.62458	6258.42	<.0001
newVisits	-0.00984	0.00043332	5.32063	515.26	<.0001
isTrueDirectBool	0.00615	0.00050793	1.51596	146.81	<.0001
channelGrouping_Direct	-0.00108	0.00051299	0.04555	4.41	0.0357
channelGrouping_Display	-0.00259	0.00131	0.04033	3.91	0.0481
channelGrouping_Referral	0.00969	0.00044249	4.95428	479.79	<.0001
browser_Android_Browser	0.00543	0.00433	0.01620	1.57	0.2104
browser_Edge	-0.00094013	0.00102	0.00875	0.85	0.3572
browser_Internet_Explorer	0.00190	0.00075270	0.06556	6.35	0.0117
browser_Opera	0.00139	0.00136	0.01070	1.04	0.3087
browser_Opera_Mini	0.00346	0.00135	0.06780	6.57	0.0104
browser_Safari	-0.00360	0.00029981	1.48727	144.03	<.0001
browser_Safari__in_app__	-0.00262	0.00125	0.04528	4.38	0.0363

browser_UC_Browser	0.01016	0.00208	0.24534	23.76	<.0001
operatingSystem_Android	-0.00364	0.00034033	1.18130	114.40	<.0001
operatingSystem_Chrome_OS	0.00681	0.00065644	1.10972	107.47	<.0001
operatingSystem_Linux	-0.00197	0.00058509	0.11728	11.36	0.0008
operatingSystem_Macintosh	0.00811	0.00027508	8.98236	869.88	<.0001
operatingSystem_Windows_Phone	0.00339	0.00293	0.01386	1.34	0.2466
deviceCategory_tablet	-0.00205	0.00061752	0.11419	11.06	0.0009
continent_Africa	0.00146	0.00087899	0.02839	2.75	0.0973
continent_Americas	0.00674	0.00023873	8.22161	796.20	<.0001
continent_Oceania	-0.00133	0.00084644	0.02540	2.46	0.1168
campaign_AW___Dynamic_Search_Ads	-0.00213	0.00087685	0.06098	5.91	0.0151
campaign_AW___Electronics	-0.03535	0.01038	0.11984	11.61	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01902	0.01437	0.01809	1.75	0.1857
medium_referral	0.00857	0.00029391	8.78564	850.83	<.0001

Bounds on condition number: 31.913, 3199

The above model is the best 31-variable model found.

Maximum R-Square Improvement: Step 35

Variable medium_affiliate Entered: R-Square = 0.1792 and C(p) = -23.9414

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	32	2037.46806	63.67088	6166.06	<.0001
Error	903620	9330.79948	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61240	0.48630	2.53028	245.04	<.0001
date	3.760824E-7	2.411376E-8	2.51171	243.24	<.0001
visitNumber	-0.00014654	0.00001195	1.55239	150.34	<.0001
hits	-0.00622	0.00006162	105.11209	10179.3	<.0001

pageviews	0.01499	0.00008597	314.08341	30416.7	<.0001
bounces	0.01916	0.00024214	64.62229	6258.20	<.0001
newVisits	-0.00984	0.00043337	5.32549	515.73	<.0001
isTrueDirectBool	0.00615	0.00050794	1.51417	146.64	<.0001
channelGrouping_Direct	-0.00110	0.00051378	0.04756	4.61	0.0319
channelGrouping_Display	-0.00262	0.00131	0.04116	3.99	0.0459
channelGrouping_Referral	0.00969	0.00044250	4.95572	479.93	<.0001
browser_Android_Browser	0.00542	0.00433	0.01619	1.57	0.2106
browser_Edge	-0.00093863	0.00102	0.00872	0.84	0.3580
browser_Internet_Explorer	0.00190	0.00075270	0.06567	6.36	0.0117
browser_Opera	0.00139	0.00136	0.01069	1.04	0.3088
browser_Opera_Mini	0.00345	0.00135	0.06741	6.53	0.0106
browser_Safari	-0.00361	0.00030026	1.49484	144.76	<.0001
browser_Safari__in_app__	-0.00262	0.00125	0.04515	4.37	0.0365
browser_UC_Browser	0.01014	0.00208	0.24451	23.68	<.0001
operatingSystem_Android	-0.00365	0.00034070	1.18786	115.04	<.0001
operatingSystem_Chrome_OS	0.00679	0.00065660	1.10497	107.01	<.0001
operatingSystem_Linux	-0.00197	0.00058509	0.11752	11.38	0.0007
operatingSystem_Macintosh	0.00812	0.00027511	8.98800	870.42	<.0001
operatingSystem_Windows_Phone	0.00338	0.00293	0.01380	1.34	0.2477
deviceCategory_tablet	-0.00206	0.00061755	0.11484	11.12	0.0009
continent_Africa	0.00146	0.00087899	0.02844	2.75	0.0970
continent_Americas	0.00673	0.00023899	8.17972	792.15	<.0001
continent_Oceania	-0.00134	0.00084650	0.02573	2.49	0.1144
campaign_AW___Dynamic_Search_Ads	-0.00215	0.00087723	0.06225	6.03	0.0141
campaign_AW___Electronics	-0.03537	0.01038	0.11998	11.62	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01901	0.01437	0.01805	1.75	0.1861
medium_affiliate	-0.00072052	0.00081356	0.00810	0.78	0.3758
medium_referral	0.00854	0.00029626	8.58029	830.94	<.0001

Bounds on condition number: 31.917, 3337.1

The above model is the best 32-variable model found.

Maximum R-Square Improvement: Step 36

Variable medium__not_set_ Entered: R-Square = 0.1792 and C(p) = -22.6178

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	33	2037.47504	61.74167	5979.23	<.0001
Error	903619	9330.79250	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61560	0.48632	2.53225	245.23	<.0001
date	3.762418E-7	2.411455E-8	2.51367	243.43	<.0001
visitNumber	-0.00014654	0.00001195	1.55253	150.35	<.0001
hits	-0.00622	0.00006162	105.11053	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07924	30416.3	<.0001
bounces	0.01916	0.00024214	64.62287	6258.25	<.0001
newVisits	-0.00985	0.00043353	5.33203	516.37	<.0001
isTrueDirectBool	0.00614	0.00050807	1.50882	146.12	<.0001
channelGrouping_Direct	-0.00110	0.00051381	0.04716	4.57	0.0326
channelGrouping_Display	-0.00263	0.00131	0.04138	4.01	0.0453
channelGrouping_Referral	0.00969	0.00044251	4.95292	479.65	<.0001
browser_Android_Browser	0.00542	0.00433	0.01618	1.57	0.2106
browser_Edge	-0.00093948	0.00102	0.00874	0.85	0.3576
browser_Internet_Explorer	0.00190	0.00075270	0.06568	6.36	0.0117
browser_Opera	0.00139	0.00136	0.01069	1.03	0.3090
browser_Opera_Mini	0.00345	0.00135	0.06739	6.53	0.0106
browser_Safari	-0.00361	0.00030027	1.49561	144.84	<.0001
browser_Safari__in_app__	-0.00261	0.00125	0.04510	4.37	0.0366
browser_UC_Browser	0.01014	0.00208	0.24443	23.67	<.0001
operatingSystem_Android	-0.00365	0.00034070	1.18760	115.01	<.0001
operatingSystem_Chrome_OS	0.00679	0.00065660	1.10482	106.99	<.0001
operatingSystem_Linux	-0.00197	0.00058509	0.11732	11.36	0.0007
operatingSystem_Macintosh	0.00812	0.00027511	8.99013	870.63	<.0001

operatingSystem_Windows_Phone	0.00338	0.00293	0.01380	1.34	0.2477
deviceCategory_tablet	-0.00206	0.00061755	0.11480	11.12	0.0009
continent_Africa	0.00146	0.00087900	0.02856	2.77	0.0963
continent_Americas	0.00673	0.00023900	8.18287	792.45	<.0001
continent_Oceania	-0.00134	0.00084650	0.02576	2.49	0.1143
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087724	0.06246	6.05	0.0139
campaign_AW___Electronics	-0.03537	0.01038	0.11999	11.62	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01900	0.01437	0.01805	1.75	0.1862
medium___not_set_	-0.00763	0.00928	0.00698	0.68	0.4108
medium_affiliate	-0.00072299	0.00081357	0.00815	0.79	0.3742
medium_referral	0.00854	0.00029626	8.57723	830.64	<.0001

Bounds on condition number: 31.917, 3474.5

The above model is the best 33-variable model found.

Maximum R-Square Improvement: Step 37

Variable browser_Firefox Entered: R-Square = 0.1792 and C(p) = -21.2276

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	34	2037.48134	59.92592	5803.38	<.0001
Error	903618	9330.78620	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61896	0.48633	2.53428	245.43	<.0001
date	3.764099E-7	2.411551E-8	2.51572	243.63	<.0001
visitNumber	-0.00014609	0.00001197	1.53933	149.07	<.0001
hits	-0.00622	0.00006162	105.10871	10179.0	<.0001
pageviews	0.01499	0.00008597	314.07423	30415.8	<.0001
bounces	0.01916	0.00024222	64.61046	6257.05	<.0001
newVisits	-0.00985	0.00043359	5.32439	515.63	<.0001

isTrueDirectBool	0.00614	0.00050810	1.50668	145.91	<.0001
channelGrouping_Direct	-0.00110	0.00051382	0.04724	4.57	0.0325
channelGrouping_Display	-0.00263	0.00131	0.04136	4.01	0.0454
channelGrouping_Referral	0.00969	0.00044255	4.94704	479.08	<.0001
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Edge	-0.00097428	0.00102	0.00938	0.91	0.3405
browser_Firefox	-0.00043064	0.00055142	0.00630	0.61	0.4348
browser_Internet_Explorer	0.00186	0.00075408	0.06300	6.10	0.0135
browser_Opera	0.00136	0.00136	0.01020	0.99	0.3203
browser_Opera_Mini	0.00341	0.00135	0.06594	6.39	0.0115
browser_Safari	-0.00364	0.00030246	1.49727	145.00	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04614	4.47	0.0345
browser_UC_Browser	0.01012	0.00208	0.24321	23.55	<.0001
operatingSystem_Android	-0.00368	0.00034287	1.19200	115.44	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065762	1.09214	105.77	<.0001
operatingSystem_Linux	-0.00197	0.00058510	0.11715	11.34	0.0008
operatingSystem_Macintosh	0.00811	0.00027548	8.94142	865.91	<.0001
operatingSystem_Windows_Phone	0.00338	0.00293	0.01373	1.33	0.2489
deviceCategory_tablet	-0.00207	0.00061764	0.11568	11.20	0.0008
continent_Africa	0.00147	0.00087911	0.02897	2.81	0.0939
continent_Americas	0.00672	0.00023937	8.13297	787.62	<.0001
continent_Oceania	-0.00135	0.00084659	0.02613	2.53	0.1117
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087724	0.06251	6.05	0.0139
campaign_AW___Electronics	-0.03538	0.01038	0.12006	11.63	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1862
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4098
medium_affiliate	-0.00072115	0.00081357	0.00811	0.79	0.3754
medium_referral	0.00853	0.00029643	8.55201	828.20	<.0001

Bounds on condition number: 31.917, 3617.5

The above model is the best 34-variable model found.

Maximum R-Square Improvement: Step 38

Variable browser_DoCoMo Entered: R-Square = 0.1792 and C(p) = -19.5827

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	35	2037.48501	58.21386	5637.58	<.0001
Error	903617	9330.78254	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61921	0.48633	2.53445	245.44	<.0001
date	3.764222E-7	2.411553E-8	2.51588	243.64	<.0001
visitNumber	-0.00014609	0.00001197	1.53932	149.07	<.0001
hits	-0.00622	0.00006162	105.11020	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07663	30416.0	<.0001
bounces	0.01916	0.00024222	64.60992	6256.99	<.0001
newVisits	-0.00985	0.00043359	5.32426	515.62	<.0001
isTrueDirectBool	0.00614	0.00050810	1.50664	145.91	<.0001
channelGrouping_Direct	-0.00110	0.00051382	0.04722	4.57	0.0325
channelGrouping_Display	-0.00263	0.00131	0.04135	4.00	0.0454
channelGrouping_Referral	0.00969	0.00044255	4.94777	479.15	<.0001
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_DoCoMo	-0.06056	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00097442	0.00102	0.00938	0.91	0.3404
browser_Firefox	-0.00043076	0.00055142	0.00630	0.61	0.4347
browser_Internet_Explorer	0.00186	0.00075408	0.06299	6.10	0.0135
browser_Opera	0.00136	0.00136	0.01020	0.99	0.3203
browser_Opera_Mini	0.00341	0.00135	0.06593	6.39	0.0115
browser_Safari	-0.00364	0.00030246	1.49725	145.00	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04615	4.47	0.0345
browser_UC_Browser	0.01012	0.00208	0.24321	23.55	<.0001
operatingSystem_Android	-0.00368	0.00034287	1.19209	115.44	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065762	1.09206	105.76	<.0001
operatingSystem_Linux	-0.00197	0.00058510	0.11719	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027548	8.94087	865.86	<.0001

operatingSystem_Windows_Phone	0.00338	0.00293	0.01373	1.33	0.2489
deviceCategory_tablet	-0.00207	0.00061764	0.11569	11.20	0.0008
continent_Africa	0.00147	0.00087911	0.02897	2.81	0.0940
continent_Americas	0.00672	0.00023937	8.13239	787.56	<.0001
continent_Oceania	-0.00135	0.00084659	0.02613	2.53	0.1116
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087725	0.06251	6.05	0.0139
campaign_AW___Electronics	-0.03538	0.01038	0.12006	11.63	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1862
medium___not_set_	-0.00765	0.00928	0.00701	0.68	0.4099
medium_affiliate	-0.00072117	0.00081357	0.00811	0.79	0.3754
medium_referral	0.00853	0.00029643	8.55200	828.20	<.0001

Bounds on condition number: 31.918, 3758.9

The above model is the best 35-variable model found.

Maximum R-Square Improvement: Step 39

Variable campaign_test_liyuhz Entered: R-Square = 0.1792 and C(p) = -17.9317

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	36	2037.48861	56.59691	5480.99	<.0001
Error	903616	9330.77893	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61529	0.48638	2.53137	245.14	<.0001
date	3.762287E-7	2.411776E-8	2.51283	243.35	<.0001
visitNumber	-0.00014611	0.00001197	1.53968	149.11	<.0001
hits	-0.00622	0.00006162	105.10723	10178.8	<.0001
pageviews	0.01499	0.00008597	314.06812	30415.1	<.0001
bounces	0.01916	0.00024222	64.60834	6256.83	<.0001
newVisits	-0.00986	0.00043425	5.32332	515.52	<.0001

isTrueDirectBool	0.00613	0.00050852	1.49817	145.09	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04664	4.52	0.0336
channelGrouping_Display	-0.00264	0.00131	0.04160	4.03	0.0447
channelGrouping_Referral	0.00969	0.00044255	4.94769	479.15	<.0001
browser_Android_Browser	0.00541	0.00433	0.01613	1.56	0.2114
browser_DoCoMo	-0.06055	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00097217	0.00102	0.00934	0.90	0.3416
browser_Firefox	-0.00043153	0.00055143	0.00632	0.61	0.4339
browser_Internet_Explorer	0.00186	0.00075408	0.06301	6.10	0.0135
browser_Opera	0.00136	0.00136	0.01019	0.99	0.3205
browser_Opera_Mini	0.00341	0.00135	0.06599	6.39	0.0115
browser_Safari	-0.00364	0.00030246	1.49722	144.99	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04610	4.46	0.0346
browser_UC_Browser	0.01011	0.00208	0.24310	23.54	<.0001
operatingSystem_Android	-0.00368	0.00034287	1.19199	115.44	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065763	1.09152	105.71	<.0001
operatingSystem_Linux	-0.00197	0.00058510	0.11721	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027549	8.93819	865.60	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01371	1.33	0.2492
deviceCategory_tablet	-0.00207	0.00061765	0.11555	11.19	0.0008
continent_Africa	0.00147	0.00087911	0.02899	2.81	0.0938
continent_Americas	0.00672	0.00023938	8.12809	787.14	<.0001
continent_Oceania	-0.00135	0.00084660	0.02620	2.54	0.1112
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087728	0.06275	6.08	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12009	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00360	0.35	0.5547
medium__not_set__	-0.00766	0.00928	0.00703	0.68	0.4092
medium_affiliate	-0.00072486	0.00081360	0.00820	0.79	0.3730
medium_referral	0.00853	0.00029649	8.54134	827.16	<.0001

Bounds on condition number: 31.918, 3903.2

The above model is the best 36-variable model found.

Maximum R-Square Improvement: Step 40

Variable browser_DASH_JR_3G Entered: R-Square = 0.1792 and C(p) = -16.2504

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	37	2037.49190	55.06735	5332.86	<.0001
Error	903615	9330.77564	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61585	0.48638	2.53173	245.18	<.0001
date	3.762569E-7	2.411782E-8	2.51320	243.38	<.0001
visitNumber	-0.00014611	0.00001197	1.53978	149.12	<.0001
hits	-0.00622	0.00006162	105.10741	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06854	30415.2	<.0001
bounces	0.01916	0.00024222	64.60822	6256.82	<.0001
newVisits	-0.00986	0.00043426	5.32430	515.62	<.0001
isTrueDirectBool	0.00612	0.00050852	1.49781	145.05	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04660	4.51	0.0336
channelGrouping_Display	-0.00264	0.00131	0.04162	4.03	0.0447
channelGrouping_Referral	0.00969	0.00044256	4.94663	479.04	<.0001
browser_Android_Browser	0.00541	0.00433	0.01613	1.56	0.2114
browser_DASH_JR_3G	-0.02868	0.05081	0.00329	0.32	0.5724
browser_DoCoMo	-0.06055	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00097262	0.00102	0.00935	0.91	0.3413
browser_Firefox	-0.00043170	0.00055143	0.00633	0.61	0.4337
browser_Internet_Explorer	0.00186	0.00075408	0.06299	6.10	0.0135
browser_Opera	0.00136	0.00136	0.01019	0.99	0.3206
browser_Opera_Mini	0.00341	0.00135	0.06599	6.39	0.0115
browser_Safari	-0.00364	0.00030246	1.49740	145.01	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04612	4.47	0.0346
browser_UC_Browser	0.01011	0.00208	0.24311	23.54	<.0001
operatingSystem_Android	-0.00368	0.00034287	1.19215	115.45	<.0001

operatingSystem_Chrome_OS	0.00676	0.00065763	1.09139	105.69	<.0001
operatingSystem_Linux	-0.00197	0.00058510	0.11725	11.35	0.0008
operatingSystem_Macintosh	0.00810	0.00027549	8.93748	865.53	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01371	1.33	0.2492
deviceCategory_tablet	-0.00207	0.00061765	0.11555	11.19	0.0008
continent_Africa	0.00147	0.00087911	0.02898	2.81	0.0939
continent_Americas	0.00672	0.00023938	8.12900	787.23	<.0001
continent_Oceania	-0.00135	0.00084660	0.02620	2.54	0.1112
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087728	0.06277	6.08	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12009	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00360	0.35	0.5546
medium__not_set__	-0.00766	0.00928	0.00703	0.68	0.4092
medium_affiliate	-0.00072485	0.00081360	0.00820	0.79	0.3730
medium_referral	0.00853	0.00029649	8.54274	827.30	<.0001

Bounds on condition number: 31.918, 4048.6

The above model is the best 37-variable model found.

Maximum R-Square Improvement: Step 41

Variable browser_Mozilla-Compatible_Agent Entered: R-Square = 0.1792 and C(p) = -14.5564

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	38	2037.49506	53.61829	5192.52	<.0001
Error	903614	9330.77248	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61823	0.48640	2.53312	245.31	<.0001
date	3.76375E-7	2.411878E-8	2.51458	243.52	<.0001
visitNumber	-0.00014612	0.00001197	1.53988	149.13	<.0001

hits	-0.00622	0.00006162	105.10868	10179.0	<.0001
pageviews	0.01499	0.00008597	314.07011	30415.3	<.0001
bounces	0.01916	0.00024222	64.60889	6256.88	<.0001
newVisits	-0.00986	0.00043426	5.32466	515.65	<.0001
isTrueDirectBool	0.00613	0.00050852	1.49816	145.09	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04663	4.52	0.0336
channelGrouping_Display	-0.00264	0.00131	0.04163	4.03	0.0446
channelGrouping_Referral	0.00968	0.00044260	4.94207	478.60	<.0001
browser_Android_Browser	0.00541	0.00433	0.01613	1.56	0.2114
browser_DASH_JR_3G	-0.02869	0.05081	0.00329	0.32	0.5723
browser_DoCoMo	-0.06056	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00097617	0.00102	0.00942	0.91	0.3396
browser_Firefox	-0.00043429	0.00055145	0.00640	0.62	0.4310
browser_Internet_Explorer	0.00186	0.00075411	0.06275	6.08	0.0137
browser_Mozilla_Compatible_Agent	-0.00291	0.00526	0.00316	0.31	0.5801
browser_Opera	0.00135	0.00136	0.01013	0.98	0.3218
browser_Opera_Mini	0.00341	0.00135	0.06590	6.38	0.0115
browser_Safari	-0.00364	0.00030249	1.49903	145.17	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04625	4.48	0.0343
browser_UC_Browser	0.01011	0.00208	0.24308	23.54	<.0001
operatingSystem_Android	-0.00369	0.00034291	1.19377	115.61	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065765	1.09052	105.61	<.0001
operatingSystem_Linux	-0.00197	0.00058511	0.11751	11.38	0.0007
operatingSystem_Macintosh	0.00810	0.00027551	8.93173	864.97	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01370	1.33	0.2493
deviceCategory_tablet	-0.00207	0.00061765	0.11563	11.20	0.0008
continent_Africa	0.00147	0.00087911	0.02891	2.80	0.0943
continent_Americas	0.00672	0.00023938	8.12824	787.16	<.0001
continent_Oceania	-0.00135	0.00084660	0.02616	2.53	0.1115
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087728	0.06278	6.08	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12010	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00361	0.35	0.5545
medium__not_set__	-0.00764	0.00928	0.00699	0.68	0.4106
medium_affiliate	-0.00072630	0.00081360	0.00823	0.80	0.3720
medium_referral					

	0.00853	0.00029653	8.54576	827.59	<.0001
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Bounds on condition number: 31.918, 4196.2

The above model is the best 38-variable model found.

Maximum R-Square Improvement: Step 42

Variable browser_MRCHROME Entered: R-Square = 0.1792 and C(p) = -12.8593

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	39	2037.49819	52.24354	5059.38	<.0001
Error	903613	9330.76935	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61781	0.48640	2.53283	245.29	<.0001
date	3.763542E-7	2.411882E-8	2.51430	243.49	<.0001
visitNumber	-0.00014612	0.00001197	1.53987	149.12	<.0001
hits	-0.00622	0.00006162	105.10860	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06932	30415.2	<.0001
bounces	0.01916	0.00024223	64.60155	6256.16	<.0001
newVisits	-0.00986	0.00043426	5.32505	515.69	<.0001
isTrueDirectBool	0.00613	0.00050852	1.49822	145.09	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04666	4.52	0.0335
channelGrouping_Display	-0.00264	0.00131	0.04166	4.03	0.0446
channelGrouping_Referral	0.00969	0.00044264	4.94452	478.84	<.0001
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2113
browser_DASH_JR_3G	-0.02868	0.05081	0.00329	0.32	0.5724
browser_DoCoMo	-0.06055	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00097289	0.00102	0.00935	0.91	0.3412
browser_Firefox	-0.00043194	0.00055146	0.00634	0.61	0.4335
browser_Internet_Explorer	0.00186	0.00075413	0.06297	6.10	0.0135

browser_MRCHROME	0.00345	0.00627	0.00313	0.30	0.5820
browser_Mozilla_Compatible_Agent	-0.00290	0.00526	0.00315	0.31	0.5806
browser_Opera	0.00136	0.00136	0.01019	0.99	0.3205
browser_Opera_Mini	0.00341	0.00135	0.06599	6.39	0.0115
browser_Safari	-0.00364	0.00030251	1.49690	144.96	<.0001
browser_Safari__in_app__	-0.00265	0.00125	0.04612	4.47	0.0346
browser_UC_Browser	0.01011	0.00208	0.24313	23.54	<.0001
operatingSystem_Android	-0.00368	0.00034293	1.19219	115.45	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065765	1.09101	105.66	<.0001
operatingSystem_Linux	-0.00197	0.00058512	0.11730	11.36	0.0008
operatingSystem_Macintosh	0.00810	0.00027553	8.93446	865.23	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01371	1.33	0.2492
deviceCategory_tablet	-0.00207	0.00061765	0.11562	11.20	0.0008
continent_Africa	0.00147	0.00087913	0.02902	2.81	0.0937
continent_Americas	0.00672	0.00023939	8.13021	787.35	<.0001
continent_Oceania	-0.00135	0.00084660	0.02612	2.53	0.1118
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087728	0.06282	6.08	0.0136
campaign_AW___Electronics	-0.03539	0.01038	0.12010	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00361	0.35	0.5545
medium__not_set__	-0.00764	0.00928	0.00699	0.68	0.4105
medium_affiliate	-0.00072568	0.00081360	0.00821	0.80	0.3724
medium_referral	0.00853	0.00029661	8.53355	826.41	<.0001

Bounds on condition number: 31.918, 4345.7

The above model is the best 39-variable model found.

Maximum R-Square Improvement: Step 43

Variable browser_BlackBerry Entered: R-Square = 0.1792 and C(p) = -11.0613

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F

Model	40	2037.50028	50.93751	4932.90	<.0001
Error	903612	9330.76727	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61825	0.48640	2.53311	245.31	<.0001
date	3.763756E-7	2.411887E-8	2.51457	243.52	<.0001
visitNumber	-0.00014611	0.00001197	1.53981	149.12	<.0001
hits	-0.00622	0.00006162	105.10865	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06972	30415.2	<.0001
bounces	0.01916	0.00024223	64.59748	6255.76	<.0001
newVisits	-0.00986	0.00043426	5.32524	515.71	<.0001
isTrueDirectBool	0.00613	0.00050852	1.49846	145.11	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04667	4.52	0.0335
channelGrouping_Display	-0.00264	0.00131	0.04165	4.03	0.0446
channelGrouping_Referral	0.00969	0.00044264	4.94429	478.82	<.0001
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_BlackBerry	0.00337	0.00749	0.00209	0.20	0.6531
browser_DASH_JR_3G	-0.02868	0.05081	0.00329	0.32	0.5724
browser_DoCoMo	-0.06055	0.10162	0.00367	0.36	0.5513
browser_Edge	-0.00097113	0.00102	0.00932	0.90	0.3421
browser_Firefox	-0.00043019	0.00055148	0.00628	0.61	0.4354
browser_Internet_Explorer	0.00186	0.00075414	0.06309	6.11	0.0134
browser_MRCHROME	0.00345	0.00627	0.00313	0.30	0.5818
browser_Mozilla_Compatible_Agent	-0.00290	0.00526	0.00315	0.30	0.5809
browser_Opera	0.00136	0.00136	0.01021	0.99	0.3199
browser_Opera_Mini	0.00342	0.00135	0.06613	6.40	0.0114
browser_Safari	-0.00364	0.00030253	1.49575	144.85	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04607	4.46	0.0347
browser_UC_Browser	0.01012	0.00208	0.24316	23.55	<.0001
operatingSystem_Android	-0.00368	0.00034296	1.19085	115.32	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065766	1.09147	105.70	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11714	11.34	0.0008
operatingSystem_Macintosh	0.00811	0.00027554	8.93619	865.40	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01372	1.33	0.2491

deviceCategory_tablet	-0.00207	0.00061765	0.11556	11.19	0.0008
continent_Africa	0.00147	0.00087924	0.02876	2.79	0.0951
continent_Americas	0.00672	0.00023939	8.13101	787.42	<.0001
continent_Oceania	-0.00135	0.00084660	0.02610	2.53	0.1118
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087728	0.06280	6.08	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12010	11.63	0.0006
campaign_Retail___DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00360	0.35	0.5547
medium__not_set__	-0.00764	0.00928	0.00699	0.68	0.4106
medium_affiliate	-0.00072446	0.00081361	0.00819	0.79	0.3732
medium_referral	0.00853	0.00029661	8.53480	826.53	<.0001

Bounds on condition number: 31.918, 4497.2

The above model is the best 40-variable model found.

Maximum R-Square Improvement: Step 44

Variable browser_Nokia_Browser Entered: R-Square = 0.1792 and C(p) = -9.2332

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	41	2037.50205	49.69517	4812.59	<.0001
Error	903611	9330.76549	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61799	0.48640	2.53294	245.30	<.0001
date	3.763629E-7	2.41189E-8	2.51440	243.50	<.0001
visitNumber	-0.00014612	0.00001197	1.53986	149.12	<.0001
hits	-0.00622	0.00006162	105.10915	10179.0	<.0001
pageviews	0.01499	0.00008597	314.07032	30415.2	<.0001
bounces	0.01916	0.00024223	64.59638	6255.65	<.0001
newVisits	-0.00986	0.00043426	5.32557	515.74	<.0001

isTrueDirectBool	0.00613	0.00050852	1.49837	145.11	<.0001
channelGrouping_Direct	-0.00109	0.00051394	0.04669	4.52	0.0335
channelGrouping_Display	-0.00264	0.00131	0.04166	4.03	0.0446
channelGrouping_Referral	0.00969	0.00044264	4.94475	478.86	<.0001
browser_Android_Browser	0.00542	0.00433	0.01616	1.56	0.2110
browser_BlackBerry	0.00337	0.00749	0.00209	0.20	0.6530
browser_DASH_JR_3G	-0.02868	0.05081	0.00329	0.32	0.5724
browser_DoCoMo	-0.06055	0.10162	0.00367	0.36	0.5513
browser_Edge	-0.00097078	0.00102	0.00931	0.90	0.3423
browser_Firefox	-0.00042978	0.00055148	0.00627	0.61	0.4358
browser_Internet_Explorer	0.00186	0.00075414	0.06311	6.11	0.0134
browser_MRCHROME	0.00345	0.00627	0.00313	0.30	0.5817
browser_Mozilla-Compatible_Agent	-0.00290	0.00526	0.00315	0.30	0.5809
browser_Nokia_Browser	0.00515	0.01242	0.00178	0.17	0.6784
browser_Opera	0.00136	0.00136	0.01023	0.99	0.3196
browser_Opera_Mini	0.00342	0.00135	0.06623	6.41	0.0113
browser_Safari	-0.00364	0.00030253	1.49559	144.84	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04606	4.46	0.0347
browser_UC_Browser	0.01012	0.00208	0.24324	23.56	<.0001
operatingSystem_Android	-0.00369	0.00034300	1.19196	115.43	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065766	1.09144	105.70	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11714	11.34	0.0008
operatingSystem_Macintosh	0.00811	0.00027554	8.93649	865.43	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01372	1.33	0.2490
deviceCategory_tablet	-0.00207	0.00061765	0.11550	11.18	0.0008
continent_Africa	0.00146	0.00087928	0.02863	2.77	0.0959
continent_Americas	0.00672	0.00023939	8.13208	787.53	<.0001
continent_Oceania	-0.00135	0.00084660	0.02609	2.53	0.1120
campaign_AW__Dynamic_Search_Ads	-0.00216	0.00087728	0.06281	6.08	0.0137
campaign_AW__Electronics	-0.03539	0.01038	0.12010	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01900	0.01437	0.01804	1.75	0.1863
campaign_test_liyuhz	-0.00304	0.00514	0.00360	0.35	0.5547
medium__not_set__	-0.00764	0.00928	0.00699	0.68	0.4106
medium_affiliate	-0.00072442	0.00081361	0.00819	0.79	0.3733
medium_referral	0.00853	0.00029662	8.53264	826.32	<.0001

Bounds on condition number: 31.918, 4650.7

The above model is the best 41-variable model found.

Maximum R-Square Improvement: Step 45

Variable continent_Europe Entered: R-Square = 0.1792 and C(p) = -7.3900

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	42	2037.50367	48.51199	4698.00	<.0001
Error	903610	9330.76387	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62594	0.48682	2.53391	245.39	<.0001
date	3.767603E-7	2.413979E-8	2.51536	243.59	<.0001
visitNumber	-0.00014615	0.00001197	1.54055	149.19	<.0001
hits	-0.00622	0.00006162	105.11035	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07116	30415.3	<.0001
bounces	0.01916	0.00024232	64.56503	6252.61	<.0001
newVisits	-0.00986	0.00043426	5.32531	515.71	<.0001
isTrueDirectBool	0.00613	0.00050853	1.49878	145.14	<.0001
channelGrouping_Direct	-0.00110	0.00051416	0.04716	4.57	0.0326
channelGrouping_Display	-0.00264	0.00131	0.04181	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044487	4.91314	475.80	<.0001
browser_Android_Browser	0.00540	0.00433	0.01606	1.55	0.2124
browser_BlackBerry	0.00335	0.00749	0.00206	0.20	0.6550
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5726
browser_DoCoMo	-0.06062	0.10162	0.00367	0.36	0.5508
browser_Edge	-0.00095666	0.00102	0.00903	0.87	0.3496
browser_Firefox	-0.00041698	0.00055243	0.00588	0.57	0.4504
browser_Internet_Explorer	0.00187	0.00075448	0.06366	6.16	0.0130

browser_MRCHROME	0.00351	0.00627	0.00324	0.31	0.5755
browser_Mozilla_Compatible_Agent	-0.00289	0.00526	0.00311	0.30	0.5830
browser_Nokia_Browser	0.00512	0.01242	0.00176	0.17	0.6800
browser_Opera	0.00138	0.00137	0.01058	1.02	0.3115
browser_Opera_Mini	0.00339	0.00135	0.06489	6.28	0.0122
browser_Safari	-0.00364	0.00030265	1.49718	144.99	<.0001
browser_Safari__in_app__	-0.00263	0.00125	0.04572	4.43	0.0354
browser_UC_Browser	0.01006	0.00209	0.23924	23.17	<.0001
operatingSystem_Android	-0.00369	0.00034311	1.19341	115.57	<.0001
operatingSystem_Chrome_OS	0.00676	0.00065769	1.09208	105.76	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11706	11.34	0.0008
operatingSystem_Macintosh	0.00811	0.00027554	8.93585	865.37	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01370	1.33	0.2495
deviceCategory_tablet	-0.00205	0.00061844	0.11383	11.02	0.0009
continent_Africa	0.00141	0.00088853	0.02613	2.53	0.1116
continent_Americas	0.00665	0.00028906	5.47139	529.86	<.0001
continent_Europe	-0.00012839	0.00032423	0.00162	0.16	0.6921
continent_Oceania	-0.00141	0.00086342	0.02765	2.68	0.1018
campaign_AW__Dynamic_Search_Ads	-0.00217	0.00087736	0.06307	6.11	0.0135
campaign_AW__Electronics	-0.03540	0.01038	0.12018	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01803	1.75	0.1864
campaign_test_liyuhz	-0.00306	0.00514	0.00364	0.35	0.5525
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00073053	0.00081376	0.00832	0.81	0.3693
medium_referral	0.00850	0.00030223	8.17468	791.65	<.0001

Bounds on condition number: 31.918, 4862

Maximum R-Square Improvement: Step 46

Variable browser_Nokia_Browser Removed: R-Square = 0.1792 and C(p) = -9.6405
Variable continent_Asia Entered

Analysis of Variance					
		Sum of	Mean		

Source	DF	Squares	Square	F Value	Pr > F
Model	42	2037.52691	48.51255	4698.06	<.0001
Error	903610	9330.74063	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62702	0.48682	2.53463	245.46	<.0001
date	3.770183E-7	2.414024E-8	2.51870	243.92	<.0001
visitNumber	-0.00014613	0.00001197	1.54006	149.14	<.0001
hits	-0.00622	0.00006162	105.10893	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06879	30415.1	<.0001
bounces	0.01916	0.00024232	64.56471	6252.59	<.0001
newVisits	-0.00986	0.00043426	5.32808	515.98	<.0001
isTrueDirectBool	0.00612	0.00050853	1.49758	145.03	<.0001
channelGrouping_Direct	-0.00110	0.00051416	0.04709	4.56	0.0327
channelGrouping_Display	-0.00264	0.00131	0.04181	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044489	4.90641	475.15	<.0001
browser_Android_Browser	0.00537	0.00433	0.01587	1.54	0.2151
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6562
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5725
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00095492	0.00102	0.00900	0.87	0.3505
browser_Firefox	-0.00041940	0.00055243	0.00595	0.58	0.4477
browser_Internet_Explorer	0.00184	0.00075476	0.06142	5.95	0.0147
browser_MRCHROME	0.00351	0.00627	0.00324	0.31	0.5755
browser_Mozilla_Compatible_Agent	-0.00293	0.00526	0.00320	0.31	0.5779
browser_Opera	0.00136	0.00137	0.01018	0.99	0.3208
browser_Opera_Mini	0.00329	0.00135	0.06106	5.91	0.0150
browser_Safari	-0.00364	0.00030267	1.49314	144.60	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04581	4.44	0.0352
browser_UC_Browser	0.01006	0.00209	0.23922	23.17	<.0001
operatingSystem_Android	-0.00368	0.00034308	1.18986	115.23	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065769	1.09265	105.81	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11721	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027555	8.94256	866.02	<.0001

operatingSystem_Windows_Phone	0.00337	0.00293	0.01366	1.32	0.2501
deviceCategory_tablet	-0.00206	0.00061844	0.11420	11.06	0.0009
continent_Africa	-0.00269	0.00279	0.00964	0.93	0.3340
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3417
continent_Asia	-0.00415	0.00267	0.02500	2.42	0.1197
continent_Europe	-0.00425	0.00267	0.02620	2.54	0.1112
continent_Oceania	-0.00553	0.00278	0.04076	3.95	0.0469
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087736	0.06316	6.12	0.0134
campaign_AW___Electronics	-0.03540	0.01038	0.12015	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01802	1.75	0.1865
campaign_test_liyuhz	-0.00304	0.00514	0.00362	0.35	0.5540
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00072755	0.00081376	0.00825	0.80	0.3713
medium_referral	0.00851	0.00030227	8.18917	793.06	<.0001

Bounds on condition number: 155.24, 21376

The above model is the best 42-variable model found.

Maximum R-Square Improvement: Step 47

Variable browser_Nokia_Browser Entered: R-Square = 0.1792 and C(p) = -7.8115

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	43	2037.52868	47.38439	4588.81	<.0001
Error	903609	9330.73887	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62672	0.48682	2.53443	245.44	<.0001
date	3.770035E-7	2.414027E-8	2.51850	243.90	<.0001
visitNumber	-0.00014613	0.00001197	1.54011	149.15	<.0001
hits	-0.00622	0.00006162	105.10942	10179.0	<.0001

pageviews	0.01499	0.00008597	314.06939	30415.2	<.0001
bounces	0.01916	0.00024232	64.56349	6252.47	<.0001
newVisits	-0.00986	0.00043426	5.32842	516.02	<.0001
isTrueDirectBool	0.00612	0.00050853	1.49749	145.02	<.0001
channelGrouping_Direct	-0.00110	0.00051416	0.04710	4.56	0.0327
channelGrouping_Display	-0.00264	0.00131	0.04182	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044489	4.90677	475.18	<.0001
browser_Android_Browser	0.00537	0.00433	0.01589	1.54	0.2148
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6561
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5725
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00095465	0.00102	0.00900	0.87	0.3506
browser_Firefox	-0.00041907	0.00055243	0.00594	0.58	0.4481
browser_Internet_Explorer	0.00184	0.00075476	0.06144	5.95	0.0147
browser_MRCHROME	0.00351	0.00627	0.00324	0.31	0.5755
browser_Mozilla_Compatible_Agent	-0.00293	0.00526	0.00320	0.31	0.5779
browser_Nokia_Browser	0.00514	0.01242	0.00177	0.17	0.6792
browser_Opera	0.00136	0.00137	0.01019	0.99	0.3206
browser_Opera_Mini	0.00329	0.00135	0.06116	5.92	0.0149
browser_Safari	-0.00364	0.00030267	1.49296	144.58	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04580	4.44	0.0352
browser_UC_Browser	0.01006	0.00209	0.23932	23.18	<.0001
operatingSystem_Android	-0.00368	0.00034311	1.19095	115.33	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065769	1.09261	105.81	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11722	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027555	8.94286	866.05	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01366	1.32	0.2500
deviceCategory_tablet	-0.00206	0.00061844	0.11415	11.05	0.0009
continent_Africa	-0.00269	0.00279	0.00966	0.94	0.3334
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3417
continent_Asia	-0.00415	0.00267	0.02501	2.42	0.1197
continent_Europe	-0.00425	0.00267	0.02620	2.54	0.1112
continent_Oceania	-0.00553	0.00278	0.04076	3.95	0.0469
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087736	0.06316	6.12	0.0134
campaign_AW___Electronics	-0.03540	0.01038	0.12015	11.64	0.0006
campaign_Retail_DO NOT EDIT own					

	0.01899	0.01437	0.01803	1.75	0.1864
campaign_test_liyuhz	-0.00304	0.00514	0.00362	0.35	0.5540
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00072747	0.00081376	0.00825	0.80	0.3713
medium_referral	0.00851	0.00030227	8.18747	792.89	<.0001

Bounds on condition number: 155.24, 21928

The above model is the best 43-variable model found.

Maximum R-Square Improvement: Step 48

Variable operatingSystem_Xbox Entered: R-Square = 0.1792 and C(p) = -5.9627

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	44	2037.53024	46.30751	4484.52	<.0001
Error	903608	9330.73730	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62683	0.48682	2.53450	245.45	<.0001
date	3.770089E-7	2.414029E-8	2.51857	243.90	<.0001
visitNumber	-0.00014614	0.00001197	1.54018	149.15	<.0001
hits	-0.00622	0.00006162	105.11000	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07016	30415.2	<.0001
bounces	0.01916	0.00024232	64.56274	6252.39	<.0001
newVisits	-0.00986	0.00043426	5.32845	516.02	<.0001
isTrueDirectBool	0.00612	0.00050853	1.49763	145.03	<.0001
channelGrouping_Direct	-0.00110	0.00051416	0.04714	4.56	0.0326
channelGrouping_Display	-0.00264	0.00131	0.04180	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044490	4.90555	475.06	<.0001
browser_Android_Browser	0.00537	0.00433	0.01589	1.54	0.2149
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6561

browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5725
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00092662	0.00103	0.00843	0.82	0.3662
browser_Firefox	-0.00041901	0.00055243	0.00594	0.58	0.4482
browser_Internet_Explorer	0.00184	0.00075477	0.06155	5.96	0.0146
browser_MRCHROME	0.00351	0.00627	0.00324	0.31	0.5755
browser_Mozilla_Compatible_Agent	-0.00293	0.00526	0.00320	0.31	0.5779
browser_Nokia_Browser	0.00514	0.01242	0.00177	0.17	0.6792
browser_Opera	0.00136	0.00137	0.01018	0.99	0.3207
browser_Opera_Mini	0.00329	0.00135	0.06117	5.92	0.0149
browser_Safari	-0.00364	0.00030267	1.49303	144.59	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04581	4.44	0.0352
browser_UC_Browser	0.01006	0.00209	0.23934	23.18	<.0001
operatingSystem_Android	-0.00368	0.00034311	1.19089	115.33	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065769	1.09262	105.81	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11721	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027555	8.94277	866.04	<.0001
operatingSystem_Windows_Phone	0.00337	0.00293	0.01366	1.32	0.2501
operatingSystem_Xbox	-0.00488	0.01254	0.00156	0.15	0.6974
deviceCategory_tablet	-0.00206	0.00061844	0.11415	11.05	0.0009
continent_Africa	-0.00269	0.00279	0.00966	0.94	0.3334
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3415
continent_Asia	-0.00415	0.00267	0.02501	2.42	0.1197
continent_Europe	-0.00425	0.00267	0.02619	2.54	0.1112
continent_Oceania	-0.00553	0.00278	0.04074	3.95	0.0470
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087736	0.06318	6.12	0.0134
campaign_AW___Electronics	-0.03540	0.01038	0.12015	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01802	1.75	0.1864
campaign_test_liyuhz	-0.00304	0.00514	0.00362	0.35	0.5540
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00072774	0.00081376	0.00826	0.80	0.3712
medium_referral	0.00851	0.00030228	8.18874	793.01	<.0001

Bounds on condition number: 155.24, 22483

The above model is the best 44-variable model found.

Maximum R-Square Improvement: Step 49

Variable operatingSystem_OpenBSD Entered: R-Square = 0.1792 and C(p) = -4.0861

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	45	2037.53151	45.27848	4384.86	<.0001
Error	903607	9330.73603	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62717	0.48682	2.53472	245.47	<.0001
date	3.770257E-7	2.414035E-8	2.51879	243.92	<.0001
visitNumber	-0.00014614	0.00001197	1.54023	149.16	<.0001
hits	-0.00622	0.00006162	105.11055	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07108	30415.3	<.0001
bounces	0.01916	0.00024232	64.56238	6252.35	<.0001
newVisits	-0.00987	0.00043426	5.32890	516.06	<.0001
isTrueDirectBool	0.00612	0.00050853	1.49743	145.01	<.0001
channelGrouping_Direct	-0.00110	0.00051416	0.04711	4.56	0.0327
channelGrouping_Display	-0.00264	0.00131	0.04180	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044490	4.90518	475.03	<.0001
browser_Android_Browser	0.00537	0.00433	0.01589	1.54	0.2149
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6561
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5725
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00092672	0.00103	0.00843	0.82	0.3661
browser_Firefox	-0.00041767	0.00055244	0.00590	0.57	0.4496
browser_Internet_Explorer	0.00184	0.00075477	0.06155	5.96	0.0146
browser_MRCHROME	0.00351	0.00627	0.00324	0.31	0.5756
browser_Mozilla_Compatible_Agent	-0.00293	0.00526	0.00320	0.31	0.5779
browser_Nokia_Browser	0.00514	0.01242	0.00177	0.17	0.6792

browser_Opera	0.00136	0.00137	0.01018	0.99	0.3208
browser_Opera_Mini	0.00329	0.00135	0.06117	5.92	0.0149
browser_Safari	-0.00364	0.00030267	1.49303	144.59	<.0001
browser_Safari__in_app__	-0.00264	0.00125	0.04581	4.44	0.0352
browser_UC_Browser	0.01006	0.00209	0.23934	23.18	<.0001
operatingSystem_Android	-0.00368	0.00034311	1.19090	115.33	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065769	1.09262	105.81	<.0001
operatingSystem_Linux	-0.00197	0.00058513	0.11722	11.35	0.0008
operatingSystem_Macintosh	0.00811	0.00027555	8.94262	866.02	<.0001
operatingSystem_OpenBSD	-0.02524	0.07186	0.00127	0.12	0.7254
operatingSystem_Windows_Phone	0.00337	0.00293	0.01366	1.32	0.2501
operatingSystem_Xbox	-0.00488	0.01254	0.00156	0.15	0.6974
deviceCategory_tablet	-0.00206	0.00061844	0.11415	11.05	0.0009
continent_Africa	-0.00269	0.00279	0.00966	0.94	0.3333
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3415
continent_Asia	-0.00415	0.00267	0.02501	2.42	0.1197
continent_Europe	-0.00425	0.00267	0.02619	2.54	0.1113
continent_Oceania	-0.00553	0.00278	0.04074	3.95	0.0470
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087736	0.06317	6.12	0.0134
campaign_AW___Electronics	-0.03540	0.01038	0.12015	11.64	0.0006
campaign_Retail___DO_NOT_EDIT_own	0.01899	0.01437	0.01802	1.75	0.1864
campaign_test_liyuhz	-0.00304	0.00514	0.00362	0.35	0.5539
medium___not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00072777	0.00081376	0.00826	0.80	0.3711
medium_referral	0.00851	0.00030228	8.18937	793.07	<.0001

Bounds on condition number: 155.24, 23039

The above model is the best 45-variable model found.

Maximum R-Square Improvement: Step 50

Variable browser_YaBrowser Entered: R-Square = 0.1792 and C(p) = -2.1954

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	46	2037.53264	44.29419	4289.53	<.0001
Error	903606	9330.73490	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62541	0.48685	2.53325	245.32	<.0001
date	3.769386E-7	2.41418E-8	2.51732	243.78	<.0001
visitNumber	-0.00014614	0.00001197	1.54022	149.16	<.0001
hits	-0.00622	0.00006162	105.11140	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07201	30415.3	<.0001
bounces	0.01916	0.00024233	64.55803	6251.92	<.0001
newVisits	-0.00987	0.00043427	5.32933	516.10	<.0001
isTrueDirectBool	0.00612	0.00050853	1.49753	145.02	<.0001
channelGrouping_Direct	-0.00110	0.00051418	0.04722	4.57	0.0325
channelGrouping_Display	-0.00264	0.00131	0.04185	4.05	0.0441
channelGrouping_Referral	0.00970	0.00044517	4.90438	474.95	<.0001
browser_Android_Browser	0.00537	0.00433	0.01589	1.54	0.2148
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6558
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5726
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00092080	0.00103	0.00832	0.81	0.3693
browser_Firefox	-0.00041317	0.00055261	0.00577	0.56	0.4547
browser_Internet_Explorer	0.00185	0.00075496	0.06189	5.99	0.0144
browser_MRCHROME	0.00352	0.00627	0.00326	0.32	0.5742
browser_Mozilla_Compatible_Agent	-0.00292	0.00526	0.00318	0.31	0.5788
browser_Nokia_Browser	0.00514	0.01242	0.00177	0.17	0.6790
browser_Opera	0.00136	0.00137	0.01028	1.00	0.3183
browser_Opera_Mini	0.00330	0.00135	0.06125	5.93	0.0149
browser_Safari	-0.00364	0.00030283	1.48876	144.17	<.0001
browser_Safari__in_app__	-0.00263	0.00125	0.04559	4.41	0.0356
browser_UC_Browser	0.01006	0.00209	0.23927	23.17	<.0001
browser_YaBrowser	0.00073961	0.00224	0.00113	0.11	0.7409

operatingSystem_Android	-0.00368	0.00034324	1.18810	115.06	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065774	1.09335	105.88	<.0001
operatingSystem_Linux	-0.00197	0.00058519	0.11688	11.32	0.0008
operatingSystem_Macintosh	0.00811	0.00027567	8.94077	865.84	<.0001
operatingSystem_OpenBSD	-0.02523	0.07186	0.00127	0.12	0.7255
operatingSystem_Windows_Phone	0.00337	0.00293	0.01367	1.32	0.2499
operatingSystem_Xbox	-0.00487	0.01254	0.00156	0.15	0.6975
deviceCategory_tablet	-0.00206	0.00061845	0.11410	11.05	0.0009
continent_Africa	-0.00269	0.00279	0.00964	0.93	0.3339
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3415
continent_Asia	-0.00415	0.00267	0.02498	2.42	0.1198
continent_Europe	-0.00425	0.00267	0.02626	2.54	0.1108
continent_Oceania	-0.00553	0.00278	0.04075	3.95	0.0470
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087737	0.06326	6.13	0.0133
campaign_AW___Electronics	-0.03540	0.01038	0.12016	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01802	1.75	0.1864
campaign_test_liyuhz	-0.00305	0.00514	0.00362	0.35	0.5539
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4099
medium_affiliate	-0.00072903	0.00081377	0.00829	0.80	0.3703
medium_referral	0.00851	0.00030300	8.13764	788.06	<.0001

Bounds on condition number: 155.24, 23598

The above model is the best 46-variable model found.

Maximum R-Square Improvement: Step 51

Variable campaign_AW___Apparel Entered: R-Square = 0.1792 and C(p) = -0.2975

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	47	2037.53370	43.35178	4198.26	<.0001
Error	903605	9330.73385	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62483	0.48685	2.53282	245.28	<.0001
date	3.769096E-7	2.414198E-8	2.51690	243.74	<.0001
visitNumber	-0.00014613	0.00001197	1.54016	149.15	<.0001
hits	-0.00622	0.00006162	105.11160	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07244	30415.3	<.0001
bounces	0.01916	0.00024233	64.55816	6251.93	<.0001
newVisits	-0.00987	0.00043427	5.32901	516.07	<.0001
isTrueDirectBool	0.00612	0.00050854	1.49775	145.05	<.0001
channelGrouping_Direct	-0.00110	0.00051418	0.04720	4.57	0.0325
channelGrouping_Display	-0.00264	0.00131	0.04182	4.05	0.0442
channelGrouping_Referral	0.00970	0.00044517	4.90475	474.98	<.0001
browser_Android_Browser	0.00537	0.00433	0.01589	1.54	0.2148
browser_BlackBerry	0.00334	0.00749	0.00205	0.20	0.6557
browser_DASH_JR_3G	-0.02867	0.05081	0.00329	0.32	0.5726
browser_DoCoMo	-0.06059	0.10162	0.00367	0.36	0.5510
browser_Edge	-0.00092049	0.00103	0.00832	0.81	0.3694
browser_Firefox	-0.00041289	0.00055261	0.00576	0.56	0.4550
browser_Internet_Explorer	0.00185	0.00075496	0.06186	5.99	0.0144
browser_MRCHROME	0.00352	0.00627	0.00326	0.32	0.5743
browser_Mozilla_Compatible_Agent	-0.00292	0.00526	0.00318	0.31	0.5788
browser_Nokia_Browser	0.00514	0.01242	0.00177	0.17	0.6790
browser_Opera	0.00136	0.00137	0.01029	1.00	0.3183
browser_Opera_Mini	0.00330	0.00135	0.06125	5.93	0.0149
browser_Safari	-0.00364	0.00030283	1.48843	144.14	<.0001
browser_Safari__in_app__	-0.00263	0.00125	0.04558	4.41	0.0356
browser_UC_Browser	0.01006	0.00209	0.23928	23.17	<.0001
browser_YaBrowser	0.00073955	0.00224	0.00113	0.11	0.7409
operatingSystem_Android	-0.00368	0.00034324	1.18799	115.05	<.0001
operatingSystem_Chrome_OS	0.00677	0.00065774	1.09324	105.87	<.0001
operatingSystem_Linux	-0.00197	0.00058519	0.11686	11.32	0.0008
operatingSystem_Macintosh	0.00811	0.00027567	8.94032	865.80	<.0001
operatingSystem_OpenBSD	-0.02523	0.07186	0.00127	0.12	0.7255
operatingSystem_Windows_Phone	0.00337	0.00293	0.01367	1.32	0.2499

operatingSystem_Xbox	-0.00487	0.01254	0.00156	0.15	0.6975
deviceCategory_tablet	-0.00206	0.00061845	0.11412	11.05	0.0009
continent_Africa	-0.00269	0.00279	0.00964	0.93	0.3339
continent_Americas	0.00253	0.00266	0.00934	0.90	0.3416
continent_Asia	-0.00415	0.00267	0.02499	2.42	0.1198
continent_Europe	-0.00425	0.00267	0.02626	2.54	0.1108
continent_Oceania	-0.00553	0.00278	0.04075	3.95	0.0470
campaign_AW___Apparel	0.00479	0.01498	0.00105	0.10	0.7494
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087738	0.06321	6.12	0.0134
campaign_AW___Electronics	-0.03540	0.01038	0.12016	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01803	1.75	0.1864
campaign_test_liyuhz	-0.00304	0.00514	0.00362	0.35	0.5539
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4100
medium_affiliate	-0.00072849	0.00081377	0.00828	0.80	0.3707
medium_referral	0.00851	0.00030300	8.13826	788.12	<.0001

Bounds on condition number: 155.24, 24158

The above model is the best 47-variable model found.

Maximum R-Square Improvement: Step 52

Variable operatingSystem_iOS Entered: R-Square = 0.1792 and C(p) = 1.6294

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.53445	42.44863	4110.80	<.0001
Error	903604	9330.73309	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.61406	0.48848	2.50889	242.97	<.0001
date	3.763745E-7	2.422298E-8	2.49300	241.43	<.0001
visitNumber	-0.00014602	0.00001197	1.53586	148.74	<.0001

hits	-0.00622	0.00006162	105.11186	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07272	30415.3	<.0001
bounces	0.01916	0.00024235	64.55325	6251.45	<.0001
newVisits	-0.00986	0.00043446	5.32056	515.25	<.0001
isTrueDirectBool	0.00612	0.00050862	1.49603	144.88	<.0001
channelGrouping_Direct	-0.00110	0.00051423	0.04701	4.55	0.0329
channelGrouping_Display	-0.00265	0.00131	0.04193	4.06	0.0439
channelGrouping_Referral	0.00967	0.00045704	4.62648	448.04	<.0001
browser_Android_Browser	0.00536	0.00433	0.01583	1.53	0.2157
browser_BlackBerry	0.00336	0.00750	0.00207	0.20	0.6542
browser_DASH_JR_3G	-0.02866	0.05081	0.00328	0.32	0.5728
browser_DoCoMo	-0.06056	0.10162	0.00367	0.36	0.5512
browser_Edge	-0.00090394	0.00103	0.00799	0.77	0.3789
browser_Firefox	-0.00040371	0.00055365	0.00549	0.53	0.4659
browser_Internet_Explorer	0.00186	0.00075746	0.06256	6.06	0.0138
browser_MRCHROME	0.00352	0.00627	0.00325	0.32	0.5745
browser_Mozilla_Compatible_Agent	-0.00291	0.00526	0.00316	0.31	0.5802
browser_Nokia_Browser	0.00512	0.01242	0.00176	0.17	0.6801
browser_Opera	0.00137	0.00137	0.01035	1.00	0.3167
browser_Opera_Mini	0.00330	0.00135	0.06135	5.94	0.0148
browser_Safari	-0.00372	0.00042952	0.77378	74.93	<.0001
browser_Safari__in_app__	-0.00276	0.00135	0.04354	4.22	0.0400
browser_UC_Browser	0.01005	0.00209	0.23844	23.09	<.0001
browser_YaBrowser	0.00073870	0.00224	0.00113	0.11	0.7412
operatingSystem_Android	-0.00366	0.00035691	1.08295	104.87	<.0001
operatingSystem_Chrome_OS	0.00680	0.00066749	1.07120	103.74	<.0001
operatingSystem_Linux	-0.00194	0.00059544	0.10948	10.60	0.0011
operatingSystem_Macintosh	0.00816	0.00033241	6.22496	602.84	<.0001
operatingSystem_OpenBSD	-0.02524	0.07186	0.00127	0.12	0.7254
operatingSystem_Windows_Phone	0.00344	0.00294	0.01414	1.37	0.2419
operatingSystem_Xbox	-0.00488	0.01254	0.00156	0.15	0.6971
operatingSystem_iOS	0.00015606	0.00057721	0.00075488	0.07	0.7869
deviceCategory_tablet	-0.00210	0.00063534	0.11231	10.88	0.0010
continent_Africa	-0.00269	0.00279	0.00964	0.93	0.3340
continent_Americas	0.00252	0.00266	0.00926	0.90	0.3436
continent_Asia					

	-0.00415	0.00267	0.02496	2.42	0.1200
continent_Europe	-0.00426	0.00267	0.02628	2.55	0.1106
continent_Oceania	-0.00554	0.00278	0.04085	3.96	0.0467
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7489
campaign_AW___Dynamic_Search_Ads	-0.00217	0.00087741	0.06332	6.13	0.0133
campaign_AW___Electronics	-0.03540	0.01038	0.12018	11.64	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01899	0.01437	0.01803	1.75	0.1864
campaign_test_liyuhz	-0.00304	0.00514	0.00361	0.35	0.5546
medium__not_set__	-0.00765	0.00928	0.00701	0.68	0.4099
medium_affiliate	-0.00071602	0.00081508	0.00797	0.77	0.3797
medium_referral	0.00853	0.00031657	7.49931	726.25	<.0001

Bounds on condition number: 155.27, 24946

Maximum R-Square Improvement: Step 53

Variable operatingSystem_Xbox Removed: R-Square = 0.1792 and C(p) = -2.0758
Variable operatingSystem_Windows Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.57271	42.44943	4110.89	<.0001
Error	903604	9330.69483	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63077	0.48855	2.51914	243.96	<.0001
date	3.769778E-7	2.42249E-8	2.50060	242.16	<.0001
visitNumber	-0.00014616	0.00001197	1.53872	149.01	<.0001
hits	-0.00622	0.00006162	105.11024	10179.1	<.0001
pageviews	0.01499	0.00008597	314.06914	30415.1	<.0001
bounces	0.01916	0.00024235	64.53980	6250.17	<.0001
newVisits	-0.00986	0.00043446	5.31667	514.88	<.0001
isTrueDirectBool	0.00613	0.00050864	1.49989	145.25	<.0001

channelGrouping_Direct	-0.00109	0.00051425	0.04637	4.49	0.0341
channelGrouping_Display	-0.00264	0.00131	0.04158	4.03	0.0448
channelGrouping_Referral	0.00966	0.00045708	4.61505	446.93	<.0001
browser_Android_Browser	0.00541	0.00433	0.01608	1.56	0.2120
browser_BlackBerry	0.00810	0.00787	0.01092	1.06	0.3038
browser_DASH_JR_3G	-0.02392	0.05087	0.00228	0.22	0.6382
browser_DoCoMo	-0.05581	0.10165	0.00311	0.30	0.5830
browser_Edge	-0.00093096	0.00102	0.00852	0.83	0.3637
browser_Firefox	-0.00040949	0.00055366	0.00565	0.55	0.4595
browser_Internet_Explorer	0.00184	0.00075757	0.06063	5.87	0.0154
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5776
browser_Mozilla_Compatible_Agent	0.00162	0.00574	0.00081785	0.08	0.7784
browser_Nokia_Browser	0.00614	0.01243	0.00252	0.24	0.6212
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3241
browser_Opera_Mini	0.00670	0.00220	0.09594	9.29	0.0023
browser_Safari	-0.00372	0.00042952	0.77344	74.90	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04375	4.24	0.0395
browser_UC_Browser	0.01008	0.00209	0.24022	23.26	<.0001
browser_YaBrowser	0.00071328	0.00224	0.00105	0.10	0.7498
operatingSystem_Android	0.00104	0.00242	0.00191	0.18	0.6671
operatingSystem_Chrome_OS	0.01154	0.00251	0.21898	21.21	<.0001
operatingSystem_Linux	0.00280	0.00249	0.01312	1.27	0.2596
operatingSystem_Macintosh	0.01291	0.00244	0.28916	28.00	<.0001
operatingSystem_OpenBSD	-0.02050	0.07190	0.00083922	0.08	0.7756
operatingSystem_Windows	0.00477	0.00243	0.03983	3.86	0.0495
operatingSystem_Windows_Phone	0.00811	0.00378	0.04751	4.60	0.0320
operatingSystem_iOS	0.00490	0.00248	0.04019	3.89	0.0485
deviceCategory_tablet	-0.00208	0.00063541	0.11029	10.68	0.0011
continent_Africa	-0.00285	0.00279	0.01079	1.04	0.3067
continent_Americas	0.00231	0.00267	0.00775	0.75	0.3863
continent_Asia	-0.00437	0.00267	0.02765	2.68	0.1018
continent_Europe	-0.00447	0.00267	0.02896	2.80	0.0940
continent_Oceania	-0.00575	0.00279	0.04402	4.26	0.0390
campaign_AW___Apparel	0.00479	0.01498	0.00106	0.10	0.7491
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087742	0.06279	6.08	0.0137
campaign_AW___Electronics					

	-0.03539	0.01038	0.12010	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01809	1.75	0.1856
campaign_test_liyuhz	-0.00301	0.00514	0.00353	0.34	0.5587
medium__not_set__	-0.00764	0.00928	0.00700	0.68	0.4103
medium_affiliate	-0.00072274	0.00081508	0.00812	0.79	0.3752
medium_referral	0.00854	0.00031661	7.51612	727.88	<.0001

Bounds on condition number: 155.53, 42917

Maximum R-Square Improvement: Step 54

Variable operatingSystem_Android Removed: R-Square = 0.1792 and C(p) = -2.5257
Variable isMobileBool Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.57736	42.44953	4110.90	<.0001
Error	903604	9330.69018	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63236	0.48855	2.52018	244.06	<.0001
date	3.770194E-7	2.422494E-8	2.50114	242.22	<.0001
visitNumber	-0.00014613	0.00001197	1.53804	148.95	<.0001
hits	-0.00622	0.00006162	105.11189	10179.3	<.0001
pageviews	0.01499	0.00008597	314.07140	30415.3	<.0001
bounces	0.01916	0.00024235	64.54968	6251.13	<.0001
newVisits	-0.00986	0.00043447	5.31477	514.69	<.0001
isMobileBool	0.00183	0.00230	0.00656	0.63	0.4256
isTrueDirectBool	0.00613	0.00050864	1.50009	145.27	<.0001
channelGrouping_Direct	-0.00109	0.00051425	0.04621	4.48	0.0344
channelGrouping_Display	-0.00263	0.00131	0.04153	4.02	0.0449
channelGrouping_Referral	0.00967	0.00045699	4.61893	447.31	<.0001
browser_Android_Browser	0.00541	0.00433	0.01608	1.56	0.2121

browser_BlackBerry	0.00706	0.00750	0.00914	0.89	0.3468
browser_DASH_JR_3G	-0.02313	0.05086	0.00214	0.21	0.6493
browser_DoCoMo	-0.05685	0.10162	0.00323	0.31	0.5759
browser_Edge	-0.00098215	0.00103	0.00946	0.92	0.3386
browser_Firefox	-0.00041212	0.00055361	0.00572	0.55	0.4566
browser_Internet_Explorer	0.00171	0.00077290	0.05072	4.91	0.0267
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5776
browser_Mozilla_Compatible_Agent	0.00236	0.00569	0.00178	0.17	0.6784
browser_Nokia_Browser	0.00631	0.01243	0.00266	0.26	0.6118
browser_Opera	0.00135	0.00137	0.01005	0.97	0.3240
browser_Opera_Mini	0.00595	0.00138	0.19323	18.71	<.0001
browser_Safari	-0.00372	0.00042951	0.77336	74.89	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04378	4.24	0.0395
browser_UC_Browser	0.01008	0.00209	0.24003	23.24	<.0001
browser_YaBrowser	0.00071321	0.00224	0.00105	0.10	0.7498
operatingSystem_Chrome_OS	0.01233	0.00239	0.27464	26.60	<.0001
operatingSystem_Linux	0.00359	0.00237	0.02368	2.29	0.1300
operatingSystem_Macintosh	0.01369	0.00232	0.35952	34.82	<.0001
operatingSystem_OpenBSD	-0.01971	0.07189	0.00077584	0.08	0.7840
operatingSystem_Windows	0.00556	0.00231	0.05967	5.78	0.0162
operatingSystem_Windows_Phone	0.00711	0.00295	0.06005	5.82	0.0159
operatingSystem_iOS	0.00386	0.00059002	0.44179	42.78	<.0001
deviceCategory_tablet	-0.00210	0.00063647	0.11289	10.93	0.0009
continent_Africa	-0.00290	0.00279	0.01119	1.08	0.2979
continent_Americas	0.00227	0.00267	0.00751	0.73	0.3939
continent_Asia	-0.00440	0.00267	0.02812	2.72	0.0989
continent_Europe	-0.00451	0.00267	0.02944	2.85	0.0913
continent_Oceania	-0.00579	0.00279	0.04459	4.32	0.0377
campaign_AW__Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW__Dynamic_Search_Ads	-0.00216	0.00087742	0.06274	6.08	0.0137
campaign_AW__Electronics	-0.03539	0.01038	0.12008	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01809	1.75	0.1856
campaign_test_liyuhz	-0.00301	0.00514	0.00353	0.34	0.5587
medium__not_set__	-0.00766	0.00928	0.00702	0.68	0.4095
medium_affiliate	-0.00072087	0.00081508	0.00808	0.78	0.3765
medium_referral					

	0.00854	0.00031642	7.52327	728.57	<.0001
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Bounds on condition number: 155.5, 40448

Maximum R-Square Improvement: Step 55

Variable operatingSystem_OpenBSD Removed: R-Square = 0.1792 and C(p) = -2.5966

Variable browser_Nintendo_Browser Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.57809	42.44954	4110.90	<.0001
Error	903604	9330.68945	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63231	0.48855	2.52015	244.06	<.0001
date	3.770077E-7	2.422492E-8	2.50099	242.20	<.0001
visitNumber	-0.00014612	0.00001197	1.53798	148.94	<.0001
hits	-0.00622	0.00006162	105.11116	10179.2	<.0001
pageviews	0.01499	0.00008597	314.06983	30415.2	<.0001
bounces	0.01916	0.00024235	64.54797	6250.96	<.0001
newVisits	-0.00986	0.00043447	5.31434	514.65	<.0001
isMobileBool	0.00202	0.00234	0.00771	0.75	0.3875
isTrueDirectBool	0.00613	0.00050864	1.50021	145.28	<.0001
channelGrouping_Direct	-0.00109	0.00051425	0.04620	4.47	0.0344
channelGrouping_Display	-0.00263	0.00131	0.04156	4.03	0.0448
channelGrouping_Referral	0.00967	0.00045702	4.62051	447.46	<.0001
browser_Android_Browser	0.00541	0.00433	0.01610	1.56	0.2118
browser_BlackBerry	0.00706	0.00750	0.00915	0.89	0.3465
browser_DASH_JR_3G	-0.02293	0.05086	0.00210	0.20	0.6521
browser_DoCoMo	-0.05685	0.10162	0.00323	0.31	0.5759
browser_Edge	-0.00098673	0.00103	0.00955	0.92	0.3363
browser_Firefox	-0.00041315	0.00055360	0.00575	0.56	0.4555

browser_Internet_Explorer	0.00170	0.00077346	0.04989	4.83	0.0279
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5775
browser_Mozilla_Compatible_Agent	0.00255	0.00571	0.00205	0.20	0.6556
browser_Nintendo_Browser	0.00335	0.00876	0.00151	0.15	0.7023
browser_Nokia_Browser	0.00635	0.01243	0.00270	0.26	0.6093
browser_Opera	0.00135	0.00137	0.01006	0.97	0.3237
browser_Opera_Mini	0.00596	0.00138	0.19345	18.73	<.0001
browser_Safari	-0.00372	0.00042952	0.77270	74.83	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04370	4.23	0.0397
browser_UC_Browser	0.01008	0.00209	0.24013	23.25	<.0001
browser_YaBrowser	0.00071458	0.00224	0.00105	0.10	0.7494
operatingSystem_Chrome_OS	0.01252	0.00243	0.27370	26.51	<.0001
operatingSystem_Linux	0.00378	0.00241	0.02540	2.46	0.1168
operatingSystem_Macintosh	0.01389	0.00236	0.35645	34.52	<.0001
operatingSystem_Windows	0.00575	0.00236	0.06159	5.96	0.0146
operatingSystem_Windows_Phone	0.00712	0.00295	0.06015	5.82	0.0158
operatingSystem_iOS	0.00386	0.00059003	0.44221	42.82	<.0001
deviceCategory_tablet	-0.00211	0.00063648	0.11304	10.95	0.0009
continent_Africa	-0.00291	0.00279	0.01126	1.09	0.2964
continent_Americas	0.00226	0.00267	0.00744	0.72	0.3959
continent_Asia	-0.00441	0.00267	0.02825	2.74	0.0982
continent_Europe	-0.00452	0.00267	0.02956	2.86	0.0906
continent_Oceania	-0.00580	0.00279	0.04472	4.33	0.0374
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087742	0.06273	6.08	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12007	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1856
campaign_test_liyuhz	-0.00301	0.00514	0.00353	0.34	0.5588
medium__not_set__	-0.00766	0.00928	0.00703	0.68	0.4095
medium_affiliate	-0.00072104	0.00081508	0.00808	0.78	0.3764
medium_referral	0.00854	0.00031647	7.51704	727.97	<.0001

Bounds on condition number: 155.51, 41040

Maximum R-Square Improvement: Step 56

Variable browser_YaBrowser Removed: R-Square = 0.1792 and C(p) = -2.6326
Variable operatingSystem_Android Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.57846	42.44955	4110.91	<.0001
Error	903604	9330.68908	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63525	0.48853	2.52227	244.26	<.0001
date	3.771161E-7	2.422358E-8	2.50270	242.37	<.0001
visitNumber	-0.00014613	0.00001197	1.53805	148.95	<.0001
hits	-0.00622	0.00006162	105.11026	10179.1	<.0001
pageviews	0.01499	0.00008597	314.06914	30415.1	<.0001
bounces	0.01916	0.00024236	64.54548	6250.72	<.0001
newVisits	-0.00986	0.00043446	5.31383	514.60	<.0001
isMobileBool	0.00186	0.00238	0.00635	0.62	0.4329
isTrueDirectBool	0.00613	0.00050864	1.50035	145.30	<.0001
channelGrouping_Direct	-0.00109	0.00051424	0.04603	4.46	0.0347
channelGrouping_Display	-0.00263	0.00131	0.04150	4.02	0.0450
channelGrouping_Referral	0.00966	0.00045682	4.61697	447.12	<.0001
browser_Android_Browser	0.00540	0.00433	0.01607	1.56	0.2122
browser_BlackBerry	0.00800	0.00792	0.01055	1.02	0.3121
browser_DASH_JR_3G	-0.02215	0.05091	0.00196	0.19	0.6634
browser_DoCoMo	-0.05590	0.10165	0.00312	0.30	0.5824
browser_Edge	-0.00098268	0.00103	0.00946	0.92	0.3384
browser_Firefox	-0.00041463	0.00055348	0.00579	0.56	0.4538
browser_Internet_Explorer	0.00171	0.00077386	0.05018	4.86	0.0275
browser_MRCHROME	0.00348	0.00627	0.00318	0.31	0.5789
browser_Mozilla-Compatible_Agent	0.00329	0.00606	0.00305	0.30	0.5866
browser_Nintendo_Browser	0.00415	0.00902	0.00218	0.21	0.6458
browser_Nokia_Browser	0.00651	0.01244	0.00283	0.27	0.6007

browser_Opera	0.00134	0.00137	0.00994	0.96	0.3265
browser_Opera_Mini	0.00663	0.00228	0.08756	8.48	0.0036
browser_Safari	-0.00372	0.00042941	0.77487	75.04	<.0001
browser_Safari__in_app__	-0.00278	0.00135	0.04399	4.26	0.0390
browser_UC_Browser	0.01008	0.00209	0.24019	23.26	<.0001
operatingSystem_Android	0.00094760	0.00255	0.00142	0.14	0.7103
operatingSystem_Chrome_OS	0.01331	0.00323	0.17577	17.02	<.0001
operatingSystem_Linux	0.00457	0.00321	0.02094	2.03	0.1545
operatingSystem_Macintosh	0.01468	0.00317	0.22072	21.38	<.0001
operatingSystem_Windows	0.00654	0.00317	0.04407	4.27	0.0388
operatingSystem_Windows_Phone	0.00805	0.00386	0.04480	4.34	0.0373
operatingSystem_iOS	0.00481	0.00261	0.03497	3.39	0.0657
deviceCategory_tablet	-0.00210	0.00063649	0.11292	10.94	0.0009
continent_Africa	-0.00294	0.00279	0.01147	1.11	0.2920
continent_Americas	0.00223	0.00267	0.00720	0.70	0.4038
continent_Asia	-0.00445	0.00267	0.02871	2.78	0.0954
continent_Europe	-0.00455	0.00267	0.02993	2.90	0.0886
continent_Oceania	-0.00584	0.00279	0.04522	4.38	0.0364
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087741	0.06265	6.07	0.0138
campaign_AW___Electronics	-0.03538	0.01038	0.12006	11.63	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01809	1.75	0.1856
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5596
medium__not_set__	-0.00765	0.00928	0.00702	0.68	0.4096
medium_affiliate	-0.00071876	0.00081508	0.00803	0.78	0.3779
medium_referral	0.00855	0.00031594	7.56070	732.19	<.0001

Bounds on condition number: 208.27, 56912

Maximum R-Square Improvement: Step 57

Variable campaign_AW___Apparel Removed: R-Square = 0.1792 and C(p) = -2.7466

Variable operatingSystem_Firefox_OS Entered

Analysis of Variance					

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	48	2037.57964	42.44958	4110.91	<.0001
Error	903604	9330.68790	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63700	0.48854	2.52341	244.37	<.0001
date	3.771915E-7	2.422358E-8	2.50370	242.46	<.0001
visitNumber	-0.00014612	0.00001197	1.53793	148.94	<.0001
hits	-0.00622	0.00006162	105.11031	10179.1	<.0001
pageviews	0.01499	0.00008597	314.06926	30415.1	<.0001
bounces	0.01916	0.00024236	64.54591	6250.77	<.0001
newVisits	-0.00986	0.00043446	5.31400	514.62	<.0001
isMobileBool	0.00181	0.00238	0.00601	0.58	0.4456
isTrueDirectBool	0.00613	0.00050864	1.50022	145.28	<.0001
channelGrouping_Direct	-0.00109	0.00051424	0.04606	4.46	0.0347
channelGrouping_Display	-0.00263	0.00131	0.04151	4.02	0.0450
channelGrouping_Referral	0.00966	0.00045682	4.61721	447.14	<.0001
browser_Android_Browser	0.00541	0.00433	0.01609	1.56	0.2119
browser_BlackBerry	0.00829	0.00794	0.01126	1.09	0.2964
browser_DASH_JR_3G	-0.02191	0.05091	0.00191	0.19	0.6669
browser_DoCoMo	-0.05561	0.10165	0.00309	0.30	0.5843
browser_Edge	-0.00098124	0.00103	0.00944	0.91	0.3391
browser_Firefox	-0.00042748	0.00055414	0.00615	0.60	0.4405
browser_Internet_Explorer	0.00171	0.00077387	0.05033	4.87	0.0273
browser_MRCHROME	0.00348	0.00627	0.00318	0.31	0.5790
browser_Mozilla_Compatible_Agent	0.00352	0.00608	0.00347	0.34	0.5621
browser_Nintendo_Browser	0.00439	0.00904	0.00244	0.24	0.6269
browser_Nokia_Browser	0.00656	0.01244	0.00288	0.28	0.5977
browser_Opera	0.00134	0.00137	0.00993	0.96	0.3267
browser_Opera_Mini	0.00684	0.00232	0.08967	8.68	0.0032
browser_Safari	-0.00372	0.00042941	0.77476	75.03	<.0001
browser_Safari__in_app__	-0.00278	0.00135	0.04396	4.26	0.0391
browser_UC_Browser	0.01008	0.00209	0.24025	23.27	<.0001

operatingSystem_Android	0.00123	0.00262	0.00228	0.22	0.6383
operatingSystem_Chrome_OS	0.01355	0.00327	0.17763	17.20	<.0001
operatingSystem_Firefox_OS	0.00517	0.01110	0.00224	0.22	0.6415
operatingSystem_Linux	0.00481	0.00325	0.02261	2.19	0.1390
operatingSystem_Macintosh	0.01492	0.00322	0.22212	21.51	<.0001
operatingSystem_Windows	0.00678	0.00321	0.04614	4.47	0.0345
operatingSystem_Windows_Phone	0.00833	0.00391	0.04685	4.54	0.0332
operatingSystem_iOS	0.00510	0.00269	0.03720	3.60	0.0577
deviceCategory_tablet	-0.00210	0.00063649	0.11272	10.92	0.0010
continent_Africa	-0.00295	0.00279	0.01156	1.12	0.2900
continent_Americas	0.00222	0.00267	0.00717	0.69	0.4046
continent_Asia	-0.00446	0.00267	0.02876	2.78	0.0952
continent_Europe	-0.00455	0.00267	0.02998	2.90	0.0884
continent_Oceania	-0.00584	0.00279	0.04528	4.38	0.0363
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087741	0.06266	6.07	0.0138
campaign_AW___Electronics	-0.03538	0.01038	0.12006	11.63	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1856
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5598
medium___not_set_	-0.00765	0.00928	0.00702	0.68	0.4096
medium_affiliate	-0.00071940	0.00081508	0.00804	0.78	0.3774
medium_referral	0.00855	0.00031594	7.55799	731.93	<.0001

Bounds on condition number: 213.86, 57858

The above model is the best 48-variable model found.

Maximum R-Square Improvement: Step 58

Variable campaign_AW___Apparel Entered: R-Square = 0.1792 and C(p) = -0.8493

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	49	2037.58070	41.58328	4027.01	<.0001
Error	903603	9330.68684	0.01033		

Corrected Total	903652	11368			
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Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63639	0.48854	2.52296	244.33	<.0001
date	3.771609E-7	2.422378E-8	2.50326	242.42	<.0001
visitNumber	-0.00014612	0.00001197	1.53785	148.93	<.0001
hits	-0.00622	0.00006162	105.11051	10179.1	<.0001
pageviews	0.01499	0.00008597	314.06969	30415.2	<.0001
bounces	0.01916	0.00024236	64.54606	6250.77	<.0001
newVisits	-0.00986	0.00043446	5.31367	514.59	<.0001
isMobileBool	0.00181	0.00238	0.00601	0.58	0.4455
isTrueDirectBool	0.00613	0.00050864	1.50044	145.31	<.0001
channelGrouping_Direct	-0.00109	0.00051424	0.04604	4.46	0.0347
channelGrouping_Display	-0.00263	0.00131	0.04148	4.02	0.0450
channelGrouping_Referral	0.00966	0.00045682	4.61751	447.17	<.0001
browser_Android_Browser	0.00541	0.00433	0.01609	1.56	0.2119
browser_BlackBerry	0.00829	0.00794	0.01126	1.09	0.2964
browser_DASH_JR_3G	-0.02191	0.05091	0.00191	0.19	0.6669
browser_DoCoMo	-0.05561	0.10165	0.00309	0.30	0.5843
browser_Edge	-0.00098090	0.00103	0.00943	0.91	0.3393
browser_Firefox	-0.00042717	0.00055414	0.00614	0.59	0.4408
browser_Internet_Explorer	0.00171	0.00077387	0.05030	4.87	0.0273
browser_MRCHROME	0.00348	0.00627	0.00318	0.31	0.5790
browser_Mozilla-Compatible_Agent	0.00352	0.00608	0.00347	0.34	0.5621
browser_Nintendo_Browser	0.00439	0.00904	0.00244	0.24	0.6269
browser_Nokia_Browser	0.00656	0.01244	0.00288	0.28	0.5977
browser_Opera	0.00134	0.00137	0.00994	0.96	0.3266
browser_Opera_Mini	0.00684	0.00232	0.08966	8.68	0.0032
browser_Safari	-0.00372	0.00042941	0.77470	75.02	<.0001
browser_Safari__in_app__	-0.00278	0.00135	0.04396	4.26	0.0391
browser_UC_Browser	0.01008	0.00209	0.24026	23.27	<.0001
operatingSystem_Android	0.00123	0.00262	0.00228	0.22	0.6383
operatingSystem_Chrome_OS	0.01355	0.00327	0.17763	17.20	<.0001
operatingSystem_Firefox_OS	0.00517	0.01110	0.00224	0.22	0.6415
operatingSystem_Linux	0.00481	0.00325	0.02261	2.19	0.1389

operatingSystem_Macintosh	0.01492	0.00322	0.22213	21.51	<.0001
operatingSystem_Windows	0.00678	0.00321	0.04615	4.47	0.0345
operatingSystem_Windows_Phone	0.00833	0.00391	0.04685	4.54	0.0332
operatingSystem_iOS	0.00510	0.00269	0.03720	3.60	0.0577
deviceCategory_tablet	-0.00210	0.00063650	0.11275	10.92	0.0010
continent_Africa	-0.00295	0.00279	0.01156	1.12	0.2900
continent_Americas	0.00222	0.00267	0.00717	0.69	0.4047
continent_Asia	-0.00446	0.00267	0.02876	2.78	0.0952
continent_Europe	-0.00455	0.00267	0.02998	2.90	0.0884
continent_Oceania	-0.00584	0.00279	0.04528	4.38	0.0363
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087741	0.06262	6.06	0.0138
campaign_AW___Electronics	-0.03538	0.01038	0.12006	11.63	0.0007
campaign_Retail___DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1855
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5598
medium___not_set_	-0.00765	0.00928	0.00702	0.68	0.4097
medium_affiliate	-0.00071882	0.00081508	0.00803	0.78	0.3778
medium_referral	0.00855	0.00031595	7.55865	732.00	<.0001

Bounds on condition number: 213.86, 59112

The above model is the best 49-variable model found.

Maximum R-Square Improvement: Step 59

Variable browser_YaBrowser Entered: R-Square = 0.1792 and C(p) = 1.0492

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	50	2037.58175	40.75163	3946.47	<.0001
Error	903602	9330.68579	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
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Intercept	-7.63470	0.48857	2.52154	244.19	<.0001
date	3.770773E-7	2.422522E-8	2.50185	242.28	<.0001
visitNumber	-0.00014612	0.00001197	1.53784	148.93	<.0001
hits	-0.00622	0.00006162	105.11132	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07057	30415.2	<.0001
bounces	0.01916	0.00024236	64.54180	6250.36	<.0001
newVisits	-0.00986	0.00043447	5.31409	514.63	<.0001
isMobileBool	0.00181	0.00238	0.00601	0.58	0.4456
isTrueDirectBool	0.00613	0.00050864	1.50054	145.31	<.0001
channelGrouping_Direct	-0.00109	0.00051426	0.04615	4.47	0.0345
channelGrouping_Display	-0.00263	0.00131	0.04153	4.02	0.0449
channelGrouping_Referral	0.00967	0.00045709	4.61681	447.10	<.0001
browser_Android_Browser	0.00541	0.00433	0.01610	1.56	0.2118
browser_BlackBerry	0.00829	0.00794	0.01125	1.09	0.2965
browser_DASH_JR_3G	-0.02191	0.05091	0.00191	0.19	0.6669
browser_DoCoMo	-0.05561	0.10165	0.00309	0.30	0.5843
browser_Edge	-0.00097520	0.00103	0.00932	0.90	0.3422
browser_Firefox	-0.00042284	0.00055431	0.00601	0.58	0.4456
browser_Internet_Explorer	0.00171	0.00077406	0.05060	4.90	0.0269
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla-Compatible_Agent	0.00353	0.00608	0.00348	0.34	0.5618
browser_Nintendo_Browser	0.00439	0.00904	0.00244	0.24	0.6267
browser_Nokia_Browser	0.00656	0.01244	0.00288	0.28	0.5976
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3242
browser_Opera_Mini	0.00684	0.00232	0.08963	8.68	0.0032
browser_Safari	-0.00372	0.00042953	0.77288	74.85	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_UC_Browser	0.01008	0.00209	0.24019	23.26	<.0001
browser_YaBrowser	0.00071255	0.00224	0.00105	0.10	0.7501
operatingSystem_Android	0.00123	0.00262	0.00228	0.22	0.6387
operatingSystem_Chrome_OS	0.01355	0.00327	0.17757	17.20	<.0001
operatingSystem_Firefox_OS	0.00517	0.01110	0.00224	0.22	0.6417
operatingSystem_Linux	0.00481	0.00325	0.02259	2.19	0.1391
operatingSystem_Macintosh	0.01491	0.00322	0.22206	21.51	<.0001
operatingSystem_Windows	0.00678	0.00321	0.04608	4.46	0.0346
operatingSystem_Windows_Phone					

	0.00833	0.00391	0.04681	4.53	0.0332
operatingSystem_iOS	0.00509	0.00269	0.03714	3.60	0.0579
deviceCategory_tablet	-0.00210	0.00063650	0.11270	10.91	0.0010
continent_Africa	-0.00295	0.00279	0.01154	1.12	0.2905
continent_Americas	0.00222	0.00267	0.00717	0.69	0.4046
continent_Asia	-0.00445	0.00267	0.02873	2.78	0.0953
continent_Europe	-0.00456	0.00267	0.03005	2.91	0.0880
continent_Oceania	-0.00584	0.00279	0.04529	4.39	0.0362
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087742	0.06270	6.07	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12007	11.63	0.0006
campaign_Retail___DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1856
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5598
medium___not_set_	-0.00765	0.00928	0.00702	0.68	0.4096
medium_affiliate	-0.00072005	0.00081509	0.00806	0.78	0.3770
medium_referral	0.00854	0.00031664	7.51378	727.65	<.0001

Bounds on condition number: 213.86, 60371

The above model is the best 50-variable model found.

Maximum R-Square Improvement: Step 60

Variable operatingSystem_FreeBSD Entered: R-Square = 0.1792 and C(p) = 2.9824

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	51	2037.58244	39.95260	3869.08	<.0001
Error	903601	9330.68510	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63468	0.48857	2.52153	244.19	<.0001
date	3.770726E-7	2.422524E-8	2.50179	242.28	<.0001

visitNumber	-0.00014612	0.00001197	1.53782	148.93	<.0001
hits	-0.00622	0.00006162	105.11133	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07058	30415.2	<.0001
bounces	0.01916	0.00024236	64.54152	6250.32	<.0001
newVisits	-0.00986	0.00043447	5.31406	514.62	<.0001
isMobileBool	0.00185	0.00238	0.00622	0.60	0.4377
isTrueDirectBool	0.00613	0.00050864	1.50060	145.32	<.0001
channelGrouping_Direct	-0.00109	0.00051426	0.04614	4.47	0.0345
channelGrouping_Display	-0.00263	0.00131	0.04153	4.02	0.0449
channelGrouping_Referral	0.00967	0.00045709	4.61680	447.10	<.0001
browser_Android_Browser	0.00541	0.00433	0.01610	1.56	0.2118
browser_BlackBerry	0.00834	0.00794	0.01137	1.10	0.2940
browser_DASH_JR_3G	-0.02183	0.05091	0.00190	0.18	0.6681
browser_DoCoMo	-0.05557	0.10165	0.00309	0.30	0.5846
browser_Edge	-0.00097586	0.00103	0.00933	0.90	0.3418
browser_Firefox	-0.00042431	0.00055433	0.00605	0.59	0.4440
browser_Internet_Explorer	0.00171	0.00077411	0.05045	4.89	0.0271
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00360	0.00608	0.00362	0.35	0.5540
browser_Nintendo_Browser	0.00446	0.00904	0.00252	0.24	0.6215
browser_Nokia_Browser	0.00658	0.01244	0.00289	0.28	0.5967
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3242
browser_Opera_Mini	0.00688	0.00233	0.09021	8.74	0.0031
browser_Safari	-0.00372	0.00042953	0.77287	74.85	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_UC_Browser	0.01008	0.00209	0.24020	23.26	<.0001
browser_YaBrowser	0.00071266	0.00224	0.00105	0.10	0.7500
operatingSystem_Android	0.00128	0.00263	0.00243	0.24	0.6275
operatingSystem_Chrome_OS	0.01363	0.00328	0.17810	17.25	<.0001
operatingSystem_Firefox_OS	0.00521	0.01111	0.00227	0.22	0.6388
operatingSystem_FreeBSD	0.00880	0.03403	0.00069008	0.07	0.7960
operatingSystem_Linux	0.00489	0.00327	0.02314	2.24	0.1344
operatingSystem_Macintosh	0.01499	0.00323	0.22242	21.54	<.0001
operatingSystem_Windows	0.00686	0.00322	0.04674	4.53	0.0334
operatingSystem_Windows_Phone	0.00837	0.00391	0.04722	4.57	0.0325
operatingSystem_iOS					

	0.00514	0.00269	0.03763	3.64	0.0563
deviceCategory_tablet	-0.00210	0.00063650	0.11274	10.92	0.0010
continent_Africa	-0.00295	0.00279	0.01156	1.12	0.2900
continent_Americas	0.00222	0.00267	0.00715	0.69	0.4054
continent_Asia	-0.00446	0.00267	0.02878	2.79	0.0950
continent_Europe	-0.00456	0.00267	0.03010	2.91	0.0878
continent_Oceania	-0.00584	0.00279	0.04534	4.39	0.0361
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087742	0.06269	6.07	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12007	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1856
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5598
medium__not_set__	-0.00765	0.00928	0.00702	0.68	0.4096
medium_affiliate	-0.00071995	0.00081509	0.00806	0.78	0.3771
medium_referral	0.00854	0.00031664	7.51359	727.63	<.0001

Bounds on condition number: 215.79, 61884

The above model is the best 51-variable model found.

Maximum R-Square Improvement: Step 61

Variable operatingSystem_OpenBSD Entered: R-Square = 0.1792 and C(p) = 4.9167

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	52	2037.58312	39.18429	3794.68	<.0001
Error	903600	9330.68443	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63482	0.48857	2.52162	244.20	<.0001
date	3.770813E-7	2.422528E-8	2.50190	242.29	<.0001
visitNumber	-0.00014612	0.00001197	1.53786	148.93	<.0001

hits	-0.00622	0.00006162	105.11171	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07117	30415.2	<.0001
bounces	0.01916	0.00024236	64.54124	6250.29	<.0001
newVisits	-0.00986	0.00043447	5.31440	514.66	<.0001
isMobileBool	0.00183	0.00238	0.00611	0.59	0.4419
isTrueDirectBool	0.00613	0.00050864	1.50042	145.30	<.0001
channelGrouping_Direct	-0.00109	0.00051426	0.04612	4.47	0.0346
channelGrouping_Display	-0.00263	0.00131	0.04153	4.02	0.0449
channelGrouping_Referral	0.00966	0.00045709	4.61657	447.08	<.0001
browser_Android_Browser	0.00541	0.00433	0.01610	1.56	0.2118
browser_BlackBerry	0.00831	0.00794	0.01131	1.10	0.2953
browser_DASH_JR_3G	-0.02187	0.05091	0.00191	0.18	0.6675
browser_DoCoMo	-0.05559	0.10165	0.00309	0.30	0.5845
browser_Edge	-0.00097553	0.00103	0.00932	0.90	0.3420
browser_Firefox	-0.00042324	0.00055435	0.00602	0.58	0.4452
browser_Internet_Explorer	0.00171	0.00077412	0.05052	4.89	0.0270
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00357	0.00609	0.00354	0.34	0.5580
browser_Nintendo_Browser	0.00443	0.00904	0.00248	0.24	0.6240
browser_Nokia_Browser	0.00657	0.01244	0.00288	0.28	0.5971
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3242
browser_Opera_Mini	0.00686	0.00233	0.08977	8.69	0.0032
browser_Safari	-0.00372	0.00042953	0.77289	74.85	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_UC_Browser	0.01008	0.00209	0.24020	23.26	<.0001
browser_YaBrowser	0.00071255	0.00224	0.00105	0.10	0.7501
operatingSystem_Android	0.00126	0.00263	0.00235	0.23	0.6332
operatingSystem_Chrome_OS	0.01359	0.00328	0.17679	17.12	<.0001
operatingSystem_Firefox_OS	0.00519	0.01111	0.00226	0.22	0.6402
operatingSystem_FreeBSD	0.00876	0.03403	0.00068415	0.07	0.7969
operatingSystem_Linux	0.00485	0.00327	0.02274	2.20	0.1378
operatingSystem_Macintosh	0.01496	0.00323	0.22089	21.39	<.0001
operatingSystem_OpenBSD	-0.01843	0.07193	0.00067817	0.07	0.7977
operatingSystem_Windows	0.00682	0.00323	0.04614	4.47	0.0345
operatingSystem_Windows_Phone	0.00835	0.00392	0.04697	4.55	0.0329
operatingSystem_iOS					

	0.00512	0.00269	0.03729	3.61	0.0574
deviceCategory_tablet	-0.00210	0.00063650	0.11272	10.92	0.0010
continent_Africa	-0.00295	0.00279	0.01155	1.12	0.2902
continent_Americas	0.00222	0.00267	0.00716	0.69	0.4051
continent_Asia	-0.00446	0.00267	0.02876	2.78	0.0952
continent_Europe	-0.00456	0.00267	0.03007	2.91	0.0879
continent_Oceania	-0.00584	0.00279	0.04531	4.39	0.0362
campaign_AW___Apparel	0.00480	0.01498	0.00106	0.10	0.7486
campaign_AW___Dynamic_Search_Ads	-0.00216	0.00087742	0.06269	6.07	0.0137
campaign_AW___Electronics	-0.03539	0.01038	0.12007	11.63	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01903	0.01437	0.01810	1.75	0.1856
campaign_test_liyuhz	-0.00300	0.00514	0.00351	0.34	0.5598
medium__not_set__	-0.00765	0.00928	0.00702	0.68	0.4096
medium_affiliate	-0.00071996	0.00081509	0.00806	0.78	0.3771
medium_referral	0.00854	0.00031664	7.51393	727.66	<.0001

Bounds on condition number: 216.22, 63208

The above model is the best 52-variable model found.

Maximum R-Square Improvement: Step 62

Variable medium_organic Entered: R-Square = 0.1792 and C(p) = 6.8584

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	53	2037.58372	38.44498	3723.08	<.0001
Error	903599	9330.68382	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62873	0.48922	2.51091	243.16	<.0001
date	3.767906E-7	2.425515E-8	2.49190	241.32	<.0001
visitNumber	-0.00014617	0.00001197	1.53844	148.99	<.0001

hits	-0.00622	0.00006162	105.11161	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07167	30415.2	<.0001
bounces	0.01916	0.00024236	64.53835	6250.00	<.0001
newVisits	-0.00985	0.00043596	5.26889	510.25	<.0001
isMobileBool	0.00183	0.00238	0.00611	0.59	0.4416
isTrueDirectBool	0.00614	0.00050967	1.49819	145.09	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01422	1.38	0.2406
channelGrouping_Display	-0.00287	0.00163	0.03192	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045720	4.61670	447.09	<.0001
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2115
browser_BlackBerry	0.00832	0.00794	0.01133	1.10	0.2949
browser_DASH_JR_3G	-0.02186	0.05091	0.00190	0.18	0.6677
browser_DoCoMo	-0.05559	0.10165	0.00309	0.30	0.5845
browser_Edge	-0.00097515	0.00103	0.00932	0.90	0.3422
browser_Firefox	-0.00042258	0.00055436	0.00600	0.58	0.4459
browser_Internet_Explorer	0.00171	0.00077413	0.05052	4.89	0.0270
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5779
browser_Mozilla-Compatible_Agent	0.00357	0.00609	0.00355	0.34	0.5575
browser_Nintendo_Browser	0.00443	0.00904	0.00248	0.24	0.6238
browser_Nokia_Browser	0.00658	0.01244	0.00289	0.28	0.5970
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3242
browser_Opera_Mini	0.00686	0.00233	0.08984	8.70	0.0032
browser_Safari	-0.00372	0.00042960	0.77341	74.90	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04381	4.24	0.0394
browser_UC_Browser	0.01008	0.00209	0.24029	23.27	<.0001
browser_YaBrowser	0.00070992	0.00224	0.00104	0.10	0.7510
operatingSystem_Android	0.00125	0.00263	0.00235	0.23	0.6334
operatingSystem_Chrome_OS	0.01360	0.00328	0.17690	17.13	<.0001
operatingSystem_Firefox_OS	0.00519	0.01111	0.00226	0.22	0.6403
operatingSystem_FreeBSD	0.00876	0.03403	0.00068474	0.07	0.7968
operatingSystem_Linux	0.00486	0.00327	0.02279	2.21	0.1374
operatingSystem_Macintosh	0.01496	0.00323	0.22101	21.40	<.0001
operatingSystem_OpenBSD	-0.01843	0.07193	0.00067773	0.07	0.7978
operatingSystem_Windows	0.00682	0.00323	0.04619	4.47	0.0344
operatingSystem_Windows_Phone	0.00836	0.00392	0.04702	4.55	0.0329
operatingSystem_iOS					

	0.00512	0.00269	0.03732	3.61	0.0573
deviceCategory_tablet	-0.00211	0.00063661	0.11299	10.94	0.0009
continent_Africa	-0.00295	0.00279	0.01156	1.12	0.2901
continent_Americas	0.00222	0.00267	0.00714	0.69	0.4055
continent_Asia	-0.00446	0.00267	0.02875	2.78	0.0952
continent_Europe	-0.00456	0.00267	0.03004	2.91	0.0881
continent_Oceania	-0.00584	0.00279	0.04525	4.38	0.0363
campaign_AW___Apparel	0.00457	0.01502	0.00095472	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03441	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5367
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium_affiliate	-0.00095992	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024533	0.00102	0.00060282	0.06	0.8091
medium_referral	0.00830	0.00105	0.65099	63.04	<.0001

Bounds on condition number: 216.23, 67477

The above model is the best 53-variable model found.

Maximum R-Square Improvement: Step 63

Variable browser_ThumbSniper Entered: R-Square = 0.1792 and C(p) = 8.8011

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	54	2037.58431	37.73304	3654.13	<.0001
Error	903598	9330.68323	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62912	0.48922	2.51115	243.18	<.0001
date	3.768082E-7	2.425527E-8	2.49211	241.34	<.0001

visitNumber	-0.00014617	0.00001197	1.53844	148.98	<.0001
hits	-0.00622	0.00006162	105.11157	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07160	30415.2	<.0001
bounces	0.01916	0.00024236	64.53770	6249.93	<.0001
newVisits	-0.00985	0.00043596	5.26903	510.26	<.0001
isMobileBool	0.00185	0.00238	0.00623	0.60	0.4373
isTrueDirectBool	0.00614	0.00050967	1.49813	145.08	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01422	1.38	0.2406
channelGrouping_Display	-0.00287	0.00163	0.03192	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045720	4.61650	447.07	<.0001
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2115
browser_BlackBerry	0.00834	0.00794	0.01139	1.10	0.2936
browser_DASH_JR_3G	-0.02181	0.05091	0.00190	0.18	0.6683
browser_DoCoMo	-0.05557	0.10165	0.00309	0.30	0.5846
browser_Edge	-0.00097545	0.00103	0.00932	0.90	0.3420
browser_Firefox	-0.00042252	0.00055436	0.00600	0.58	0.4459
browser_Internet_Explorer	0.00171	0.00077414	0.05045	4.89	0.0271
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5779
browser_Mozilla_Compatible_Agent	0.00361	0.00609	0.00363	0.35	0.5532
browser_Nintendo_Browser	0.00447	0.00904	0.00252	0.24	0.6210
browser_Nokia_Browser	0.00659	0.01244	0.00289	0.28	0.5965
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3242
browser_Opera_Mini	0.00688	0.00233	0.09020	8.74	0.0031
browser_Safari	-0.00372	0.00042960	0.77341	74.90	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04380	4.24	0.0394
browser_ThumbSniper	0.01406	0.05876	0.00059095	0.06	0.8109
browser_UC_Browser	0.01008	0.00209	0.24030	23.27	<.0001
browser_YaBrowser	0.00071000	0.00224	0.00104	0.10	0.7509
operatingSystem_Android	0.00128	0.00263	0.00244	0.24	0.6272
operatingSystem_Chrome_OS	0.01364	0.00329	0.17749	17.19	<.0001
operatingSystem_Firefox_OS	0.00521	0.01111	0.00228	0.22	0.6388
operatingSystem_FreeBSD	0.00880	0.03403	0.00069135	0.07	0.7958
operatingSystem_Linux	0.00490	0.00327	0.02312	2.24	0.1346
operatingSystem_Macintosh	0.01500	0.00324	0.22160	21.46	<.0001
operatingSystem_OpenBSD	-0.01839	0.07193	0.00067463	0.07	0.7983
operatingSystem_Windows					

	0.00687	0.00323	0.04663	4.52	0.0336
operatingSystem_Windows_Phone	0.00838	0.00392	0.04726	4.58	0.0324
operatingSystem_iOS	0.00514	0.00269	0.03762	3.64	0.0563
deviceCategory_tablet	-0.00211	0.00063661	0.11301	10.94	0.0009
continent_Africa	-0.00295	0.00279	0.01157	1.12	0.2898
continent_Americas	0.00222	0.00267	0.00713	0.69	0.4060
continent_Asia	-0.00446	0.00267	0.02877	2.79	0.0951
continent_Europe	-0.00456	0.00267	0.03007	2.91	0.0879
continent_Oceania	-0.00584	0.00279	0.04528	4.39	0.0362
campaign_AW___Apparel	0.00457	0.01502	0.00095474	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03441	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5367
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium_affiliate	-0.00095980	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024525	0.00102	0.00060245	0.06	0.8091
medium_referral	0.00830	0.00105	0.65102	63.05	<.0001

Bounds on condition number: 216.88, 68896

The above model is the best 54-variable model found.

Maximum R-Square Improvement: Step 64

Variable browser_Seznam Entered: R-Square = 0.1792 and C(p) = 10.7530

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	55	2037.58481	37.04700	3587.69	<.0001
Error	903597	9330.68274	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
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Intercept	-7.62882	0.48923	2.51093	243.16	<.0001
date	3.767933E-7	2.425538E-8	2.49189	241.32	<.0001
visitNumber	-0.00014617	0.00001197	1.53843	148.98	<.0001
hits	-0.00622	0.00006162	105.11174	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07192	30415.2	<.0001
bounces	0.01916	0.00024236	64.53755	6249.91	<.0001
newVisits	-0.00985	0.00043596	5.26859	510.22	<.0001
isMobileBool	0.00185	0.00238	0.00623	0.60	0.4372
isTrueDirectBool	0.00614	0.00050967	1.49826	145.09	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01423	1.38	0.2404
channelGrouping_Display	-0.00287	0.00163	0.03192	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045720	4.61661	447.08	<.0001
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2114
browser_BlackBerry	0.00834	0.00794	0.01139	1.10	0.2936
browser_DASH_JR_3G	-0.02181	0.05091	0.00190	0.18	0.6683
browser_DoCoMo	-0.05557	0.10165	0.00309	0.30	0.5846
browser_Edge	-0.00097539	0.00103	0.00932	0.90	0.3421
browser_Firefox	-0.00042241	0.00055436	0.00600	0.58	0.4461
browser_Internet_Explorer	0.00171	0.00077414	0.05045	4.89	0.0271
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5779
browser_Mozilla_Compatible_Agent	0.00361	0.00609	0.00363	0.35	0.5531
browser_Nintendo_Browser	0.00447	0.00904	0.00252	0.24	0.6210
browser_Nokia_Browser	0.00659	0.01244	0.00290	0.28	0.5965
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3241
browser_Opera_Mini	0.00688	0.00233	0.09020	8.74	0.0031
browser_Safari	-0.00372	0.00042960	0.77340	74.90	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04380	4.24	0.0394
browser_Seznam	0.00672	0.03064	0.00049674	0.05	0.8264
browser_ThumbSniper	0.01406	0.05876	0.00059101	0.06	0.8109
browser_UC_Browser	0.01009	0.00209	0.24031	23.27	<.0001
browser_YaBrowser	0.00071029	0.00224	0.00104	0.10	0.7508
operatingSystem_Android	0.00128	0.00263	0.00243	0.24	0.6273
operatingSystem_Chrome_OS	0.01364	0.00329	0.17750	17.19	<.0001
operatingSystem_Firefox_OS	0.00521	0.01111	0.00228	0.22	0.6387
operatingSystem_FreeBSD	0.00881	0.03403	0.00069144	0.07	0.7958
operatingSystem_Linux					

	0.00490	0.00327	0.02312	2.24	0.1346
operatingSystem_Macintosh	0.01500	0.00324	0.22161	21.46	<.0001
operatingSystem_OpenBSD	-0.01838	0.07193	0.00067457	0.07	0.7983
operatingSystem_Windows	0.00687	0.00323	0.04663	4.52	0.0336
operatingSystem_Windows_Phone	0.00838	0.00392	0.04726	4.58	0.0324
operatingSystem_iOS	0.00514	0.00269	0.03763	3.64	0.0563
deviceCategory_tablet	-0.00211	0.00063665	0.11315	10.96	0.0009
continent_Africa	-0.00295	0.00279	0.01157	1.12	0.2898
continent_Americas	0.00222	0.00267	0.00713	0.69	0.4060
continent_Asia	-0.00446	0.00267	0.02877	2.79	0.0951
continent_Europe	-0.00456	0.00267	0.03007	2.91	0.0879
continent_Oceania	-0.00584	0.00279	0.04528	4.39	0.0363
campaign_AW___Apparel	0.00457	0.01502	0.00095469	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03442	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail_DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5367
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium_affiliate	-0.00095990	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024542	0.00102	0.00060327	0.06	0.8090
medium_referral	0.00830	0.00105	0.65098	63.04	<.0001

Bounds on condition number: 216.88, 70227

The above model is the best 55-variable model found.

Maximum R-Square Improvement: Step 65

Variable browser_0 Entered: R-Square = 0.1792 and C(p) = 12.7049

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	56	2037.58530	36.38545	3523.62	<.0001
Error	903596	9330.68224	0.01033		

Corrected Total	903652	11368			
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Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62871	0.48923	2.51085	243.15	<.0001
date	3.767848E-7	2.425543E-8	2.49177	241.31	<.0001
visitNumber	-0.00014616	0.00001197	1.53842	148.98	<.0001
hits	-0.00622	0.00006162	105.11188	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07213	30415.2	<.0001
bounces	0.01916	0.00024236	64.53640	6249.79	<.0001
newVisits	-0.00985	0.00043596	5.26878	510.24	<.0001
isMobileBool	0.00188	0.00239	0.00639	0.62	0.4314
isTrueDirectBool	0.00614	0.00050967	1.49816	145.08	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03192	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045720	4.61641	447.06	<.0001
browser_0	0.00845	0.03854	0.00049668	0.05	0.8264
browser_Android_Browser	0.00541	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00838	0.00795	0.01148	1.11	0.2918
browser_DASH_JR_3G	-0.02175	0.05091	0.00189	0.18	0.6692
browser_DoCoMo	-0.05553	0.10165	0.00308	0.30	0.5849
browser_Edge	-0.00097580	0.00103	0.00933	0.90	0.3419
browser_Firefox	-0.00042236	0.00055436	0.00599	0.58	0.4461
browser_Internet_Explorer	0.00171	0.00077418	0.05035	4.88	0.0272
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5779
browser_Mozilla_Compatible_Agent	0.00367	0.00609	0.00374	0.36	0.5473
browser_Nintendo_Browser	0.00452	0.00904	0.00258	0.25	0.6171
browser_Nokia_Browser	0.00660	0.01244	0.00291	0.28	0.5958
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3241
browser_Opera_Mini	0.00690	0.00233	0.09064	8.78	0.0031
browser_Safari	-0.00372	0.00042960	0.77342	74.90	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04380	4.24	0.0394
browser_Seznam	0.00672	0.03064	0.00049680	0.05	0.8264
browser_ThumbSniper	0.01412	0.05876	0.00059604	0.06	0.8101
browser_UC_Browser	0.01009	0.00209	0.24032	23.27	<.0001
browser_YaBrowser	0.00071027	0.00224	0.00104	0.10	0.7508

operatingSystem_Android	0.00131	0.00264	0.00255	0.25	0.6189
operatingSystem_Chrome_OS	0.01370	0.00330	0.17784	17.22	<.0001
operatingSystem_Firefox_OS	0.00525	0.01111	0.00230	0.22	0.6366
operatingSystem_FreeBSD	0.00886	0.03403	0.00070078	0.07	0.7945
operatingSystem_Linux	0.00496	0.00329	0.02352	2.28	0.1312
operatingSystem_Macintosh	0.01506	0.00325	0.22181	21.48	<.0001
operatingSystem_OpenBSD	-0.01833	0.07193	0.00067021	0.06	0.7989
operatingSystem_Windows	0.00693	0.00324	0.04711	4.56	0.0327
operatingSystem_Windows_Phone	0.00841	0.00392	0.04757	4.61	0.0319
operatingSystem_iOS	0.00518	0.00270	0.03800	3.68	0.0551
deviceCategory_tablet	-0.00211	0.00063665	0.11318	10.96	0.0009
continent_Africa	-0.00295	0.00279	0.01159	1.12	0.2894
continent_Americas	0.00221	0.00267	0.00711	0.69	0.4065
continent_Asia	-0.00446	0.00267	0.02881	2.79	0.0949
continent_Europe	-0.00456	0.00267	0.03011	2.92	0.0877
continent_Oceania	-0.00584	0.00279	0.04532	4.39	0.0362
campaign_AW___Apparel	0.00457	0.01502	0.00095474	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03442	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail_DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5368
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium_affiliate	-0.00095988	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024545	0.00102	0.00060341	0.06	0.8090
medium_referral	0.00830	0.00105	0.65099	63.04	<.0001

Bounds on condition number: 218.41, 71782

The above model is the best 56-variable model found.

Maximum R-Square Improvement: Step 66

Variable browser__Use_default_User_agent Entered: R-Square = 0.1792 and C(p) = 14.6629

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	57	2037.58574	35.74712	3461.80	<.0001
Error	903595	9330.68181	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62867	0.48923	2.51082	243.15	<.0001
date	3.767818E-7	2.425544E-8	2.49173	241.30	<.0001
visitNumber	-0.00014616	0.00001197	1.53843	148.98	<.0001
hits	-0.00622	0.00006162	105.11219	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07255	30415.2	<.0001
bounces	0.01916	0.00024236	64.53675	6249.82	<.0001
newVisits	-0.00985	0.00043596	5.26878	510.24	<.0001
isMobileBool	0.00189	0.00239	0.00645	0.63	0.4292
isTrueDirectBool	0.00614	0.00050967	1.49818	145.09	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03192	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045720	4.61638	447.06	<.0001
browser_0	0.00847	0.03855	0.00049916	0.05	0.8260
browser_Android_Browser	0.00541	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00839	0.00795	0.01151	1.11	0.2911
browser_DASH_JR_3G	-0.02173	0.05091	0.00188	0.18	0.6695
browser_DoCoMo	-0.05552	0.10165	0.00308	0.30	0.5849
browser_Edge	-0.00097594	0.00103	0.00933	0.90	0.3418
browser_Firefox	-0.00042233	0.00055436	0.00599	0.58	0.4462
browser_Internet_Explorer	0.00171	0.00077418	0.05032	4.87	0.0273
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5779
browser_Mozilla-Compatible_Agent	0.00369	0.00609	0.00378	0.37	0.5451
browser_Nintendo_Browser	0.00454	0.00904	0.00260	0.25	0.6157
browser_Nokia_Browser	0.00660	0.01244	0.00291	0.28	0.5955
browser_Opera	0.00135	0.00137	0.01004	0.97	0.3241
browser_Opera_Mini	0.00691	0.00233	0.09083	8.80	0.0030
browser_Safari	-0.00372	0.00042960	0.77343	74.90	<.0001

browser_Safari__in_app__	-0.00277	0.00135	0.04380	4.24	0.0394
browser_Seznam	0.00672	0.03064	0.00049683	0.05	0.8264
browser_ThumbSniper	0.01414	0.05876	0.00059783	0.06	0.8099
browser_UC_Browser	0.01009	0.00209	0.24032	23.27	<.0001
browser_YaBrowser	0.00071030	0.00224	0.00104	0.10	0.7508
browser__Use_default_User_agent	0.02085	0.10167	0.00043414	0.04	0.8375
operatingSystem_Android	0.00132	0.00264	0.00260	0.25	0.6159
operatingSystem_Chrome_OS	0.01372	0.00330	0.17822	17.26	<.0001
operatingSystem_Firefox_OS	0.00526	0.01111	0.00231	0.22	0.6359
operatingSystem_FreeBSD	0.00889	0.03403	0.00070412	0.07	0.7940
operatingSystem_Linux	0.00498	0.00329	0.02370	2.30	0.1298
operatingSystem_Macintosh	0.01508	0.00325	0.22221	21.52	<.0001
operatingSystem_OpenBSD	-0.01830	0.07193	0.00066866	0.06	0.7991
operatingSystem_Windows	0.00695	0.00324	0.04735	4.59	0.0322
operatingSystem_Windows_Phone	0.00842	0.00392	0.04769	4.62	0.0316
operatingSystem_iOS	0.00519	0.00270	0.03816	3.70	0.0546
deviceCategory_tablet	-0.00211	0.00063665	0.11319	10.96	0.0009
continent_Africa	-0.00295	0.00279	0.01159	1.12	0.2893
continent_Americas	0.00221	0.00267	0.00711	0.69	0.4067
continent_Asia	-0.00446	0.00267	0.02882	2.79	0.0948
continent_Europe	-0.00456	0.00267	0.03012	2.92	0.0877
continent_Oceania	-0.00584	0.00279	0.04534	4.39	0.0361
campaign_AW__Apparel	0.00457	0.01502	0.00095475	0.09	0.7611
campaign_AW__Dynamic_Search_Ads	-0.00240	0.00131	0.03442	3.33	0.0679
campaign_AW__Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5368
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium_affiliate	-0.00095987	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024551	0.00102	0.00060370	0.06	0.8089
medium_referral	0.00830	0.00105	0.65100	63.04	<.0001

Bounds on condition number: 218.63, 73154

The above model is the best 57-variable model found.

Maximum R-Square Improvement: Step 67

Variable browser_Coc_Coc Entered: R-Square = 0.1792 and C(p) = 16.6219

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	58	2037.58616	35.13080	3402.11	<.0001
Error	903594	9330.68138	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62774	0.48925	2.50999	243.07	<.0001
date	3.767358E-7	2.425652E-8	2.49090	241.22	<.0001
visitNumber	-0.00014616	0.00001197	1.53838	148.98	<.0001
hits	-0.00622	0.00006162	105.11261	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07292	30415.2	<.0001
bounces	0.01916	0.00024237	64.53241	6249.39	<.0001
newVisits	-0.00985	0.00043596	5.26899	510.26	<.0001
isMobileBool	0.00189	0.00239	0.00646	0.63	0.4291
isTrueDirectBool	0.00614	0.00050967	1.49822	145.09	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01423	1.38	0.2404
channelGrouping_Display	-0.00287	0.00163	0.03193	3.09	0.0787
channelGrouping_Referral	0.00967	0.00045721	4.61679	447.09	<.0001
browser_0	0.00848	0.03855	0.00049923	0.05	0.8260
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00839	0.00795	0.01151	1.11	0.2910
browser_Coc_Coc	0.00076513	0.00378	0.00042372	0.04	0.8395
browser_DASH_JR_3G	-0.02173	0.05091	0.00188	0.18	0.6695
browser_DoCoMo	-0.05552	0.10165	0.00308	0.30	0.5850
browser_Edge	-0.00097434	0.00103	0.00930	0.90	0.3426
browser_Firefox	-0.00042104	0.00055440	0.00596	0.58	0.4476
browser_Internet_Explorer	0.00171	0.00077423	0.05041	4.88	0.0271

browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00369	0.00609	0.00378	0.37	0.5450
browser_Nintendo_Browser	0.00454	0.00904	0.00260	0.25	0.6156
browser_Nokia_Browser	0.00660	0.01244	0.00291	0.28	0.5954
browser_Opera	0.00135	0.00137	0.01006	0.97	0.3236
browser_Opera_Mini	0.00691	0.00233	0.09085	8.80	0.0030
browser_Safari	-0.00372	0.00042964	0.77283	74.84	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_Seznam	0.00672	0.03064	0.00049682	0.05	0.8264
browser_ThumbSniper	0.01414	0.05876	0.00059777	0.06	0.8099
browser_UC_Browser	0.01009	0.00209	0.24041	23.28	<.0001
browser_YaBrowser	0.00071180	0.00224	0.00105	0.10	0.7503
browser__Use_default_User_agent	0.02085	0.10167	0.00043413	0.04	0.8375
operatingSystem_Android	0.00132	0.00264	0.00260	0.25	0.6158
operatingSystem_Chrome_OS	0.01372	0.00330	0.17822	17.26	<.0001
operatingSystem_Firefox_OS	0.00526	0.01111	0.00231	0.22	0.6360
operatingSystem_FreeBSD	0.00889	0.03403	0.00070402	0.07	0.7940
operatingSystem_Linux	0.00498	0.00329	0.02370	2.30	0.1298
operatingSystem_Macintosh	0.01508	0.00325	0.22221	21.52	<.0001
operatingSystem_OpenBSD	-0.01831	0.07193	0.00066874	0.06	0.7991
operatingSystem_Windows	0.00695	0.00324	0.04734	4.58	0.0323
operatingSystem_Windows_Phone	0.00842	0.00392	0.04768	4.62	0.0316
operatingSystem_iOS	0.00519	0.00270	0.03814	3.69	0.0546
deviceCategory_tablet	-0.00211	0.00063665	0.11322	10.96	0.0009
continent_Africa	-0.00295	0.00279	0.01159	1.12	0.2894
continent_Americas	0.00221	0.00267	0.00711	0.69	0.4067
continent_Asia	-0.00446	0.00267	0.02884	2.79	0.0947
continent_Europe	-0.00456	0.00267	0.03011	2.92	0.0877
continent_Oceania	-0.00584	0.00279	0.04533	4.39	0.0362
campaign_AW__Apparel	0.00457	0.01502	0.00095498	0.09	0.7610
campaign_AW__Dynamic_Search_Ads	-0.00240	0.00131	0.03442	3.33	0.0679
campaign_AW__Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00323	0.00523	0.00394	0.38	0.5366
medium__not_set__	-0.00789	0.00933	0.00737	0.71	0.3981
medium__affiliate__					

	-0.00095928	0.00128	0.00576	0.56	0.4553
medium_organic	-0.00024549	0.00102	0.00060358	0.06	0.8090
medium_referral	0.00830	0.00105	0.65090	63.03	<.0001

Bounds on condition number: 218.63, 74496

The above model is the best 58-variable model found.

Maximum R-Square Improvement: Step 68

Variable deviceCategory_mobile Entered: R-Square = 0.1792 and C(p) = 18.5824

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	59	2037.58657	34.53537	3344.44	<.0001
Error	903593	9330.68097	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62819	0.48925	2.51024	243.09	<.0001
date	3.767585E-7	2.42568E-8	2.49115	241.25	<.0001
visitNumber	-0.00014617	0.00001198	1.53846	148.99	<.0001
hits	-0.00622	0.00006162	105.11237	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07199	30415.1	<.0001
bounces	0.01916	0.00024237	64.53281	6249.43	<.0001
newVisits	-0.00985	0.00043597	5.26927	510.28	<.0001
isMobileBool	0.00311	0.00659	0.00230	0.22	0.6372
isTrueDirectBool	0.00614	0.00050967	1.49831	145.10	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03195	3.09	0.0786
channelGrouping_Referral	0.00967	0.00045723	4.61594	447.01	<.0001
browser_0	0.00847	0.03855	0.00049865	0.05	0.8261
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2115
browser_BlackBerry	0.00839	0.00795	0.01152	1.12	0.2909

browser_Coc_Coc	0.00076511	0.00378	0.00042370	0.04	0.8395
browser_DASH_JR_3G	-0.02174	0.05091	0.00188	0.18	0.6694
browser_DoCoMo	-0.05552	0.10165	0.00308	0.30	0.5850
browser_Edge	-0.00097420	0.00103	0.00930	0.90	0.3427
browser_Firefox	-0.00042133	0.00055440	0.00596	0.58	0.4473
browser_Internet_Explorer	0.00171	0.00077423	0.05043	4.88	0.0271
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00368	0.00610	0.00377	0.37	0.5456
browser_Nintendo_Browser	0.00452	0.00905	0.00258	0.25	0.6172
browser_Nokia_Browser	0.00660	0.01244	0.00291	0.28	0.5954
browser_Opera	0.00135	0.00137	0.01009	0.98	0.3230
browser_Opera_Mini	0.00692	0.00233	0.09090	8.80	0.0030
browser_Safari	-0.00372	0.00042964	0.77268	74.83	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04373	4.23	0.0396
browser_Seznam	0.00672	0.03064	0.00049673	0.05	0.8264
browser_ThumbSniper	0.01413	0.05876	0.00059739	0.06	0.8099
browser_UC_Browser	0.01009	0.00209	0.24036	23.28	<.0001
browser_YaBrowser	0.00071195	0.00224	0.00105	0.10	0.7503
browser__Use_default_User_agent	0.02084	0.10167	0.00043393	0.04	0.8376
operatingSystem_Android	0.00132	0.00264	0.00260	0.25	0.6155
operatingSystem_Chrome_OS	0.01371	0.00330	0.17808	17.25	<.0001
operatingSystem_Firefox_OS	0.00526	0.01111	0.00232	0.22	0.6358
operatingSystem_FreeBSD	0.00888	0.03403	0.00070332	0.07	0.7941
operatingSystem_Linux	0.00498	0.00329	0.02369	2.29	0.1298
operatingSystem_Macintosh	0.01508	0.00325	0.22206	21.50	<.0001
operatingSystem_OpenBSD	-0.01831	0.07193	0.00066906	0.06	0.7991
operatingSystem_Windows	0.00694	0.00324	0.04727	4.58	0.0324
operatingSystem_Windows_Phone	0.00843	0.00392	0.04770	4.62	0.0316
operatingSystem_iOS	0.00519	0.00270	0.03816	3.70	0.0546
deviceCategory_mobile	-0.00123	0.00618	0.00040812	0.04	0.8424
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00295	0.00279	0.01159	1.12	0.2894
continent_Americas	0.00221	0.00267	0.00711	0.69	0.4066
continent_Asia	-0.00446	0.00267	0.02884	2.79	0.0947
continent_Europe	-0.00456	0.00267	0.03011	2.92	0.0877
continent_Oceania					

	-0.00584	0.00279	0.04533	4.39	0.0362
campaign_AW___Apparel	0.00457	0.01502	0.00095484	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03443	3.33	0.0678
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail___DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00324	0.00523	0.00395	0.38	0.5362
medium___not_set_	-0.00788	0.00933	0.00736	0.71	0.3987
medium_affiliate	-0.00095977	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024548	0.00102	0.00060356	0.06	0.8090
medium_referral	0.00830	0.00105	0.65086	63.03	<.0001

Bounds on condition number: 740.24, 155163

The above model is the best 59-variable model found.

Maximum R-Square Improvement: Step 69

Variable browser_LYF_LS_4002_11 Entered: R-Square = 0.1792 and C(p) = 20.5480

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	60	2037.58692	33.95978	3288.70	<.0001
Error	903592	9330.68062	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62838	0.48926	2.51035	243.10	<.0001
date	3.767664E-7	2.425685E-8	2.49124	241.25	<.0001
visitNumber	-0.00014617	0.00001198	1.53846	148.99	<.0001
hits	-0.00622	0.00006162	105.11238	10179.2	<.0001
pageviews	0.01499	0.00008597	314.07203	30415.0	<.0001
bounces	0.01916	0.00024237	64.53309	6249.45	<.0001
newVisits	-0.00985	0.00043597	5.26926	510.28	<.0001
isMobileBool	0.00312	0.00659	0.00232	0.22	0.6357

isTrueDirectBool	0.00614	0.00050967	1.49833	145.10	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03195	3.09	0.0786
channelGrouping_Referral	0.00967	0.00045723	4.61602	447.02	<.0001
browser_0	0.00850	0.03855	0.00050255	0.05	0.8254
browser_Android_Browser	0.00541	0.00433	0.01612	1.56	0.2114
browser_BlackBerry	0.00841	0.00795	0.01157	1.12	0.2899
browser_Coc_Coc	0.00076524	0.00378	0.00042384	0.04	0.8395
browser_DASH_JR_3G	-0.02170	0.05091	0.00188	0.18	0.6699
browser_DoCoMo	-0.05550	0.10165	0.00308	0.30	0.5851
browser_Edge	-0.00097446	0.00103	0.00930	0.90	0.3426
browser_Firefox	-0.00042133	0.00055440	0.00596	0.58	0.4473
browser_Internet_Explorer	0.00171	0.00077425	0.05037	4.88	0.0272
browser_LYF_LS_4002_11	0.01090	0.05876	0.00035519	0.03	0.8529
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00372	0.00610	0.00383	0.37	0.5423
browser_Nintendo_Browser	0.00455	0.00905	0.00261	0.25	0.6150
browser_Nokia_Browser	0.00661	0.01244	0.00292	0.28	0.5950
browser_Opera	0.00135	0.00137	0.01009	0.98	0.3230
browser_Opera_Mini	0.00693	0.00233	0.09116	8.83	0.0030
browser_Safari	-0.00372	0.00042964	0.77262	74.82	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04372	4.23	0.0396
browser_Seznam	0.00672	0.03064	0.00049675	0.05	0.8264
browser_ThumbSniper	0.01417	0.05876	0.00060018	0.06	0.8095
browser_UC_Browser	0.01009	0.00209	0.24037	23.28	<.0001
browser_YaBrowser	0.00071198	0.00224	0.00105	0.10	0.7503
browser__Use_default_User_agent	0.02087	0.10167	0.00043531	0.04	0.8373
operatingSystem_Android	0.00134	0.00264	0.00267	0.26	0.6109
operatingSystem_Chrome_OS	0.01375	0.00331	0.17842	17.28	<.0001
operatingSystem_Firefox_OS	0.00528	0.01111	0.00233	0.23	0.6346
operatingSystem_FreeBSD	0.00891	0.03403	0.00070857	0.07	0.7934
operatingSystem_Linux	0.00501	0.00329	0.02394	2.32	0.1279
operatingSystem_Macintosh	0.01511	0.00326	0.22236	21.53	<.0001
operatingSystem_OpenBSD	-0.01828	0.07193	0.00066663	0.06	0.7994
operatingSystem_Windows	0.00698	0.00325	0.04758	4.61	0.0318
operatingSystem_Windows_Phone					

	0.00844	0.00392	0.04788	4.64	0.0313
operatingSystem_iOS	0.00521	0.00270	0.03838	3.72	0.0539
deviceCategory_mobile	-0.00123	0.00618	0.00040783	0.04	0.8425
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00296	0.00279	0.01160	1.12	0.2892
continent_Americas	0.00221	0.00267	0.00710	0.69	0.4069
continent_Asia	-0.00446	0.00267	0.02886	2.79	0.0946
continent_Europe	-0.00456	0.00267	0.03013	2.92	0.0876
continent_Oceania	-0.00584	0.00279	0.04535	4.39	0.0361
campaign_AW___Apparel	0.00457	0.01502	0.00095485	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03443	3.33	0.0678
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00324	0.00523	0.00395	0.38	0.5362
medium__not_set__	-0.00788	0.00933	0.00736	0.71	0.3987
medium_affiliate	-0.00095978	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024550	0.00102	0.00060367	0.06	0.8089
medium_referral	0.00830	0.00105	0.65084	63.03	<.0001

Bounds on condition number: 740.34, 157956

The above model is the best 60-variable model found.

Maximum R-Square Improvement: Step 70

Variable operatingSystem_Xbox Entered: R-Square = 0.1792 and C(p) = 22.5162

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	61	2037.58725	33.40307	3234.78	<.0001
Error	903591	9330.68029	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
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Intercept	-7.62878	0.48926	2.51056	243.12	<.0001
date	3.767784E-7	2.425696E-8	2.49138	241.27	<.0001
visitNumber	-0.00014617	0.00001198	1.53846	148.99	<.0001
hits	-0.00622	0.00006162	105.11207	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07155	30415.0	<.0001
bounces	0.01916	0.00024237	64.53335	6249.46	<.0001
newVisits	-0.00985	0.00043597	5.26908	510.26	<.0001
isMobileBool	0.00319	0.00660	0.00241	0.23	0.6289
isTrueDirectBool	0.00614	0.00050967	1.49835	145.10	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03196	3.10	0.0785
channelGrouping_Referral	0.00967	0.00045723	4.61627	447.04	<.0001
browser_0	0.00866	0.03856	0.00052099	0.05	0.8223
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00850	0.00796	0.01176	1.14	0.2859
browser_Coc_Coc	0.00076489	0.00378	0.00042345	0.04	0.8395
browser_DASH_JR_3G	-0.02155	0.05092	0.00185	0.18	0.6722
browser_DoCoMo	-0.05541	0.10165	0.00307	0.30	0.5857
browser_Edge	-0.00098953	0.00103	0.00953	0.92	0.3368
browser_Firefox	-0.00042170	0.00055440	0.00597	0.58	0.4469
browser_Internet_Explorer	0.00170	0.00077500	0.04992	4.83	0.0279
browser_LYF_LS_4002_11	0.01106	0.05877	0.00036546	0.04	0.8508
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00387	0.00616	0.00407	0.39	0.5300
browser_Nintendo_Browser	0.00469	0.00908	0.00275	0.27	0.6058
browser_Nokia_Browser	0.00664	0.01244	0.00295	0.29	0.5932
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3231
browser_Opera_Mini	0.00699	0.00236	0.09078	8.79	0.0030
browser_Safari	-0.00372	0.00042964	0.77254	74.81	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04372	4.23	0.0396
browser_Seznam	0.00672	0.03064	0.00049687	0.05	0.8264
browser_ThumbSniper	0.01432	0.05877	0.00061342	0.06	0.8074
browser_UC_Browser	0.01009	0.00209	0.24039	23.28	<.0001
browser_YaBrowser	0.00071170	0.00224	0.00105	0.10	0.7504
browser__Use_default_User_agent	0.02103	0.10167	0.00044187	0.04	0.8361
operatingSystem_Android					

	0.00143	0.00268	0.00293	0.28	0.5944
operatingSystem_Chrome_OS	0.01391	0.00342	0.17040	16.50	<.0001
operatingSystem_Firefox_OS	0.00537	0.01112	0.00240	0.23	0.6294
operatingSystem_FreeBSD	0.00907	0.03404	0.00073337	0.07	0.7899
operatingSystem_Linux	0.00517	0.00341	0.02376	2.30	0.1293
operatingSystem_Macintosh	0.01527	0.00337	0.21149	20.48	<.0001
operatingSystem_OpenBSD	-0.01812	0.07194	0.00065505	0.06	0.8011
operatingSystem_Windows	0.00713	0.00337	0.04632	4.49	0.0342
operatingSystem_Windows_Phone	0.00853	0.00395	0.04813	4.66	0.0309
operatingSystem_Xbox	0.00232	0.01300	0.00032831	0.03	0.8585
operatingSystem_iOS	0.00529	0.00274	0.03842	3.72	0.0537
deviceCategory_mobile	-0.00123	0.00618	0.00040633	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5912
continent_Africa	-0.00296	0.00279	0.01165	1.13	0.2882
continent_Americas	0.00221	0.00267	0.00705	0.68	0.4085
continent_Asia	-0.00447	0.00267	0.02895	2.80	0.0941
continent_Europe	-0.00457	0.00267	0.03022	2.93	0.0871
continent_Oceania	-0.00585	0.00279	0.04546	4.40	0.0359
campaign_AW___Apparel	0.00457	0.01502	0.00095487	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03443	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail_DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00324	0.00523	0.00395	0.38	0.5363
medium__not_set__	-0.00788	0.00933	0.00736	0.71	0.3986
medium_affiliate	-0.00095998	0.00128	0.00577	0.56	0.4550
medium_organic	-0.00024581	0.00102	0.00060516	0.06	0.8087
medium_referral	0.00830	0.00105	0.65075	63.02	<.0001

Bounds on condition number: 742.85, 163207

The above model is the best 61-variable model found.

Maximum R-Square Improvement: Step 71

Variable browser_TCL_P500M Entered: R-Square = 0.1792 and C(p) = 24.4844

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	62	2037.58758	32.86432	3182.60	<.0001
Error	903590	9330.67996	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62891	0.48926	2.51064	243.13	<.0001
date	3.76785E-7	2.4257E-8	2.49147	241.28	<.0001
visitNumber	-0.00014617	0.00001198	1.53847	148.99	<.0001
hits	-0.00622	0.00006162	105.11207	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07156	30414.9	<.0001
bounces	0.01916	0.00024237	64.53299	6249.42	<.0001
newVisits	-0.00985	0.00043597	5.26908	510.26	<.0001
isMobileBool	0.00319	0.00660	0.00241	0.23	0.6289
isTrueDirectBool	0.00614	0.00050967	1.49837	145.10	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03196	3.10	0.0785
channelGrouping_Referral	0.00967	0.00045723	4.61619	447.04	<.0001
browser_0	0.00866	0.03856	0.00052101	0.05	0.8223
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00850	0.00796	0.01176	1.14	0.2859
browser_Coc_Coc	0.00076495	0.00378	0.00042352	0.04	0.8395
browser_DASH_JR_3G	-0.02155	0.05092	0.00185	0.18	0.6722
browser_DoCoMo	-0.05541	0.10165	0.00307	0.30	0.5857
browser_Edge	-0.00098956	0.00103	0.00953	0.92	0.3368
browser_Firefox	-0.00042170	0.00055440	0.00597	0.58	0.4469
browser_Internet_Explorer	0.00170	0.00077500	0.04992	4.83	0.0279
browser_LYF_LS_4002_11	0.01106	0.05877	0.00036548	0.04	0.8508
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00387	0.00616	0.00407	0.39	0.5299
browser_Nintendo_Browser	0.00469	0.00908	0.00275	0.27	0.6058

browser_Nokia_Browser	0.00664	0.01244	0.00295	0.29	0.5932
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3231
browser_Opera_Mini	0.00699	0.00236	0.09079	8.79	0.0030
browser_Safari	-0.00372	0.00042964	0.77253	74.81	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04372	4.23	0.0396
browser_Seznam	0.00672	0.03064	0.00049693	0.05	0.8264
browser_TCL_P500M	0.01810	0.10162	0.00032774	0.03	0.8586
browser_ThumbSniper	0.01432	0.05877	0.00061344	0.06	0.8074
browser_UC_Browser	0.01009	0.00209	0.24040	23.28	<.0001
browser_YaBrowser	0.00071165	0.00224	0.00105	0.10	0.7504
browser__Use_default_User_agent	0.02103	0.10167	0.00044187	0.04	0.8361
operatingSystem_Android	0.00143	0.00268	0.00293	0.28	0.5944
operatingSystem_Chrome_OS	0.01391	0.00342	0.17040	16.50	<.0001
operatingSystem_Firefox_OS	0.00537	0.01112	0.00240	0.23	0.6294
operatingSystem_FreeBSD	0.00907	0.03404	0.00073340	0.07	0.7899
operatingSystem_Linux	0.00517	0.00341	0.02376	2.30	0.1293
operatingSystem_Macintosh	0.01527	0.00337	0.21149	20.48	<.0001
operatingSystem_OpenBSD	-0.01812	0.07194	0.00065504	0.06	0.8011
operatingSystem_Windows	0.00713	0.00337	0.04632	4.49	0.0342
operatingSystem_Windows_Phone	0.00853	0.00395	0.04813	4.66	0.0309
operatingSystem_Xbox	0.00232	0.01300	0.00032837	0.03	0.8585
operatingSystem_iOS	0.00529	0.00274	0.03843	3.72	0.0537
deviceCategory_mobile	-0.00123	0.00618	0.00040632	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5911
continent_Africa	-0.00296	0.00279	0.01165	1.13	0.2882
continent_Americas	0.00221	0.00267	0.00705	0.68	0.4085
continent_Asia	-0.00447	0.00267	0.02895	2.80	0.0941
continent_Europe	-0.00457	0.00267	0.03022	2.93	0.0871
continent_Oceania	-0.00585	0.00279	0.04546	4.40	0.0359
campaign_AW__Apparel	0.00457	0.01502	0.00095486	0.09	0.7611
campaign_AW__Dynamic_Search_Ads	-0.00240	0.00131	0.03443	3.33	0.0679
campaign_AW__Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail__DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00324	0.00523	0.00395	0.38	0.5363
medium__not_set__	-0.00788	0.00933	0.00736	0.71	0.3986
medium__affiliate__					

	-0.00096000	0.00128	0.00577	0.56	0.4549
medium_organic	-0.00024587	0.00102	0.00060548	0.06	0.8087
medium_referral	0.00830	0.00105	0.65076	63.02	<.0001

Bounds on condition number: 742.85, 165945

The above model is the best 62-variable model found.

Maximum R-Square Improvement: Step 72

Variable browser_Lunascap Entered: R-Square = 0.1792 and C(p) = 26.4550

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	63	2037.58789	32.34266	3132.08	<.0001
Error	903589	9330.67966	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62908	0.48926	2.51074	243.14	<.0001
date	3.767937E-7	2.425707E-8	2.49157	241.29	<.0001
visitNumber	-0.00014617	0.00001198	1.53847	148.99	<.0001
hits	-0.00622	0.00006162	105.11205	10179.1	<.0001
pageviews	0.01499	0.00008597	314.07154	30414.9	<.0001
bounces	0.01916	0.00024237	64.53272	6249.39	<.0001
newVisits	-0.00985	0.00043597	5.26911	510.26	<.0001
isMobileBool	0.00319	0.00660	0.00241	0.23	0.6289
isTrueDirectBool	0.00614	0.00050967	1.49838	145.10	<.0001
channelGrouping_Direct	-0.00133	0.00113	0.01424	1.38	0.2403
channelGrouping_Display	-0.00287	0.00163	0.03196	3.10	0.0785
channelGrouping_Referral	0.00967	0.00045723	4.61632	447.05	<.0001
browser_0	0.00866	0.03856	0.00052101	0.05	0.8223
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2114
browser_BlackBerry	0.00850	0.00796	0.01176	1.14	0.2858

browser_Coc_Coc	0.00076519	0.00378	0.00042378	0.04	0.8395
browser_DASH_JR_3G	-0.02155	0.05092	0.00185	0.18	0.6722
browser_DoCoMo	-0.05541	0.10165	0.00307	0.30	0.5857
browser_Edge	-0.00098951	0.00103	0.00953	0.92	0.3368
browser_Firefox	-0.00042164	0.00055440	0.00597	0.58	0.4469
browser_Internet_Explorer	0.00170	0.00077500	0.04992	4.83	0.0279
browser_LYF_LS_4002_11	0.01106	0.05877	0.00036550	0.04	0.8508
browser_Lunascape	0.00780	0.04545	0.00030432	0.03	0.8637
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00387	0.00616	0.00407	0.39	0.5299
browser_Nintendo_Browser	0.00469	0.00908	0.00275	0.27	0.6058
browser_Nokia_Browser	0.00665	0.01244	0.00295	0.29	0.5932
browser_Opera	0.00135	0.00137	0.01009	0.98	0.3230
browser_Opera_Mini	0.00699	0.00236	0.09079	8.79	0.0030
browser_Safari	-0.00372	0.00042965	0.77235	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04371	4.23	0.0397
browser_Seznam	0.00672	0.03064	0.00049693	0.05	0.8264
browser_TCL_P500M	0.01810	0.10162	0.00032775	0.03	0.8586
browser_ThumbSniper	0.01432	0.05877	0.00061344	0.06	0.8074
browser_UC_Browser	0.01009	0.00209	0.24041	23.28	<.0001
browser_YaBrowser	0.00071178	0.00224	0.00105	0.10	0.7503
browser__Use_default_User_agent	0.02103	0.10167	0.00044187	0.04	0.8361
operatingSystem_Android	0.00143	0.00268	0.00293	0.28	0.5944
operatingSystem_Chrome_OS	0.01391	0.00342	0.17040	16.50	<.0001
operatingSystem_Firefox_OS	0.00537	0.01112	0.00240	0.23	0.6294
operatingSystem_FreeBSD	0.00907	0.03404	0.00073340	0.07	0.7899
operatingSystem_Linux	0.00517	0.00341	0.02376	2.30	0.1293
operatingSystem_Macintosh	0.01527	0.00337	0.21149	20.48	<.0001
operatingSystem_OpenBSD	-0.01812	0.07194	0.00065504	0.06	0.8011
operatingSystem_Windows	0.00713	0.00337	0.04632	4.49	0.0342
operatingSystem_Windows_Phone	0.00853	0.00395	0.04813	4.66	0.0309
operatingSystem_Xbox	0.00232	0.01300	0.00032837	0.03	0.8585
operatingSystem_iOS	0.00529	0.00274	0.03842	3.72	0.0538
deviceCategory_mobile	-0.00123	0.00618	0.00040634	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5911
continent_Africa					

	-0.00296	0.00279	0.01165	1.13	0.2882
continent_Americas	0.00221	0.00267	0.00705	0.68	0.4085
continent_Asia	-0.00447	0.00267	0.02895	2.80	0.0940
continent_Europe	-0.00457	0.00267	0.03022	2.93	0.0871
continent_Oceania	-0.00585	0.00279	0.04546	4.40	0.0359
campaign_AW___Apparel	0.00457	0.01502	0.00095485	0.09	0.7611
campaign_AW___Dynamic_Search_Ads	-0.00240	0.00131	0.03443	3.33	0.0679
campaign_AW___Electronics	-0.03562	0.01042	0.12061	11.68	0.0006
campaign_Retail_DO_NOT_EDIT_own	0.01880	0.01441	0.01758	1.70	0.1920
campaign_test_liyuhz	-0.00324	0.00523	0.00395	0.38	0.5363
medium__not_set__	-0.00788	0.00933	0.00736	0.71	0.3986
medium_affiliate	-0.00095998	0.00128	0.00576	0.56	0.4550
medium_organic	-0.00024587	0.00102	0.00060548	0.06	0.8087
medium_referral	0.00830	0.00105	0.65073	63.02	<.0001

Bounds on condition number: 742.85, 168684

The above model is the best 63-variable model found.

Maximum R-Square Improvement: Step 73

Variable campaign_AW___Accessories Entered: R-Square = 0.1792 and C(p) = 28.4310

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	64	2037.58813	31.83731	3083.14	<.0001
Error	903588	9330.67941	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63309	0.48995	2.50638	242.72	<.0001
date	3.770031E-7	2.429476E-8	2.48661	240.80	<.0001
visitNumber	-0.00014624	0.00001198	1.53769	148.91	<.0001
hits	-0.00622	0.00006162	105.11094	10179.0	<.0001

pageviews	0.01499	0.00008597	314.06272	30414.0	<.0001
bounces	0.01916	0.00024243	64.49421	6245.65	<.0001
newVisits	-0.00985	0.00043630	5.25838	509.22	<.0001
isMobileBool	0.00319	0.00660	0.00241	0.23	0.6288
isTrueDirectBool	0.00614	0.00050982	1.49844	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045733	4.61299	446.72	<.0001
browser_0	0.00866	0.03856	0.00052092	0.05	0.8223
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2113
browser_BlackBerry	0.00850	0.00796	0.01176	1.14	0.2858
browser_Coc_Coc	0.00076470	0.00378	0.00042324	0.04	0.8396
browser_DASH_JR_3G	-0.02155	0.05092	0.00185	0.18	0.6722
browser_DoCoMo	-0.05541	0.10166	0.00307	0.30	0.5857
browser_Edge	-0.00098986	0.00103	0.00953	0.92	0.3366
browser_Firefox	-0.00042181	0.00055440	0.00598	0.58	0.4468
browser_Internet_Explorer	0.00170	0.00077500	0.04989	4.83	0.0279
browser_LYF_LS_4002_11	0.01106	0.05877	0.00036557	0.04	0.8508
browser_Lunascape	0.00780	0.04545	0.00030442	0.03	0.8637
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00387	0.00616	0.00407	0.39	0.5299
browser_Nintendo_Browser	0.00469	0.00908	0.00275	0.27	0.6058
browser_Nokia_Browser	0.00665	0.01244	0.00295	0.29	0.5931
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3232
browser_Opera_Mini	0.00699	0.00236	0.09081	8.79	0.0030
browser_Safari	-0.00372	0.00042965	0.77242	74.80	<.0001
browser_Safari__in_app_	-0.00277	0.00135	0.04376	4.24	0.0395
browser_Seznam	0.00672	0.03064	0.00049707	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032786	0.03	0.8586
browser_ThumbSniper	0.01433	0.05877	0.00061359	0.06	0.8074
browser_UC_Browser	0.01009	0.00209	0.24037	23.28	<.0001
browser_YaBrowser	0.00071079	0.00224	0.00104	0.10	0.7507
browser__Use_default_User_agent	0.02103	0.10167	0.00044184	0.04	0.8361
operatingSystem_Android	0.00143	0.00268	0.00293	0.28	0.5945
operatingSystem_Chrome_OS	0.01391	0.00342	0.17042	16.50	<.0001
operatingSystem_Firefox_OS					

	0.00537	0.01112	0.00241	0.23	0.6293
operatingSystem_FreeBSD	0.00907	0.03404	0.00073335	0.07	0.7899
operatingSystem_Linux	0.00517	0.00341	0.02376	2.30	0.1293
operatingSystem_Macintosh	0.01527	0.00337	0.21151	20.48	<.0001
operatingSystem_OpenBSD	-0.01812	0.07194	0.00065503	0.06	0.8011
operatingSystem_Windows	0.00713	0.00337	0.04632	4.49	0.0342
operatingSystem_Windows_Phone	0.00853	0.00395	0.04814	4.66	0.0308
operatingSystem_Xbox	0.00232	0.01300	0.00032828	0.03	0.8585
operatingSystem_iOS	0.00529	0.00274	0.03842	3.72	0.0537
deviceCategory_mobile	-0.00123	0.00618	0.00040696	0.04	0.8426
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00296	0.00279	0.01165	1.13	0.2881
continent_Americas	0.00221	0.00267	0.00706	0.68	0.4082
continent_Asia	-0.00447	0.00267	0.02896	2.80	0.0940
continent_Europe	-0.00457	0.00267	0.03022	2.93	0.0872
continent_Oceania	-0.00585	0.00279	0.04545	4.40	0.0359
campaign_AW___Accessories	-0.00032906	0.00213	0.00024744	0.02	0.8770
campaign_AW___Apparel	0.00434	0.01509	0.00085606	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5388
medium_organic	-0.00046737	0.00175	0.00073270	0.07	0.7900
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 742.86, 179009

The above model is the best 64-variable model found.

Maximum R-Square Improvement: Step 74

Variable browser_SeaMonkey Entered: R-Square = 0.1792 and C(p) = 30.4072

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	65	2037.58838	31.34751	3035.71	<.0001
Error	903587	9330.67916	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63311	0.48995	2.50639	242.72	<.0001
date	3.770043E-7	2.429478E-8	2.48662	240.81	<.0001
visitNumber	-0.00014624	0.00001198	1.53770	148.91	<.0001
hits	-0.00622	0.00006162	105.11104	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06290	30414.0	<.0001
bounces	0.01916	0.00024243	64.49436	6245.66	<.0001
newVisits	-0.00985	0.00043630	5.25829	509.22	<.0001
isMobileBool	0.00319	0.00660	0.00241	0.23	0.6288
isTrueDirectBool	0.00614	0.00050982	1.49844	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045733	4.61296	446.72	<.0001
browser_0	0.00866	0.03856	0.00052092	0.05	0.8223
browser_Android_Browser	0.00542	0.00433	0.01613	1.56	0.2113
browser_BlackBerry	0.00850	0.00796	0.01176	1.14	0.2858
browser_Coc_Coc	0.00076454	0.00378	0.00042306	0.04	0.8396
browser_DASH_JR_3G	-0.02155	0.05092	0.00185	0.18	0.6722
browser_DoCoMo	-0.05541	0.10166	0.00307	0.30	0.5857
browser_Edge	-0.00099008	0.00103	0.00954	0.92	0.3365
browser_Firefox	-0.00042200	0.00055441	0.00598	0.58	0.4466
browser_Internet_Explorer	0.00170	0.00077500	0.04988	4.83	0.0280
browser_LYF_LS_4002_11	0.01106	0.05877	0.00036557	0.04	0.8508
browser_Lunascape	0.00780	0.04545	0.00030442	0.03	0.8637
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00387	0.00616	0.00407	0.39	0.5299
browser_Nintendo_Browser	0.00469	0.00908	0.00275	0.27	0.6058

browser_Nokia_Browser	0.00665	0.01244	0.00295	0.29	0.5931
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3233
browser_Opera_Mini	0.00699	0.00236	0.09081	8.79	0.0030
browser_Safari	-0.00372	0.00042965	0.77243	74.80	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024611	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049705	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032787	0.03	0.8586
browser_ThumbSniper	0.01432	0.05877	0.00061358	0.06	0.8074
browser_UC_Browser	0.01009	0.00209	0.24037	23.28	<.0001
browser_YaBrowser	0.00071048	0.00224	0.00104	0.10	0.7508
browser__Use_default_User_agent	0.02103	0.10167	0.00044184	0.04	0.8361
operatingSystem_Android	0.00143	0.00268	0.00293	0.28	0.5945
operatingSystem_Chrome_OS	0.01391	0.00342	0.17042	16.50	<.0001
operatingSystem_Firefox_OS	0.00537	0.01112	0.00241	0.23	0.6293
operatingSystem_FreeBSD	0.00907	0.03404	0.00073335	0.07	0.7899
operatingSystem_Linux	0.00517	0.00341	0.02376	2.30	0.1293
operatingSystem_Macintosh	0.01527	0.00337	0.21151	20.48	<.0001
operatingSystem_OpenBSD	-0.01812	0.07194	0.00065503	0.06	0.8011
operatingSystem_Windows	0.00713	0.00337	0.04633	4.49	0.0342
operatingSystem_Windows_Phone	0.00853	0.00395	0.04814	4.66	0.0308
operatingSystem_Xbox	0.00232	0.01300	0.00032833	0.03	0.8585
operatingSystem_iOS	0.00529	0.00274	0.03842	3.72	0.0537
deviceCategory_mobile	-0.00123	0.00618	0.00040699	0.04	0.8426
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00296	0.00279	0.01165	1.13	0.2881
continent_Americas	0.00221	0.00267	0.00706	0.68	0.4082
continent_Asia	-0.00447	0.00267	0.02896	2.80	0.0940
continent_Europe	-0.00457	0.00267	0.03021	2.93	0.0872
continent_Oceania	-0.00585	0.00279	0.04545	4.40	0.0359
campaign_AW__Accessories	-0.00032907	0.00213	0.00024747	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085603	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_livuhz					

	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046739	0.00175	0.00073276	0.07	0.7899
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 742.86, 181871

The above model is the best 65-variable model found.

Maximum R-Square Improvement: Step 75

Variable browser_MQQBrowser Entered: R-Square = 0.1792 and C(p) = 32.3833

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	66	2037.58862	30.87255	2989.71	<.0001
Error	903586	9330.67892	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63328	0.48995	2.50649	242.73	<.0001
date	3.770112E-7	2.429483E-8	2.48671	240.81	<.0001
visitNumber	-0.00014624	0.00001198	1.53770	148.91	<.0001
hits	-0.00622	0.00006162	105.11106	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06298	30414.0	<.0001
bounces	0.01916	0.00024243	64.49443	6245.66	<.0001
newVisits	-0.00985	0.00043630	5.25830	509.22	<.0001
isMobileBool	0.00320	0.00661	0.00243	0.24	0.6277
isTrueDirectBool	0.00614	0.00050982	1.49846	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045733	4.61278	446.70	<.0001
browser_0	0.00868	0.03856	0.00052383	0.05	0.8218

browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_BlackBerry	0.00851	0.00796	0.01180	1.14	0.2851
browser_Coc_Coc	0.00076461	0.00378	0.00042314	0.04	0.8396
browser_DASH_JR_3G	-0.02152	0.05092	0.00184	0.18	0.6725
browser_DoCoMo	-0.05540	0.10166	0.00307	0.30	0.5858
browser_Edge	-0.00099043	0.00103	0.00954	0.92	0.3363
browser_Firefox	-0.00042201	0.00055441	0.00598	0.58	0.4465
browser_Internet_Explorer	0.00170	0.00077502	0.04984	4.83	0.0280
browser_LYF_LS_4002_11	0.01108	0.05877	0.00036719	0.04	0.8504
browser_Lunascape	0.00780	0.04545	0.00030443	0.03	0.8637
browser_MQCBrowser	0.01110	0.07193	0.00024599	0.02	0.8773
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Mozilla_Compatible_Agent	0.00389	0.00616	0.00412	0.40	0.5276
browser_Nintendo_Browser	0.00471	0.00908	0.00277	0.27	0.6042
browser_Nokia_Browser	0.00665	0.01244	0.00295	0.29	0.5929
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3233
browser_Opera_Mini	0.00700	0.00236	0.09100	8.81	0.0030
browser_Safari	-0.00372	0.00042965	0.77242	74.80	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024611	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049706	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032788	0.03	0.8586
browser_ThumbSniper	0.01435	0.05877	0.00061566	0.06	0.8071
browser_UC_Browser	0.01009	0.00209	0.24038	23.28	<.0001
browser_YaBrowser	0.00071046	0.00224	0.00104	0.10	0.7508
browser__Use_default_User_agent	0.02106	0.10167	0.00044286	0.04	0.8359
operatingSystem_Android	0.00144	0.00268	0.00298	0.29	0.5912
operatingSystem_Chrome_OS	0.01393	0.00343	0.17065	16.53	<.0001
operatingSystem_Firefox_OS	0.00538	0.01112	0.00242	0.23	0.6284
operatingSystem_FreeBSD	0.00910	0.03404	0.00073727	0.07	0.7893
operatingSystem_Linux	0.00519	0.00341	0.02394	2.32	0.1279
operatingSystem_Macintosh	0.01529	0.00338	0.21172	20.50	<.0001
operatingSystem_OpenBSD	-0.01809	0.07194	0.00065327	0.06	0.8014
operatingSystem_Windows	0.00716	0.00337	0.04654	4.51	0.0338
operatingSystem_Windows_Phone	0.00855	0.00395	0.04827	4.67	0.0306
operatingSystem_Xbox					

	0.00234	0.01300	0.00033531	0.03	0.8570
operatingSystem_iOS	0.00531	0.00275	0.03858	3.74	0.0533
deviceCategory_mobile	-0.00123	0.00618	0.00040679	0.04	0.8427
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00296	0.00279	0.01166	1.13	0.2879
continent_Americas	0.00221	0.00267	0.00706	0.68	0.4084
continent_Asia	-0.00447	0.00267	0.02897	2.81	0.0939
continent_Europe	-0.00457	0.00267	0.03023	2.93	0.0871
continent_Oceania	-0.00585	0.00279	0.04547	4.40	0.0359
campaign_AW__Accessories	-0.00032913	0.00213	0.00024755	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085602	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046744	0.00175	0.00073291	0.07	0.7899
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 742.93, 184823

The above model is the best 66-variable model found.

Maximum R-Square Improvement: Step 76

Variable browser_Apple_iPhone7C2 Entered: R-Square = 0.1792 and C(p) = 34.3596

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	67	2037.58887	30.41177	2945.08	<.0001
Error	903585	9330.67867	0.01033		
Corrected Total	903652	11368			

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Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63337	0.48995	2.50654	242.73	<.0001
date	3.770134E-7	2.429485E-8	2.48674	240.82	<.0001
visitNumber	-0.00014624	0.00001198	1.53769	148.91	<.0001
hits	-0.00622	0.00006162	105.11109	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06306	30413.9	<.0001
bounces	0.01916	0.00024243	64.49301	6245.52	<.0001
newVisits	-0.00985	0.00043630	5.25845	509.23	<.0001
isMobileBool	0.00323	0.00661	0.00246	0.24	0.6254
isTrueDirectBool	0.00614	0.00050982	1.49839	145.10	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045733	4.61264	446.69	<.0001
browser_0	0.00874	0.03856	0.00053009	0.05	0.8208
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024538	0.02	0.8775
browser_BlackBerry	0.00854	0.00796	0.01188	1.15	0.2836
browser_Coc_Coc	0.00076460	0.00378	0.00042313	0.04	0.8396
browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6733
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00099110	0.00103	0.00956	0.93	0.3360
browser_Firefox	-0.00042200	0.00055441	0.00598	0.58	0.4466
browser_Internet_Explorer	0.00170	0.00077508	0.04974	4.82	0.0282
browser_LYF_LS_4002_11	0.01113	0.05877	0.00037060	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030442	0.03	0.8637
browser_MQQBrower	0.01115	0.07194	0.00024828	0.02	0.8768
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00421	0.41	0.5229
browser_Nintendo_Browser	0.00475	0.00908	0.00282	0.27	0.6010
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5923
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3233
browser_Opera_Mini	0.00702	0.00236	0.09124	8.84	0.0030
browser_Safari	-0.00372	0.00042965	0.77245	74.80	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395

browser_SeaMonkey	-0.00405	0.02624	0.00024611	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049710	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01440	0.05877	0.00062010	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24039	23.28	<.0001
browser_YaBrowser	0.00071039	0.00224	0.00104	0.10	0.7508
browser__Use_default_User_agent	0.02111	0.10168	0.00044503	0.04	0.8355
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5847
operatingSystem_Chrome_OS	0.01398	0.00344	0.17029	16.49	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6266
operatingSystem_FreeBSD	0.00915	0.03404	0.00074560	0.07	0.7882
operatingSystem_Linux	0.00525	0.00343	0.02418	2.34	0.1260
operatingSystem_Macintosh	0.01535	0.00339	0.21107	20.44	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064954	0.06	0.8020
operatingSystem_Windows	0.00721	0.00339	0.04675	4.53	0.0334
operatingSystem_Windows_Phone	0.00857	0.00396	0.04849	4.70	0.0302
operatingSystem_Xbox	0.00240	0.01300	0.00035025	0.03	0.8539
operatingSystem_iOS	0.00534	0.00275	0.03882	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00040629	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5911
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2876
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4090
continent_Asia	-0.00448	0.00267	0.02900	2.81	0.0938
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00585	0.00279	0.04550	4.41	0.0358
campaign_AW__Accessories	-0.00032906	0.00213	0.00024745	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085608	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046745	0.00175	0.00073294	0.07	0.7899
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 743.28, 188097

The above model is the best 67-variable model found.

Maximum R-Square Improvement: Step 77

Variable browser_osee2unifiedRelease Entered: R-Square = 0.1792 and C(p) = 36.3372

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	68	2037.58910	29.96455	2901.77	<.0001
Error	903584	9330.67844	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63331	0.48995	2.50650	242.73	<.0001
date	3.770103E-7	2.429487E-8	2.48669	240.81	<.0001
visitNumber	-0.00014624	0.00001198	1.53768	148.91	<.0001
hits	-0.00622	0.00006162	105.11088	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06274	30413.9	<.0001
bounces	0.01916	0.00024243	64.49307	6245.52	<.0001
newVisits	-0.00985	0.00043630	5.25823	509.21	<.0001
isMobileBool	0.00323	0.00661	0.00246	0.24	0.6254
isTrueDirectBool	0.00614	0.00050982	1.49845	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045733	4.61254	446.68	<.0001
browser_0	0.00874	0.03856	0.00053007	0.05	0.8208
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024537	0.02	0.8775
browser_BlackBerry	0.00854	0.00796	0.01187	1.15	0.2836
browser_Coc_Coc	0.00076446	0.00378	0.00042298	0.04	0.8396
browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6733

browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00099109	0.00103	0.00956	0.93	0.3360
browser_Firefox	-0.00042203	0.00055441	0.00598	0.58	0.4465
browser_Internet_Explorer	0.00170	0.00077508	0.04974	4.82	0.0282
browser_LYF_LS_4002_11	0.01113	0.05877	0.00037059	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030438	0.03	0.8637
browser_MQCBrowser	0.01115	0.07194	0.00024828	0.02	0.8768
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00421	0.41	0.5229
browser_Nintendo_Browser	0.00475	0.00908	0.00282	0.27	0.6010
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5923
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3233
browser_Opera_Mini	0.00702	0.00236	0.09123	8.84	0.0030
browser_Safari	-0.00372	0.00042967	0.77262	74.82	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04379	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024612	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049711	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032791	0.03	0.8586
browser_ThumbSniper	0.01440	0.05877	0.00062009	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24038	23.28	<.0001
browser_YaBrowser	0.00071033	0.00224	0.00104	0.10	0.7508
browser__Use_default_User_agent	0.02111	0.10168	0.00044503	0.04	0.8355
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023065	0.02	0.8812
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5847
operatingSystem_Chrome_OS	0.01398	0.00344	0.17029	16.49	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6266
operatingSystem_FreeBSD	0.00915	0.03404	0.00074562	0.07	0.7882
operatingSystem_Linux	0.00525	0.00343	0.02418	2.34	0.1259
operatingSystem_Macintosh	0.01535	0.00339	0.21108	20.44	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064953	0.06	0.8020
operatingSystem_Windows	0.00721	0.00339	0.04675	4.53	0.0333
operatingSystem_Windows_Phone	0.00857	0.00396	0.04849	4.70	0.0302
operatingSystem_Xbox	0.00240	0.01300	0.00035028	0.03	0.8539
operatingSystem_iOS	0.00534	0.00275	0.03883	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00040622	0.04	0.8428
deviceCategory_tablet					

	-0.00333	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2876
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4090
continent_Asia	-0.00448	0.00267	0.02900	2.81	0.0938
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00585	0.00279	0.04550	4.41	0.0358
campaign_AW___Accessories	-0.00032904	0.00213	0.00024742	0.02	0.8770
campaign_AW___Apparel	0.00434	0.01509	0.00085611	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046749	0.00175	0.00073308	0.07	0.7899
medium_referral	0.00808	0.00177	0.21604	20.92	<.0001

Bounds on condition number: 743.28, 190972

The above model is the best 68-variable model found.

Maximum R-Square Improvement: Step 78

Variable browser_Nichrome Entered: R-Square = 0.1792 and C(p) = 38.3163

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	69	2037.58932	29.53028	2859.71	<.0001
Error	903583	9330.67823	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63343	0.48995	2.50657	242.74	<.0001
date	3.770163E-7	2.429492E-8	2.48676	240.82	<.0001

visitNumber	-0.00014624	0.00001198	1.53767	148.91	<.0001
hits	-0.00622	0.00006162	105.11109	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06291	30413.9	<.0001
bounces	0.01916	0.00024243	64.49328	6245.53	<.0001
newVisits	-0.00985	0.00043630	5.25826	509.21	<.0001
isMobileBool	0.00323	0.00661	0.00246	0.24	0.6254
isTrueDirectBool	0.00614	0.00050982	1.49845	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045734	4.61270	446.69	<.0001
browser_0	0.00874	0.03856	0.00053006	0.05	0.8208
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024537	0.02	0.8775
browser_BlackBerry	0.00854	0.00796	0.01187	1.15	0.2836
browser_Coc_Coc	0.00076456	0.00378	0.00042309	0.04	0.8396
browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6733
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00099093	0.00103	0.00955	0.93	0.3361
browser_Firefox	-0.00042195	0.00055441	0.00598	0.58	0.4466
browser_Internet_Explorer	0.00170	0.00077508	0.04975	4.82	0.0282
browser_LYF_LS_4002_11	0.01113	0.05877	0.00037060	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030440	0.03	0.8637
browser_MQQBrowsers	0.01115	0.07194	0.00024828	0.02	0.8768
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00421	0.41	0.5229
browser_Nichrome	0.00556	0.03841	0.00021623	0.02	0.8849
browser_Nintendo_Browser	0.00475	0.00908	0.00282	0.27	0.6010
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5923
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3232
browser_Opera_Mini	0.00702	0.00236	0.09123	8.83	0.0030
browser_Safari	-0.00372	0.00042967	0.77258	74.82	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04378	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024610	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049711	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSpiner					

	0.01440	0.05877	0.00062008	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24037	23.28	<.0001
browser_YaBrowser	0.00071055	0.00224	0.00104	0.10	0.7507
browser__Use_default_User_agent	0.02111	0.10168	0.00044503	0.04	0.8355
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023065	0.02	0.8812
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5847
operatingSystem_Chrome_OS	0.01398	0.00344	0.17029	16.49	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6266
operatingSystem_FreeBSD	0.00915	0.03404	0.00074561	0.07	0.7882
operatingSystem_Linux	0.00525	0.00343	0.02418	2.34	0.1260
operatingSystem_Macintosh	0.01535	0.00339	0.21107	20.44	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064953	0.06	0.8020
operatingSystem_Windows	0.00721	0.00339	0.04675	4.53	0.0334
operatingSystem_Windows_Phone	0.00857	0.00396	0.04849	4.70	0.0302
operatingSystem_Xbox	0.00240	0.01300	0.00035027	0.03	0.8539
operatingSystem_iOS	0.00534	0.00275	0.03883	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00040624	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2876
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4090
continent_Asia	-0.00448	0.00267	0.02900	2.81	0.0938
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00586	0.00279	0.04551	4.41	0.0358
campaign_AW__Accessories	-0.00032899	0.00213	0.00024734	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085614	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046745	0.00175	0.00073294	0.07	0.7899
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 743.28, 193850

The above model is the best 69-variable model found.

Maximum R-Square Improvement: Step 79

Variable browser_IE_with_Chrome_Frame Entered: R-Square = 0.1792 and C(p) = 40.2976

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	70	2037.58951	29.10842	2818.86	<.0001
Error	903582	9330.67803	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63335	0.48995	2.50652	242.73	<.0001
date	3.770127E-7	2.429495E-8	2.48671	240.81	<.0001
visitNumber	-0.00014624	0.00001198	1.53767	148.91	<.0001
hits	-0.00622	0.00006162	105.11112	10179.0	<.0001
pageviews	0.01499	0.00008597	314.06301	30413.8	<.0001
bounces	0.01916	0.00024244	64.49347	6245.54	<.0001
newVisits	-0.00985	0.00043630	5.25832	509.21	<.0001
isMobileBool	0.00323	0.00661	0.00246	0.24	0.6254
isTrueDirectBool	0.00614	0.00050983	1.49842	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045734	4.61267	446.69	<.0001
browser_0	0.00874	0.03856	0.00053007	0.05	0.8208
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024537	0.02	0.8775
browser_BlackBerry	0.00854	0.00796	0.01187	1.15	0.2836
browser_Coc_Coc	0.00076464	0.00378	0.00042317	0.04	0.8396
browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6733
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860

browser_Edge	-0.00099089	0.00103	0.00955	0.93	0.3361
browser_Firefox	-0.00042191	0.00055441	0.00598	0.58	0.4466
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019312	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077508	0.04975	4.82	0.0282
browser_LYF_LS_4002_11	0.01113	0.05877	0.00037060	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030440	0.03	0.8637
browser_MQGBrowser	0.01115	0.07194	0.00024828	0.02	0.8768
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00421	0.41	0.5229
browser_Nichrome	0.00556	0.03841	0.00021623	0.02	0.8849
browser_Nintendo_Browser	0.00475	0.00908	0.00282	0.27	0.6010
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5923
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3232
browser_Opera_Mini	0.00702	0.00236	0.09123	8.83	0.0030
browser_Safari	-0.00372	0.00042967	0.77258	74.82	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04378	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024609	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049711	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01440	0.05877	0.00062009	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24038	23.28	<.0001
browser_YaBrowser	0.00071056	0.00224	0.00104	0.10	0.7507
browser__Use_default_User_agent	0.02111	0.10168	0.00044503	0.04	0.8355
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023064	0.02	0.8812
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5847
operatingSystem_Chrome_OS	0.01398	0.00344	0.17029	16.49	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6266
operatingSystem_FreeBSD	0.00915	0.03404	0.00074560	0.07	0.7882
operatingSystem_Linux	0.00525	0.00343	0.02418	2.34	0.1260
operatingSystem_Macintosh	0.01535	0.00339	0.21107	20.44	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064954	0.06	0.8020
operatingSystem_Windows	0.00721	0.00339	0.04675	4.53	0.0334
operatingSystem_Windows_Phone	0.00857	0.00396	0.04849	4.70	0.0302
operatingSystem_Xbox	0.00240	0.01300	0.00035024	0.03	0.8539
operatingSystem_iOS	0.00534	0.00275	0.03883	3.76	0.0525
deviceCategory_mobile					

	-0.00123	0.00618	0.00040624	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5910
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2876
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4090
continent_Asia	-0.00448	0.00267	0.02900	2.81	0.0938
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00586	0.00279	0.04551	4.41	0.0358
campaign_AW__Accessories	-0.00032897	0.00213	0.00024731	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085615	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046741	0.00175	0.00073284	0.07	0.7899
medium_referral	0.00808	0.00177	0.21603	20.92	<.0001

Bounds on condition number: 743.28, 196729

The above model is the best 70-variable model found.

Maximum R-Square Improvement: Step 80

Variable browser_YE Entered: R-Square = 0.1792 and C(p) = 42.2796

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	71	2037.58970	28.69845	2779.15	<.0001
Error	903581	9330.67785	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63334	0.48995	2.50651	242.73	<.0001

date	3.770117E-7	2.429496E-8	2.48670	240.81	<.0001
visitNumber	-0.00014624	0.00001198	1.53767	148.91	<.0001
hits	-0.00622	0.00006162	105.11103	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06287	30413.8	<.0001
bounces	0.01916	0.00024244	64.49351	6245.54	<.0001
newVisits	-0.00985	0.00043630	5.25825	509.21	<.0001
isMobileBool	0.00323	0.00661	0.00247	0.24	0.6248
isTrueDirectBool	0.00614	0.00050983	1.49843	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1538
channelGrouping_Referral	0.00967	0.00045734	4.61271	446.69	<.0001
browser_0	0.00874	0.03856	0.00053061	0.05	0.8207
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024580	0.02	0.8774
browser_BlackBerry	0.00854	0.00796	0.01187	1.15	0.2836
browser_Coc_Coc	0.00076459	0.00378	0.00042312	0.04	0.8396
browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6733
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00099108	0.00103	0.00956	0.93	0.3360
browser_Firefox	-0.00042194	0.00055441	0.00598	0.58	0.4466
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019311	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077509	0.04973	4.82	0.0282
browser_LYF_LS_4002_11	0.01114	0.05877	0.00037091	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030439	0.03	0.8637
browser_MQQBrower	0.01116	0.07194	0.00024848	0.02	0.8767
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00422	0.41	0.5225
browser_Nichrome	0.00556	0.03841	0.00021623	0.02	0.8849
browser_Nintendo_Browser	0.00475	0.00908	0.00283	0.27	0.6007
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5922
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3232
browser_Opera_Mini	0.00702	0.00236	0.09122	8.83	0.0030
browser_Safari	-0.00372	0.00042967	0.77258	74.82	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04378	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024610	0.02	0.8773
browser_Seznam					

	0.00672	0.03064	0.00049709	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032789	0.03	0.8586
browser_ThumbSniper	0.01441	0.05877	0.00062048	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24037	23.28	<.0001
browser_YE	-0.00965	0.07187	0.00018624	0.02	0.8932
browser_YaBrowser	0.00071057	0.00224	0.00104	0.10	0.7507
browser__Use_default_User_agent	0.02111	0.10168	0.00044522	0.04	0.8355
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023064	0.02	0.8812
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5849
operatingSystem_Chrome_OS	0.01399	0.00344	0.17038	16.50	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6267
operatingSystem_FreeBSD	0.00915	0.03404	0.00074636	0.07	0.7881
operatingSystem_Linux	0.00525	0.00343	0.02422	2.35	0.1256
operatingSystem_Macintosh	0.01535	0.00339	0.21118	20.45	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064920	0.06	0.8020
operatingSystem_Windows	0.00721	0.00339	0.04681	4.53	0.0333
operatingSystem_Windows_Phone	0.00857	0.00396	0.04848	4.69	0.0303
operatingSystem_Xbox	0.00240	0.01300	0.00035165	0.03	0.8536
operatingSystem_iOS	0.00534	0.00275	0.03882	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00040611	0.04	0.8428
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5911
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2876
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4091
continent_Asia	-0.00448	0.00267	0.02900	2.81	0.0938
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00586	0.00279	0.04551	4.41	0.0358
campaign_AW__Accessories	-0.00032897	0.00213	0.00024731	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085616	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00419	0.41	0.5239
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046739	0.00175	0.00073275	0.07	0.7899
medium_referral					

	0.00808	0.00177	0.21603	20.92	<.0001
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Bounds on condition number: 743.3, 199616

The above model is the best 71-variable model found.

Maximum R-Square Improvement: Step 81

Variable browser_Puffin Entered: R-Square = 0.1792 and C(p) = 44.2621

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	72	2037.58988	28.29986	2740.55	<.0001
Error	903580	9330.67767	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63254	0.48999	2.50560	242.64	<.0001
date	3.769719E-7	2.429683E-8	2.48579	240.72	<.0001
visitNumber	-0.00014624	0.00001198	1.53772	148.91	<.0001
hits	-0.00622	0.00006162	105.11113	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06299	30413.8	<.0001
bounces	0.01916	0.00024244	64.49355	6245.54	<.0001
newVisits	-0.00985	0.00043631	5.25838	509.22	<.0001
isMobileBool	0.00323	0.00661	0.00247	0.24	0.6250
isTrueDirectBool	0.00614	0.00050983	1.49842	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1538
channelGrouping_Referral	0.00967	0.00045739	4.61246	446.67	<.0001
browser_0	0.00874	0.03856	0.00053061	0.05	0.8207
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00525	0.03404	0.00024577	0.02	0.8774
browser_BlackBerry	0.00854	0.00796	0.01187	1.15	0.2836
browser_Coc_Coc	0.00076490	0.00378	0.00042346	0.04	0.8395

browser_DASH_JR_3G	-0.02147	0.05092	0.00184	0.18	0.6734
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00099099	0.00103	0.00956	0.93	0.3361
browser_Firefox	-0.00042166	0.00055441	0.00597	0.58	0.4469
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019312	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077509	0.04973	4.82	0.0282
browser_LYF_LS_4002_11	0.01114	0.05877	0.00037093	0.04	0.8497
browser_Lunascape	0.00780	0.04545	0.00030443	0.03	0.8637
browser_MQQBrower	0.01116	0.07194	0.00024848	0.02	0.8767
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00394	0.00617	0.00422	0.41	0.5224
browser_Nichrome	0.00556	0.03841	0.00021624	0.02	0.8849
browser_Nintendo_Browser	0.00475	0.00908	0.00283	0.27	0.6007
browser_Nokia_Browser	0.00666	0.01244	0.00296	0.29	0.5922
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3231
browser_Opera_Mini	0.00702	0.00236	0.09123	8.83	0.0030
browser_Puffin	0.00140	0.01055	0.00018075	0.02	0.8947
browser_Safari	-0.00372	0.00042969	0.77227	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024605	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049718	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032789	0.03	0.8586
browser_ThumbSniper	0.01441	0.05877	0.00062045	0.06	0.8064
browser_UC_Browser	0.01009	0.00209	0.24043	23.28	<.0001
browser_YE	-0.00965	0.07187	0.00018624	0.02	0.8932
browser_YaBrowser	0.00071099	0.00224	0.00104	0.10	0.7506
browser__Use_default_User_agent	0.02111	0.10168	0.00044523	0.04	0.8355
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023060	0.02	0.8812
operatingSystem_Android	0.00147	0.00269	0.00308	0.30	0.5850
operatingSystem_Chrome_OS	0.01399	0.00344	0.17038	16.50	<.0001
operatingSystem_Firefox_OS	0.00541	0.01112	0.00244	0.24	0.6267
operatingSystem_FreeBSD	0.00915	0.03404	0.00074638	0.07	0.7880
operatingSystem_Linux	0.00525	0.00343	0.02419	2.34	0.1259
operatingSystem_Macintosh	0.01535	0.00339	0.21117	20.45	<.0001
operatingSystem_OpenBSD	-0.01804	0.07194	0.00064917	0.06	0.8020
operatingSystem_Windows					

	0.00721	0.00339	0.04681	4.53	0.0333
operatingSystem_Windows_Phone	0.00857	0.00396	0.04848	4.69	0.0303
operatingSystem_Xbox	0.00240	0.01300	0.00035172	0.03	0.8536
operatingSystem_iOS	0.00534	0.00275	0.03881	3.76	0.0526
deviceCategory_mobile	-0.00122	0.00618	0.00040532	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5912
continent_Africa	-0.00297	0.00279	0.01168	1.13	0.2875
continent_Americas	0.00220	0.00267	0.00704	0.68	0.4090
continent_Asia	-0.00448	0.00267	0.02901	2.81	0.0937
continent_Europe	-0.00457	0.00267	0.03026	2.93	0.0869
continent_Oceania	-0.00586	0.00279	0.04552	4.41	0.0358
campaign_AW__Accessories	-0.00032883	0.00213	0.00024710	0.02	0.8771
campaign_AW__Apparel	0.00434	0.01509	0.00085618	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046734	0.00175	0.00073259	0.07	0.7900
medium_referral	0.00808	0.00177	0.21600	20.92	<.0001

Bounds on condition number: 743.3, 202500

The above model is the best 72-variable model found.

Maximum R-Square Improvement: Step 82

Variable browser_no_ua Entered: R-Square = 0.1792 and C(p) = 46.2447

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	73	2037.59006	27.91219	2703.01	<.0001
Error	903579	9330.67749	0.01033		

Corrected Total	903652	11368			
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Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63275	0.48999	2.50571	242.65	<.0001
date	3.769813E-7	2.429695E-8	2.48590	240.73	<.0001
visitNumber	-0.00014624	0.00001198	1.53771	148.91	<.0001
hits	-0.00622	0.00006162	105.11121	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06313	30413.7	<.0001
bounces	0.01916	0.00024244	64.49367	6245.54	<.0001
newVisits	-0.00985	0.00043631	5.25828	509.21	<.0001
isMobileBool	0.00324	0.00661	0.00248	0.24	0.6238
isTrueDirectBool	0.00614	0.00050983	1.49846	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3964
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1538
channelGrouping_Referral	0.00967	0.00045740	4.61239	446.66	<.0001
browser_0	0.00877	0.03856	0.00053373	0.05	0.8202
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2113
browser_Apple_iPhone7C2	0.00528	0.03404	0.00024818	0.02	0.8768
browser_BlackBerry	0.00855	0.00797	0.01191	1.15	0.2828
browser_Coc_Coc	0.00076490	0.00378	0.00042346	0.04	0.8395
browser_DASH_JR_3G	-0.02144	0.05092	0.00183	0.18	0.6737
browser_DoCoMo	-0.05535	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00099135	0.00103	0.00956	0.93	0.3359
browser_Firefox	-0.00042167	0.00055441	0.00597	0.58	0.4469
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019312	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077511	0.04968	4.81	0.0283
browser_LYF_LS_4002_11	0.01116	0.05877	0.00037265	0.04	0.8493
browser_Lunascape	0.00780	0.04545	0.00030444	0.03	0.8637
browser_MQGBrowser	0.01118	0.07194	0.00024962	0.02	0.8764
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00397	0.00617	0.00427	0.41	0.5200
browser_Nichrome	0.00556	0.03841	0.00021624	0.02	0.8849
browser_Nintendo_Browser	0.00478	0.00909	0.00285	0.28	0.5991
browser_Nokia_Browser	0.00667	0.01244	0.00297	0.29	0.5919
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3231

browser_Opera_Mini	0.00703	0.00236	0.09140	8.85	0.0029
browser_Puffin	0.00140	0.01055	0.00018073	0.02	0.8948
browser_Safari	-0.00372	0.00042969	0.77228	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024606	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049720	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01443	0.05877	0.00062267	0.06	0.8060
browser_UC_Browser	0.01009	0.00209	0.24044	23.28	<.0001
browser_YE	-0.00966	0.07187	0.00018645	0.02	0.8931
browser_YaBrowser	0.00071093	0.00224	0.00104	0.10	0.7506
browser__Use_default_User_agent	0.02114	0.10168	0.00044632	0.04	0.8353
browser_no_ua	0.00775	0.05877	0.00017951	0.02	0.8951
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023060	0.02	0.8812
operatingSystem_Android	0.00148	0.00269	0.00314	0.30	0.5816
operatingSystem_Chrome_OS	0.01401	0.00345	0.17046	16.51	<.0001
operatingSystem_Firefox_OS	0.00542	0.01112	0.00246	0.24	0.6258
operatingSystem_FreeBSD	0.00918	0.03404	0.00075056	0.07	0.7875
operatingSystem_Linux	0.00527	0.00343	0.02435	2.36	0.1247
operatingSystem_Macintosh	0.01538	0.00340	0.21118	20.45	<.0001
operatingSystem_OpenBSD	-0.01801	0.07194	0.00064732	0.06	0.8023
operatingSystem_Windows	0.00724	0.00339	0.04699	4.55	0.0329
operatingSystem_Windows_Phone	0.00859	0.00396	0.04860	4.71	0.0300
operatingSystem_Xbox	0.00243	0.01301	0.00035933	0.03	0.8520
operatingSystem_iOS	0.00535	0.00275	0.03896	3.77	0.0521
deviceCategory_mobile	-0.00122	0.00618	0.00040508	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01169	1.13	0.2873
continent_Americas	0.00220	0.00267	0.00703	0.68	0.4093
continent_Asia	-0.00448	0.00267	0.02902	2.81	0.0937
continent_Europe	-0.00458	0.00267	0.03028	2.93	0.0868
continent_Oceania	-0.00586	0.00279	0.04553	4.41	0.0357
campaign_AW__Accessories	-0.00032887	0.00213	0.00024717	0.02	0.8770
campaign_AW__Apparel	0.00434	0.01509	0.00085618	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics					

	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00390	0.38	0.5387
medium_organic	-0.00046742	0.00175	0.00073285	0.07	0.7899
medium_referral	0.00808	0.00177	0.21600	20.92	<.0001

Bounds on condition number: 743.42, 205536

The above model is the best 73-variable model found.

Maximum R-Square Improvement: Step 83

Variable browser_Android_Runtime Entered: R-Square = 0.1792 and C(p) = 48.2276

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	74	2037.59023	27.53500	2666.48	<.0001
Error	903578	9330.67731	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63268	0.48999	2.50567	242.65	<.0001
date	3.76978E-7	2.429697E-8	2.48585	240.73	<.0001
visitNumber	-0.00014624	0.00001198	1.53771	148.91	<.0001
hits	-0.00622	0.00006162	105.11119	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06309	30413.7	<.0001
bounces	0.01916	0.00024244	64.49332	6245.50	<.0001
newVisits	-0.00985	0.00043631	5.25832	509.21	<.0001
isMobileBool	0.00324	0.00661	0.00248	0.24	0.6238
isTrueDirectBool	0.00614	0.00050983	1.49845	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1538

channelGrouping_Referral	0.00967	0.00045740	4.61234	446.66	<.0001
browser_0	0.00877	0.03856	0.00053375	0.05	0.8202
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017670	0.02	0.8959
browser_Apple_iPhone7C2	0.00528	0.03404	0.00024819	0.02	0.8768
browser_BlackBerry	0.00855	0.00797	0.01191	1.15	0.2828
browser_Coc_Coc	0.00076491	0.00378	0.00042348	0.04	0.8395
browser_DASH_JR_3G	-0.02144	0.05092	0.00183	0.18	0.6737
browser_DoCoMo	-0.05535	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00099136	0.00103	0.00956	0.93	0.3359
browser_Firefox	-0.00042165	0.00055441	0.00597	0.58	0.4469
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019312	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077511	0.04968	4.81	0.0283
browser_LYF_LS_4002_11	0.01116	0.05877	0.00037265	0.04	0.8493
browser_Lunascape	0.00780	0.04545	0.00030444	0.03	0.8637
browser_MQCBrowser	0.01118	0.07194	0.00024963	0.02	0.8764
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00397	0.00617	0.00427	0.41	0.5200
browser_Nichrome	0.00556	0.03841	0.00021623	0.02	0.8849
browser_Nintendo_Browser	0.00478	0.00909	0.00285	0.28	0.5991
browser_Nokia_Browser	0.00667	0.01244	0.00297	0.29	0.5919
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3231
browser_Opera_Mini	0.00703	0.00236	0.09141	8.85	0.0029
browser_Puffin	0.00140	0.01055	0.00018075	0.02	0.8947
browser_Safari	-0.00372	0.00042969	0.77228	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024606	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049721	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01443	0.05877	0.00062268	0.06	0.8060
browser_UC_Browser	0.01009	0.00209	0.24045	23.28	<.0001
browser_YE	-0.00966	0.07187	0.00018645	0.02	0.8931
browser_YaBrowser	0.00071090	0.00224	0.00104	0.10	0.7506
browser__Use_default_User_agent	0.02114	0.10168	0.00044632	0.04	0.8353
browser_no_ua	0.00775	0.05877	0.00017951	0.02	0.8951
browser_ossee2unifiedRelease					

	-0.00679	0.04545	0.00023060	0.02	0.8812
operatingSystem_Android	0.00148	0.00269	0.00314	0.30	0.5816
operatingSystem_Chrome_OS	0.01401	0.00345	0.17046	16.51	<.0001
operatingSystem_Firefox_OS	0.00542	0.01112	0.00246	0.24	0.6258
operatingSystem_FreeBSD	0.00918	0.03404	0.00075056	0.07	0.7875
operatingSystem_Linux	0.00527	0.00343	0.02435	2.36	0.1247
operatingSystem_Macintosh	0.01538	0.00340	0.21118	20.45	<.0001
operatingSystem_OpenBSD	-0.01801	0.07194	0.00064732	0.06	0.8023
operatingSystem_Windows	0.00724	0.00339	0.04699	4.55	0.0329
operatingSystem_Windows_Phone	0.00859	0.00396	0.04860	4.71	0.0300
operatingSystem_Xbox	0.00243	0.01301	0.00035934	0.03	0.8520
operatingSystem_iOS	0.00535	0.00275	0.03896	3.77	0.0521
deviceCategory_mobile	-0.00122	0.00618	0.00040512	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01170	1.13	0.2872
continent_Americas	0.00220	0.00267	0.00703	0.68	0.4093
continent_Asia	-0.00448	0.00267	0.02902	2.81	0.0937
continent_Europe	-0.00458	0.00267	0.03028	2.93	0.0868
continent_Oceania	-0.00586	0.00279	0.04553	4.41	0.0357
campaign_AW___Accessories	-0.00032890	0.00213	0.00024721	0.02	0.8770
campaign_AW___Apparel	0.00434	0.01509	0.00085616	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5385
medium_organic	-0.00046745	0.00175	0.00073296	0.07	0.7899
medium_referral	0.00808	0.00177	0.21600	20.92	<.0001

Bounds on condition number: 743.42, 208425

The above model is the best 74-variable model found.

Maximum R-Square Improvement: Step 84

Variable operatingSystem_BlackBerry Entered: R-Square = 0.1792 and C(p) = 50.2139

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	75	2037.59037	27.16787	2630.92	<.0001
Error	903577	9330.67717	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63274	0.48999	2.50570	242.65	<.0001
date	3.769802E-7	2.4297E-8	2.48588	240.73	<.0001
visitNumber	-0.00014624	0.00001198	1.53772	148.91	<.0001
hits	-0.00622	0.00006162	105.11120	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06311	30413.7	<.0001
bounces	0.01916	0.00024244	64.49262	6245.43	<.0001
newVisits	-0.00985	0.00043631	5.25838	509.22	<.0001
isMobileBool	0.00324	0.00661	0.00248	0.24	0.6241
isTrueDirectBool	0.00614	0.00050983	1.49844	145.11	<.0001
channelGrouping_Direct	-0.00155	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1538
channelGrouping_Referral	0.00967	0.00045740	4.61209	446.63	<.0001
browser_0	0.00878	0.03856	0.00053530	0.05	0.8199
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017670	0.02	0.8959
browser_Apple_iPhone7C2	0.00529	0.03404	0.00024940	0.02	0.8765
browser_BlackBerry	0.00652	0.01910	0.00120	0.12	0.7327
browser_Coc_Coc	0.00076486	0.00378	0.00042342	0.04	0.8395
browser_DASH_JR_3G	-0.02143	0.05092	0.00183	0.18	0.6739
browser_DoCoMo	-0.05534	0.10166	0.00306	0.30	0.5862
browser_Edge	-0.00099127	0.00103	0.00956	0.93	0.3359
browser_Firefox	-0.00042162	0.00055441	0.00597	0.58	0.4470
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019312	0.02	0.8912

browser_Internet_Explorer	0.00170	0.00077511	0.04969	4.81	0.0283
browser_LYF_LS_4002_11	0.01118	0.05877	0.00037349	0.04	0.8492
browser_Lunaspae	0.00780	0.04545	0.00030443	0.03	0.8637
browser_MQQBrower	0.01120	0.07194	0.00025019	0.02	0.8763
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5777
browser_Mozilla_Compatible_Agent	0.00397	0.00617	0.00429	0.42	0.5194
browser_Nichrome	0.00556	0.03841	0.00021622	0.02	0.8849
browser_Nintendo_Browser	0.00479	0.00909	0.00287	0.28	0.5981
browser_Nokia_Browser	0.00667	0.01244	0.00297	0.29	0.5917
browser_Opera	0.00135	0.00137	0.01008	0.98	0.3232
browser_Opera_Mini	0.00703	0.00236	0.09143	8.85	0.0029
browser_Puffin	0.00140	0.01055	0.00018073	0.02	0.8948
browser_Safari	-0.00372	0.00042969	0.77231	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024606	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049721	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01444	0.05877	0.00062379	0.06	0.8059
browser_UC_Browser	0.01009	0.00209	0.24045	23.28	<.0001
browser_YE	-0.00966	0.07187	0.00018639	0.02	0.8931
browser_YaBrowser	0.00071085	0.00224	0.00104	0.10	0.7507
browser__Use_default_User_agent	0.02115	0.10168	0.00044686	0.04	0.8352
browser_no_ua	0.00776	0.05877	0.00018010	0.02	0.8949
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023060	0.02	0.8812
operatingSystem_Android	0.00150	0.00270	0.00319	0.31	0.5781
operatingSystem_BlackBerry	0.00205	0.01749	0.00014155	0.01	0.9068
operatingSystem_Chrome_OS	0.01403	0.00345	0.17060	16.52	<.0001
operatingSystem_Firefox_OS	0.00544	0.01112	0.00247	0.24	0.6248
operatingSystem_FreeBSD	0.00919	0.03404	0.00075263	0.07	0.7872
operatingSystem_Linux	0.00529	0.00344	0.02444	2.37	0.1239
operatingSystem_Macintosh	0.01539	0.00340	0.21131	20.46	<.0001
operatingSystem_OpenBSD	-0.01800	0.07194	0.00064642	0.06	0.8024
operatingSystem_Windows	0.00725	0.00340	0.04710	4.56	0.0327
operatingSystem_Windows_Phone	0.00860	0.00396	0.04873	4.72	0.0298
operatingSystem_Xbox	0.00244	0.01301	0.00036303	0.04	0.8513
operatingSystem_iOS					

	0.00537	0.00276	0.03909	3.79	0.0517
deviceCategory_mobile	-0.00122	0.00618	0.00040518	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01171	1.13	0.2869
continent_Americas	0.00220	0.00267	0.00702	0.68	0.4097
continent_Asia	-0.00448	0.00267	0.02904	2.81	0.0935
continent_Europe	-0.00458	0.00267	0.03030	2.93	0.0867
continent_Oceania	-0.00586	0.00279	0.04556	4.41	0.0357
campaign_AW___Accessories	-0.00032892	0.00213	0.00024723	0.02	0.8770
campaign_AW___Apparel	0.00434	0.01509	0.00085616	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5385
medium_organic	-0.00046748	0.00175	0.00073303	0.07	0.7899
medium_referral	0.00808	0.00177	0.21601	20.92	<.0001

Bounds on condition number: 743.43, 212196

The above model is the best 75-variable model found.

Maximum R-Square Improvement: Step 85

Variable browser_Maxthon Entered: R-Square = 0.1792 and C(p) = 52.2002

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	76	2037.59052	26.81040	2596.30	<.0001
Error	903576	9330.67703	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
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Intercept	-7.63281	0.48999	2.50574	242.65	<.0001
date	3.769837E-7	2.429703E-8	2.48592	240.73	<.0001
visitNumber	-0.00014624	0.00001198	1.53774	148.91	<.0001
hits	-0.00622	0.00006162	105.11126	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06315	30413.6	<.0001
bounces	0.01916	0.00024244	64.49276	6245.43	<.0001
newVisits	-0.00985	0.00043631	5.25838	509.22	<.0001
isMobileBool	0.00324	0.00661	0.00248	0.24	0.6241
isTrueDirectBool	0.00614	0.00050983	1.49841	145.10	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045740	4.61212	446.63	<.0001
browser_0	0.00878	0.03856	0.00053531	0.05	0.8199
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017669	0.02	0.8959
browser_Apple_iPhone7C2	0.00529	0.03404	0.00024941	0.02	0.8765
browser_BlackBerry	0.00652	0.01910	0.00120	0.12	0.7327
browser_Coc_Coc	0.00076421	0.00378	0.00042269	0.04	0.8397
browser_DASH_JR_3G	-0.02143	0.05092	0.00183	0.18	0.6739
browser_DoCoMo	-0.05534	0.10166	0.00306	0.30	0.5862
browser_Edge	-0.00099190	0.00103	0.00957	0.93	0.3356
browser_Firefox	-0.00042215	0.00055443	0.00599	0.58	0.4464
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019310	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077513	0.04965	4.81	0.0283
browser_LYF_LS_4002_11	0.01118	0.05877	0.00037349	0.04	0.8492
browser_Lunascape	0.00780	0.04545	0.00030439	0.03	0.8637
browser_MQQBrowsers	0.01120	0.07194	0.00025019	0.02	0.8763
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Maxthon	-0.00075713	0.00648	0.00014088	0.01	0.9070
browser_Mozilla_Compatible_Agent	0.00397	0.00617	0.00429	0.42	0.5194
browser_Nichrome	0.00556	0.03841	0.00021618	0.02	0.8850
browser_Nintendo_Browser	0.00479	0.00909	0.00287	0.28	0.5981
browser_Nokia_Browser	0.00667	0.01244	0.00297	0.29	0.5917
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3234
browser_Opera_Mini	0.00703	0.00236	0.09142	8.85	0.0029
browser_Puffin					

	0.00140	0.01055	0.00018068	0.02	0.8948
browser_Safari	-0.00372	0.00042969	0.77235	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04377	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024614	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049718	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032790	0.03	0.8586
browser_ThumbSniper	0.01444	0.05877	0.00062378	0.06	0.8059
browser_UC_Browser	0.01009	0.00209	0.24044	23.28	<.0001
browser_YE	-0.00966	0.07187	0.00018640	0.02	0.8931
browser_YaBrowser	0.00071016	0.00224	0.00104	0.10	0.7509
browser__Use_default_User_agent	0.02115	0.10168	0.00044685	0.04	0.8352
browser_no_ua	0.00776	0.05877	0.00018011	0.02	0.8949
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023061	0.02	0.8812
operatingSystem_Android	0.00150	0.00270	0.00319	0.31	0.5781
operatingSystem_BlackBerry	0.00205	0.01749	0.00014155	0.01	0.9068
operatingSystem_Chrome_OS	0.01403	0.00345	0.17060	16.52	<.0001
operatingSystem_Firefox_OS	0.00544	0.01112	0.00247	0.24	0.6248
operatingSystem_FreeBSD	0.00919	0.03404	0.00075267	0.07	0.7872
operatingSystem_Linux	0.00529	0.00344	0.02444	2.37	0.1239
operatingSystem_Macintosh	0.01539	0.00340	0.21132	20.46	<.0001
operatingSystem_OpenBSD	-0.01800	0.07194	0.00064639	0.06	0.8024
operatingSystem_Windows	0.00725	0.00340	0.04711	4.56	0.0327
operatingSystem_Windows_Phone	0.00860	0.00396	0.04873	4.72	0.0298
operatingSystem_Xbox	0.00244	0.01301	0.00036324	0.04	0.8512
operatingSystem_iOS	0.00537	0.00276	0.03910	3.79	0.0517
deviceCategory_mobile	-0.00122	0.00618	0.00040519	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01171	1.13	0.2870
continent_Americas	0.00220	0.00267	0.00702	0.68	0.4097
continent_Asia	-0.00448	0.00267	0.02905	2.81	0.0935
continent_Europe	-0.00458	0.00267	0.03030	2.93	0.0867
continent_Oceania	-0.00586	0.00279	0.04556	4.41	0.0357
campaign_AW__Accessories	-0.00032931	0.00213	0.00024783	0.02	0.8769
campaign_AW__Apparel	0.00434	0.01509	0.00085595	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1774
campaign_AW__Electronics					

	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5383
medium_organic	-0.00046780	0.00175	0.00073404	0.07	0.7898
medium_referral	0.00808	0.00177	0.21599	20.92	<.0001

Bounds on condition number: 743.43, 215101

The above model is the best 76-variable model found.

Maximum R-Square Improvement: Step 86

Variable browser_User_Agent Entered: R-Square = 0.1792 and C(p) = 54.1887

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	77	2037.59063	26.46222	2562.58	<.0001
Error	903575	9330.67691	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63288	0.48999	2.50578	242.66	<.0001
date	3.769865E-7	2.429705E-8	2.48595	240.74	<.0001
visitNumber	-0.00014624	0.00001198	1.53775	148.91	<.0001
hits	-0.00622	0.00006162	105.11124	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06311	30413.6	<.0001
bounces	0.01916	0.00024244	64.49259	6245.41	<.0001
newVisits	-0.00985	0.00043631	5.25837	509.22	<.0001
isMobileBool	0.00324	0.00661	0.00249	0.24	0.6236
isTrueDirectBool	0.00614	0.00050983	1.49842	145.11	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3962
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537

channelGrouping_Referral	0.00967	0.00045740	4.61214	446.64	<.0001
browser_0	0.00879	0.03856	0.00053678	0.05	0.8197
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017669	0.02	0.8959
browser_Apple_iPhone7C2	0.00530	0.03404	0.00025055	0.02	0.8762
browser_BlackBerry	0.00653	0.01910	0.00121	0.12	0.7325
browser_Coc_Coc	0.00076425	0.00378	0.00042274	0.04	0.8397
browser_DASH_JR_3G	-0.02142	0.05092	0.00183	0.18	0.6741
browser_DoCoMo	-0.05533	0.10166	0.00306	0.30	0.5862
browser_Edge	-0.00099207	0.00103	0.00958	0.93	0.3356
browser_Firefox	-0.00042216	0.00055443	0.00599	0.58	0.4464
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019310	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077514	0.04963	4.81	0.0284
browser_LYF_LS_4002_11	0.01119	0.05877	0.00037430	0.04	0.8490
browser_Lunascape	0.00780	0.04545	0.00030440	0.03	0.8637
browser_MQCBrowser	0.01121	0.07194	0.00025074	0.02	0.8762
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Maxthon	-0.00075713	0.00648	0.00014088	0.01	0.9070
browser_Mozilla_Compatible_Agent	0.00399	0.00617	0.00431	0.42	0.5182
browser_Nichrome	0.00556	0.03841	0.00021618	0.02	0.8850
browser_Nintendo_Browser	0.00480	0.00909	0.00288	0.28	0.5973
browser_Nokia_Browser	0.00667	0.01244	0.00297	0.29	0.5916
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3234
browser_Opera_Mini	0.00704	0.00236	0.09151	8.86	0.0029
browser_Puffin	0.00140	0.01055	0.00018069	0.02	0.8948
browser_Safari	-0.00372	0.00042969	0.77233	74.79	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024614	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049719	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032791	0.03	0.8586
browser_ThumbSniper	0.01446	0.05877	0.00062483	0.06	0.8057
browser_UC_Browser	0.01009	0.00209	0.24044	23.28	<.0001
browser_User_Agent	0.01090	0.10168	0.00011877	0.01	0.9146
browser_YE	-0.00966	0.07187	0.00018650	0.02	0.8931
browser_YaBrowser	0.00071017	0.00224	0.00104	0.10	0.7509
browser_ Use default User agent					

	0.02116	0.10168	0.00044737	0.04	0.8351
browser_no_ua	0.00777	0.05877	0.00018067	0.02	0.8948
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023061	0.02	0.8812
operatingSystem_Android	0.00151	0.00270	0.00322	0.31	0.5765
operatingSystem_BlackBerry	0.00205	0.01749	0.00014182	0.01	0.9067
operatingSystem_Chrome_OS	0.01404	0.00345	0.17071	16.53	<.0001
operatingSystem_Firefox_OS	0.00545	0.01112	0.00248	0.24	0.6244
operatingSystem_FreeBSD	0.00920	0.03404	0.00075466	0.07	0.7869
operatingSystem_Linux	0.00530	0.00344	0.02453	2.38	0.1233
operatingSystem_Macintosh	0.01540	0.00340	0.21142	20.47	<.0001
operatingSystem_OpenBSD	-0.01799	0.07194	0.00064551	0.06	0.8026
operatingSystem_Windows	0.00727	0.00340	0.04722	4.57	0.0325
operatingSystem_Windows_Phone	0.00861	0.00396	0.04879	4.72	0.0297
operatingSystem_Xbox	0.00245	0.01301	0.00036689	0.04	0.8505
operatingSystem_iOS	0.00537	0.00276	0.03917	3.79	0.0514
deviceCategory_mobile	-0.00122	0.00618	0.00040508	0.04	0.8430
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01171	1.13	0.2869
continent_Americas	0.00220	0.00267	0.00701	0.68	0.4099
continent_Asia	-0.00448	0.00267	0.02905	2.81	0.0935
continent_Europe	-0.00458	0.00267	0.03031	2.94	0.0867
continent_Oceania	-0.00586	0.00279	0.04557	4.41	0.0357
campaign_AW___Accessories	-0.00032934	0.00213	0.00024786	0.02	0.8769
campaign_AW___Apparel	0.00434	0.01509	0.00085595	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1774
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00346	0.00542	0.00421	0.41	0.5231
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5383
medium_organic	-0.00046783	0.00175	0.00073413	0.07	0.7898
medium_referral	0.00808	0.00177	0.21599	20.92	<.0001

Bounds on condition number: 743.47, 218061

The above model is the best 77-variable model found.

Maximum R-Square Improvement: Step 87

Variable browser_LYF_LS_4002_12 Entered: R-Square = 0.1792 and C(p) = 56.1783

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	78	2037.59074	26.12296	2529.72	<.0001
Error	903574	9330.67680	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63298	0.49000	2.50584	242.66	<.0001
date	3.769889E-7	2.429708E-8	2.48598	240.74	<.0001
visitNumber	-0.00014624	0.00001198	1.53774	148.91	<.0001
hits	-0.00622	0.00006162	105.11135	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06320	30413.6	<.0001
bounces	0.01916	0.00024244	64.49233	6245.38	<.0001
newVisits	-0.00985	0.00043631	5.25834	509.21	<.0001
isMobileBool	0.00327	0.00661	0.00252	0.24	0.6213
isTrueDirectBool	0.00614	0.00050983	1.49842	145.11	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3962
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045740	4.61222	446.64	<.0001
browser_0	0.00884	0.03856	0.00054324	0.05	0.8186
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017670	0.02	0.8959
browser_Apple_iPhone7C2	0.00536	0.03405	0.00025557	0.02	0.8750
browser_BlackBerry	0.00655	0.01910	0.00121	0.12	0.7317
browser_Coc_Coc	0.00076444	0.00378	0.00042296	0.04	0.8396
browser_DASH_JR_3G	-0.02136	0.05093	0.00182	0.18	0.6749
browser_DoCoMo	-0.05530	0.10166	0.00306	0.30	0.5864
browser_Edge	-0.00099280	0.00103	0.00959	0.93	0.3352

browser_Firefox	-0.00042217	0.00055443	0.00599	0.58	0.4464
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019310	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077530	0.04952	4.80	0.0285
browser_LYF_LS_4002_11	0.01124	0.05877	0.00037790	0.04	0.8483
browser_LYF_LS_4002_12	0.00229	0.02244	0.00010785	0.01	0.9186
browser_Lunascape	0.00780	0.04545	0.00030442	0.03	0.8637
browser_MQGBrowser	0.01126	0.07194	0.00025314	0.02	0.8756
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Maxthon	-0.00075714	0.00648	0.00014089	0.01	0.9070
browser_Mozilla_Compatible_Agent	0.00404	0.00619	0.00439	0.43	0.5142
browser_Nichrome	0.00556	0.03841	0.00021618	0.02	0.8850
browser_Nintendo_Browser	0.00485	0.00910	0.00293	0.28	0.5942
browser_Nokia_Browser	0.00669	0.01244	0.00298	0.29	0.5910
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3234
browser_Opera_Mini	0.00706	0.00237	0.09134	8.85	0.0029
browser_Puffin	0.00140	0.01055	0.00018076	0.02	0.8947
browser_Safari	-0.00372	0.00042969	0.77226	74.78	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024614	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049723	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032793	0.03	0.8586
browser_ThumbSniper	0.01451	0.05877	0.00062941	0.06	0.8050
browser_UC_Browser	0.01009	0.00209	0.24046	23.29	<.0001
browser_User_Agent	0.01096	0.10168	0.00011994	0.01	0.9142
browser_YE	-0.00967	0.07187	0.00018694	0.02	0.8930
browser_YaBrowser	0.00071018	0.00224	0.00104	0.10	0.7509
browser__Use_default_User_agent	0.02122	0.10168	0.00044962	0.04	0.8347
browser_no_ua	0.00783	0.05877	0.00018316	0.02	0.8940
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023059	0.02	0.8812
operatingSystem_Android	0.00154	0.00271	0.00331	0.32	0.5712
operatingSystem_BlackBerry	0.00206	0.01749	0.00014303	0.01	0.9063
operatingSystem_Chrome_OS	0.01409	0.00349	0.16813	16.28	<.0001
operatingSystem_Firefox_OS	0.00548	0.01113	0.00250	0.24	0.6226
operatingSystem_FreeBSD	0.00926	0.03405	0.00076330	0.07	0.7857
operatingSystem_Linux	0.00535	0.00348	0.02446	2.37	0.1238
operatingSystem_Macintosh					

	0.01545	0.00344	0.20795	20.14	<.0001
operatingSystem_OpenBSD	-0.01793	0.07194	0.00064163	0.06	0.8032
operatingSystem_Windows	0.00732	0.00344	0.04680	4.53	0.0333
operatingSystem_Windows_Phone	0.00864	0.00397	0.04886	4.73	0.0296
operatingSystem_Xbox	0.00251	0.01302	0.00038275	0.04	0.8473
operatingSystem_iOS	0.00540	0.00277	0.03917	3.79	0.0515
deviceCategory_mobile	-0.00122	0.00618	0.00040461	0.04	0.8431
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01173	1.14	0.2866
continent_Americas	0.00220	0.00267	0.00700	0.68	0.4104
continent_Asia	-0.00448	0.00267	0.02909	2.82	0.0933
continent_Europe	-0.00458	0.00267	0.03034	2.94	0.0865
continent_Oceania	-0.00586	0.00279	0.04561	4.42	0.0356
campaign_AW___Accessories	-0.00032936	0.00213	0.00024790	0.02	0.8769
campaign_AW___Apparel	0.00434	0.01509	0.00085596	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1774
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00347	0.00542	0.00422	0.41	0.5224
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5383
medium_organic	-0.00046790	0.00175	0.00073436	0.07	0.7897
medium_referral	0.00808	0.00177	0.21598	20.92	<.0001

Bounds on condition number: 744.32, 222127

The above model is the best 78-variable model found.

Maximum R-Square Improvement: Step 88

Variable browser_ADM Entered: R-Square = 0.1792 and C(p) = 58.1681

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F

Model	79	2037.59085	25.79229	2497.70	<.0001
Error	903573	9330.67670	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63288	0.49000	2.50577	242.66	<.0001
date	3.769848E-7	2.429713E-8	2.48592	240.73	<.0001
visitNumber	-0.00014624	0.00001198	1.53775	148.91	<.0001
hits	-0.00622	0.00006162	105.11145	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06329	30413.6	<.0001
bounces	0.01916	0.00024244	64.49208	6245.35	<.0001
newVisits	-0.00985	0.00043631	5.25830	509.21	<.0001
isMobileBool	0.00326	0.00661	0.00251	0.24	0.6219
isTrueDirectBool	0.00614	0.00050983	1.49844	145.11	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045740	4.61226	446.65	<.0001
browser_0	0.00883	0.03856	0.00054180	0.05	0.8188
browser_ADM	-0.01024	0.10168	0.00010469	0.01	0.9198
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017669	0.02	0.8959
browser_Apple_iPhone7C2	0.00534	0.03405	0.00025445	0.02	0.8753
browser_BlackBerry	0.00654	0.01910	0.00121	0.12	0.7319
browser_Coc_Coc	0.00076442	0.00378	0.00042293	0.04	0.8396
browser_DASH_JR_3G	-0.02137	0.05093	0.00182	0.18	0.6747
browser_DoCoMo	-0.05531	0.10166	0.00306	0.30	0.5864
browser_Edge	-0.00099264	0.00103	0.00959	0.93	0.3353
browser_Firefox	-0.00042217	0.00055443	0.00599	0.58	0.4464
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019310	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077531	0.04954	4.80	0.0285
browser_LYF_LS_4002_11	0.01123	0.05877	0.00037711	0.04	0.8484
browser_LYF_LS_4002_12	0.00228	0.02244	0.00010675	0.01	0.9190
browser_Lunascape	0.00780	0.04545	0.00030442	0.03	0.8637
browser_MQCBrowser	0.01125	0.07194	0.00025261	0.02	0.8757
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778

browser_Maxthon	-0.00075713	0.00648	0.00014088	0.01	0.9070
browser_Mozilla_Compatible_Agent	0.00403	0.00619	0.00437	0.42	0.5155
browser_Nichrome	0.00556	0.03841	0.00021619	0.02	0.8850
browser_Nintendo_Browser	0.00484	0.00910	0.00292	0.28	0.5950
browser_Nokia_Browser	0.00668	0.01244	0.00298	0.29	0.5911
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3233
browser_Opera_Mini	0.00706	0.00237	0.09119	8.83	0.0030
browser_Puffin	0.00140	0.01055	0.00018077	0.02	0.8947
browser_Safari	-0.00372	0.00042969	0.77226	74.78	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024614	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049722	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032793	0.03	0.8586
browser_ThumbSniper	0.01450	0.05877	0.00062839	0.06	0.8052
browser_UC_Browser	0.01009	0.00209	0.24046	23.29	<.0001
browser_User_Agent	0.01095	0.10168	0.00011968	0.01	0.9143
browser_YE	-0.00967	0.07187	0.00018685	0.02	0.8930
browser_YaBrowser	0.00071021	0.00224	0.00104	0.10	0.7509
browser__Use_default_User_agent	0.02120	0.10168	0.00044913	0.04	0.8348
browser_no_ua	0.00782	0.05877	0.00018261	0.02	0.8942
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023060	0.02	0.8812
operatingSystem_Android	0.00153	0.00271	0.00328	0.32	0.5730
operatingSystem_BlackBerry	0.00206	0.01749	0.00014276	0.01	0.9064
operatingSystem_Chrome_OS	0.01408	0.00349	0.16767	16.24	<.0001
operatingSystem_Firefox_OS	0.00547	0.01113	0.00250	0.24	0.6230
operatingSystem_FreeBSD	0.00925	0.03405	0.00076137	0.07	0.7860
operatingSystem_Linux	0.00534	0.00348	0.02432	2.36	0.1248
operatingSystem_Macintosh	0.01544	0.00345	0.20740	20.08	<.0001
operatingSystem_OpenBSD	-0.01794	0.07194	0.00064246	0.06	0.8030
operatingSystem_Windows	0.00731	0.00344	0.04660	4.51	0.0336
operatingSystem_Windows_Phone	0.00863	0.00397	0.04878	4.72	0.0298
operatingSystem_Xbox	0.00249	0.01302	0.00037911	0.04	0.8481
operatingSystem_iOS	0.00540	0.00278	0.03905	3.78	0.0518
deviceCategory_mobile	-0.00122	0.00618	0.00040471	0.04	0.8431
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa					

	-0.00297	0.00279	0.01172	1.14	0.2866
continent_Americas	0.00220	0.00267	0.00700	0.68	0.4103
continent_Asia	-0.00448	0.00267	0.02908	2.82	0.0933
continent_Europe	-0.00458	0.00267	0.03033	2.94	0.0866
continent_Oceania	-0.00586	0.00279	0.04560	4.42	0.0356
campaign_AW___Accessories	-0.00032934	0.00213	0.00024787	0.02	0.8769
campaign_AW___Apparel	0.00434	0.01509	0.00085596	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1774
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00347	0.00542	0.00422	0.41	0.5224
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5383
medium_organic	-0.00046790	0.00175	0.00073435	0.07	0.7897
medium_referral	0.00808	0.00177	0.21598	20.91	<.0001

Bounds on condition number: 744.36, 225111

The above model is the best 79-variable model found.

Maximum R-Square Improvement: Step 89

Variable operatingSystem_Samsung Entered: R-Square = 0.1792 and C(p) = 60.1599

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	80	2037.59093	25.46989	2466.47	<.0001
Error	903572	9330.67661	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63279	0.49000	2.50570	242.65	<.0001
date	3.769789E-7	2.429723E-8	2.48583	240.72	<.0001
visitNumber	-0.00014624	0.00001198	1.53775	148.91	<.0001

hits	-0.00622	0.00006162	105.11151	10178.9	<.0001
pageviews	0.01499	0.00008597	314.06335	30413.5	<.0001
bounces	0.01916	0.00024244	64.49138	6245.27	<.0001
newVisits	-0.00985	0.00043631	5.25827	509.20	<.0001
isMobileBool	0.00326	0.00661	0.00251	0.24	0.6222
isTrueDirectBool	0.00614	0.00050983	1.49846	145.11	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00743	0.72	0.3963
channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045740	4.61228	446.65	<.0001
browser_0	0.00886	0.03856	0.00054533	0.05	0.8182
browser_ADM	-0.01021	0.10168	0.00010409	0.01	0.9200
browser_Android_Browser	0.00542	0.00433	0.01614	1.56	0.2112
browser_Android_Runtime	0.00940	0.07186	0.00017663	0.02	0.8959
browser_Apple_iPhone7C2	0.00537	0.03405	0.00025720	0.02	0.8746
browser_BlackBerry	0.00654	0.01910	0.00121	0.12	0.7319
browser_Coc_Coc	0.00076467	0.00378	0.00042321	0.04	0.8396
browser_DASH_JR_3G	-0.02134	0.05093	0.00181	0.18	0.6751
browser_DoCoMo	-0.05528	0.10166	0.00305	0.30	0.5866
browser_Edge	-0.00099252	0.00103	0.00958	0.93	0.3354
browser_Firefox	-0.00042222	0.00055443	0.00599	0.58	0.4463
browser_IE_with_Chrome_Frame	0.01390	0.10162	0.00019310	0.02	0.8912
browser_Internet_Explorer	0.00170	0.00077531	0.04955	4.80	0.0285
browser_LYF_LS_4002_11	0.01126	0.05877	0.00037907	0.04	0.8481
browser_LYF_LS_4002_12	0.00231	0.02244	0.00010948	0.01	0.9180
browser_Lunascape	0.00780	0.04545	0.00030444	0.03	0.8637
browser_MQQBrower	0.01128	0.07194	0.00025393	0.02	0.8754
browser_MRCHROME	0.00349	0.00627	0.00320	0.31	0.5778
browser_Maxthon	-0.00075731	0.00648	0.00014095	0.01	0.9070
browser_Mozilla_Compatible_Agent	0.00405	0.00620	0.00442	0.43	0.5131
browser_Nichrome	0.00556	0.03841	0.00021618	0.02	0.8850
browser_Nintendo_Browser	0.00487	0.00910	0.00295	0.29	0.5930
browser_Nokia_Browser	0.00669	0.01244	0.00299	0.29	0.5908
browser_Opera	0.00135	0.00137	0.01007	0.98	0.3234
browser_Opera_Mini	0.00705	0.00237	0.09104	8.82	0.0030
browser_Puffin	0.00140	0.01055	0.00018073	0.02	0.8948
browser_Safari					

	-0.00372	0.00042969	0.77225	74.78	<.0001
browser_Safari__in_app__	-0.00277	0.00135	0.04376	4.24	0.0395
browser_SeaMonkey	-0.00405	0.02624	0.00024614	0.02	0.8773
browser_Seznam	0.00672	0.03064	0.00049721	0.05	0.8263
browser_TCL_P500M	0.01811	0.10162	0.00032793	0.03	0.8586
browser_ThumbSniper	0.01453	0.05877	0.00063088	0.06	0.8048
browser_UC_Browser	0.01009	0.00209	0.24047	23.29	<.0001
browser_User_Agent	0.01098	0.10168	0.00012032	0.01	0.9140
browser_YE	-0.00967	0.07187	0.00018678	0.02	0.8930
browser_YaBrowser	0.00071020	0.00224	0.00104	0.10	0.7509
browser__Use_default_User_agent	0.02123	0.10168	0.00045036	0.04	0.8346
browser_no_ua	0.00784	0.05877	0.00018397	0.02	0.8938
browser_osee2unifiedRelease	-0.00679	0.04545	0.00023059	0.02	0.8812
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5682
operatingSystem_BlackBerry	0.00209	0.01749	0.00014747	0.01	0.9049
operatingSystem_Chrome_OS	0.01411	0.00351	0.16697	16.17	<.0001
operatingSystem_Firefox_OS	0.00550	0.01113	0.00252	0.24	0.6212
operatingSystem_FreeBSD	0.00927	0.03405	0.00076611	0.07	0.7853
operatingSystem_Linux	0.00537	0.00349	0.02438	2.36	0.1244
operatingSystem_Macintosh	0.01547	0.00346	0.20640	19.99	<.0001
operatingSystem_OpenBSD	-0.01791	0.07194	0.00064036	0.06	0.8033
operatingSystem_Samsung	0.00057096	0.00628	0.00008543	0.01	0.9275
operatingSystem_Windows	0.00734	0.00346	0.04657	4.51	0.0337
operatingSystem_Windows_Phone	0.00867	0.00399	0.04875	4.72	0.0298
operatingSystem_Xbox	0.00252	0.01302	0.00038774	0.04	0.8464
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00122	0.00618	0.00040477	0.04	0.8431
deviceCategory_tablet	-0.00333	0.00621	0.00298	0.29	0.5913
continent_Africa	-0.00297	0.00279	0.01172	1.14	0.2867
continent_Americas	0.00219	0.00267	0.00698	0.68	0.4111
continent_Asia	-0.00449	0.00267	0.02912	2.82	0.0931
continent_Europe	-0.00458	0.00267	0.03037	2.94	0.0863
continent_Oceania	-0.00586	0.00279	0.04564	4.42	0.0355
campaign_AW__Accessories	-0.00032932	0.00213	0.00024784	0.02	0.8769
campaign_AW__Apparel	0.00434	0.01509	0.00085597	0.08	0.7734
campaign_AW__Dynamic_Search_Ads					

	-0.00262	0.00194	0.01878	1.82	0.1774
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01700	1.65	0.1995
campaign_test_liyuhz	-0.00347	0.00542	0.00422	0.41	0.5225
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00118	0.00192	0.00391	0.38	0.5383
medium_organic	-0.00046792	0.00175	0.00073443	0.07	0.7897
medium_referral	0.00808	0.00177	0.21598	20.92	<.0001

Bounds on condition number: 744.38, 228618

The above model is the best 80-variable model found.

Maximum R-Square Improvement: Step 90

Variable browser_Chrome Entered: R-Square = 0.1792 and C(p) = 62.1520

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	81	2037.59101	25.15544	2436.02	<.0001
Error	903571	9330.67653	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62966	0.49127	2.49066	241.19	<.0001
date	3.768283E-7	2.435663E-8	2.47174	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53781	148.92	<.0001
hits	-0.00622	0.00006163	105.10788	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05426	30412.6	<.0001
bounces	0.01916	0.00024244	64.49040	6245.17	<.0001
newVisits	-0.00985	0.00043638	5.25726	509.11	<.0001
isMobileBool	0.00326	0.00661	0.00251	0.24	0.6220
isTrueDirectBool	0.00614	0.00050985	1.49817	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00744	0.72	0.3961

channelGrouping_Display	-0.00309	0.00217	0.02101	2.03	0.1537
channelGrouping_Referral	0.00967	0.00045761	4.60923	446.35	<.0001
browser_0	0.00877	0.03858	0.00053335	0.05	0.8202
browser_ADM	-0.01030	0.10168	0.00010604	0.01	0.9193
browser_Android_Browser	0.00532	0.00446	0.01470	1.42	0.2329
browser_Android_Runtime	0.00931	0.07187	0.00017315	0.02	0.8970
browser_Apple_iPhone7C2	0.00528	0.03407	0.00024790	0.02	0.8769
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7361
browser_Chrome	-0.00010206	0.00115	0.00008097	0.01	0.9294
browser_Coc_Coc	0.00066367	0.00395	0.00029215	0.03	0.8664
browser_DASH_JR_3G	-0.02144	0.05094	0.00183	0.18	0.6738
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00154	0.00519	0.50	0.4786
browser_Firefox	-0.00052408	0.00128	0.00174	0.17	0.6815
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019030	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01369	1.33	0.2496
browser_LYF_LS_4002_11	0.01117	0.05878	0.00037261	0.04	0.8493
browser_LYF_LS_4002_12	0.00222	0.02247	0.00010052	0.01	0.9214
browser_Lunascape	0.00770	0.04546	0.00029644	0.03	0.8655
browser_MQQBROWSER	0.01119	0.07195	0.00024961	0.02	0.8764
browser_MRCHROME	0.00339	0.00638	0.00292	0.28	0.5949
browser_Maxthon	-0.00085911	0.00658	0.00017586	0.02	0.8962
browser_Mozilla_Compatible_Agent	0.00396	0.00629	0.00409	0.40	0.5292
browser_Nichrome	0.00546	0.03843	0.00020816	0.02	0.8871
browser_Nintendo_Browser	0.00477	0.00917	0.00280	0.27	0.6028
browser_Nokia_Browser	0.00660	0.01249	0.00288	0.28	0.5973
browser_Opera	0.00125	0.00178	0.00509	0.49	0.4828
browser_Opera_Mini	0.00696	0.00260	0.07381	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015428	0.01	0.9027
browser_Safari	-0.00382	0.00122	0.10085	9.77	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02760	2.67	0.1021
browser_SeaMonkey	-0.00415	0.02626	0.00025818	0.03	0.8744
browser_Seznam	0.00663	0.03066	0.00048262	0.05	0.8288
browser_TCL_P500M	0.01802	0.10163	0.00032449	0.03	0.8593
browser_ThumbSniper	0.01443	0.05878	0.00062236	0.06	0.8061
browser_UC_Browser					

	0.00999	0.00236	0.18490	17.91	<.0001
browser_User_Agent	0.01088	0.10168	0.00011825	0.01	0.9148
browser_YE	-0.00976	0.07188	0.00019054	0.02	0.8920
browser_YaBrowser	0.00060938	0.00251	0.00060867	0.06	0.8082
browser__Use_default_User_agent	0.02114	0.10168	0.00044626	0.04	0.8353
browser_no_ua	0.00775	0.05878	0.00017940	0.02	0.8951
browser_osee2unifiedRelease	-0.00689	0.04546	0.00023730	0.02	0.8795
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5684
operatingSystem_BlackBerry	0.00209	0.01749	0.00014743	0.01	0.9049
operatingSystem_Chrome_OS	0.01411	0.00351	0.16704	16.18	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6207
operatingSystem_FreeBSD	0.00928	0.03405	0.00076727	0.07	0.7852
operatingSystem_Linux	0.00538	0.00350	0.02443	2.37	0.1240
operatingSystem_Macintosh	0.01548	0.00346	0.20648	20.00	<.0001
operatingSystem_OpenBSD	-0.01791	0.07194	0.00063980	0.06	0.8034
operatingSystem_Samsung	0.00057038	0.00628	0.00008525	0.01	0.9276
operatingSystem_Windows	0.00734	0.00346	0.04663	4.52	0.0336
operatingSystem_Windows_Phone	0.00867	0.00399	0.04880	4.73	0.0297
operatingSystem_Xbox	0.00253	0.01302	0.00038983	0.04	0.8459
operatingSystem_iOS	0.00543	0.00280	0.03894	3.77	0.0522
deviceCategory_mobile	-0.00123	0.00618	0.00040616	0.04	0.8428
deviceCategory_tablet	-0.00334	0.00621	0.00298	0.29	0.5909
continent_Africa	-0.00297	0.00279	0.01173	1.14	0.2864
continent_Americas	0.00219	0.00267	0.00698	0.68	0.4110
continent_Asia	-0.00449	0.00267	0.02913	2.82	0.0931
continent_Europe	-0.00458	0.00267	0.03037	2.94	0.0863
continent_Oceania	-0.00586	0.00279	0.04564	4.42	0.0355
campaign_AW__Accessories	-0.00032786	0.00213	0.00024563	0.02	0.8774
campaign_AW__Apparel	0.00434	0.01509	0.00085620	0.08	0.7734
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01878	1.82	0.1775
campaign_AW__Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01858	0.01448	0.01700	1.65	0.1994
campaign_test_liyuhz	-0.00347	0.00542	0.00423	0.41	0.5223
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00119	0.00192	0.00393	0.38	0.5375
medium_organic					

	-0.00046751	0.00175	0.00073314	0.07	0.7899
medium_referral	0.00808	0.00177	0.21584	20.90	<.0001

Bounds on condition number: 744.39, 235939

The above model is the best 81-variable model found.

Maximum R-Square Improvement: Step 91

Variable operatingSystem_Nintendo_Wii Entered: R-Square = 0.1792 and C(p) = 64.1450

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	82	2037.59109	24.84867	2406.31	<.0001
Error	903570	9330.67646	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62997	0.49129	2.49072	241.20	<.0001
date	3.768427E-7	2.435724E-8	2.47181	239.37	<.0001
visitNumber	-0.00014625	0.00001198	1.53781	148.92	<.0001
hits	-0.00622	0.00006163	105.10784	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05416	30412.6	<.0001
bounces	0.01916	0.00024244	64.49047	6245.17	<.0001
newVisits	-0.00985	0.00043638	5.25718	509.10	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49820	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00744	0.72	0.3961
channelGrouping_Display	-0.00309	0.00217	0.02101	2.04	0.1537
channelGrouping_Referral	0.00967	0.00045761	4.60922	446.35	<.0001
browser_0	0.00879	0.03858	0.00053639	0.05	0.8197
browser_ADM	-0.01028	0.10168	0.00010552	0.01	0.9195
browser_Android_Browser	0.00532	0.00446	0.01469	1.42	0.2329
browser_Android_Runtime	0.00931	0.07187	0.00017315	0.02	0.8970

browser_Apple_iPhone7C2	0.00530	0.03407	0.00025026	0.02	0.8763
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7361
browser_Chrome	-0.00010209	0.00115	0.00008101	0.01	0.9294
browser_Coc_Coc	0.00066366	0.00395	0.00029214	0.03	0.8664
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6742
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00110	0.00154	0.00519	0.50	0.4783
browser_Firefox	-0.00052412	0.00128	0.00174	0.17	0.6815
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019029	0.02	0.8920
browser_Internet_Explorer	0.00159	0.00139	0.01366	1.32	0.2502
browser_LYF_LS_4002_11	0.01119	0.05878	0.00037430	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010282	0.01	0.9205
browser_Lunascape	0.00770	0.04546	0.00029645	0.03	0.8655
browser_MQQBrower	0.01121	0.07195	0.00025074	0.02	0.8762
browser_MRCHROME	0.00339	0.00638	0.00292	0.28	0.5949
browser_Maxthon	-0.00085914	0.00658	0.00017587	0.02	0.8962
browser_Mozilla_Compatible_Agent	0.00398	0.00630	0.00413	0.40	0.5271
browser_Nichrome	0.00546	0.03843	0.00020816	0.02	0.8871
browser_Nintendo_Browser	0.00364	0.01629	0.00051504	0.05	0.8233
browser_Nokia_Browser	0.00660	0.01249	0.00289	0.28	0.5970
browser_Opera	0.00125	0.00178	0.00509	0.49	0.4828
browser_Opera_Mini	0.00696	0.00260	0.07381	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015426	0.01	0.9027
browser_Safari	-0.00382	0.00122	0.10086	9.77	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02760	2.67	0.1021
browser_SeaMonkey	-0.00415	0.02626	0.00025819	0.03	0.8744
browser_Seznam	0.00663	0.03066	0.00048263	0.05	0.8288
browser_TCL_P500M	0.01802	0.10163	0.00032451	0.03	0.8593
browser_ThumbSniper	0.01446	0.05878	0.00062452	0.06	0.8057
browser_UC_Browser	0.00999	0.00236	0.18490	17.91	<.0001
browser_User_Agent	0.01091	0.10168	0.00011880	0.01	0.9146
browser_YE	-0.00978	0.07188	0.00019103	0.02	0.8918
browser_YaBrowser	0.00060932	0.00251	0.00060854	0.06	0.8082
browser__Use_default_User_agent	0.02116	0.10168	0.00044732	0.04	0.8351
browser_no_ua	0.00777	0.05878	0.00018058	0.02	0.8948
browser_osee2unifiedRelease					

	-0.00689	0.04546	0.00023732	0.02	0.8795
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5685
operatingSystem_BlackBerry	0.00209	0.01749	0.00014733	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00352	0.16641	16.12	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077140	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02448	2.37	0.1236
operatingSystem_Macintosh	0.01550	0.00347	0.20559	19.91	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007290	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063798	0.06	0.8037
operatingSystem_Samsung	0.00057036	0.00628	0.00008525	0.01	0.9276
operatingSystem_Windows	0.00737	0.00347	0.04659	4.51	0.0337
operatingSystem_Windows_Phone	0.00867	0.00399	0.04881	4.73	0.0297
operatingSystem_Xbox	0.00256	0.01303	0.00039774	0.04	0.8444
operatingSystem_iOS	0.00543	0.00280	0.03894	3.77	0.0522
deviceCategory_mobile	-0.00123	0.00618	0.00041112	0.04	0.8418
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2862
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00032792	0.00213	0.00024573	0.02	0.8774
campaign_AW___Apparel	0.00434	0.01509	0.00085623	0.08	0.7734
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01877	1.82	0.1775
campaign_AW___Electronics	-0.03584	0.01052	0.11988	11.61	0.0007
campaign_Retail__DO_NOT_EDIT_own	0.01858	0.01448	0.01700	1.65	0.1994
campaign_test_liyuhz	-0.00347	0.00542	0.00423	0.41	0.5223
medium__not_set__	-0.00810	0.00944	0.00760	0.74	0.3910
medium_affiliate	-0.00119	0.00192	0.00393	0.38	0.5374
medium_organic	-0.00046757	0.00175	0.00073331	0.07	0.7899
medium_referral	0.00808	0.00177	0.21584	20.90	<.0001

Bounds on condition number: 747.04, 239906

The above model is the best 82-variable model found.

Maximum R-Square Improvement: Step 92

Variable campaign_All_Products Entered: R-Square = 0.1792 and C(p) = 66.1385

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	83	2037.59115	24.54929	2377.32	<.0001
Error	903569	9330.67639	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62988	0.49129	2.49065	241.19	<.0001
date	3.768383E-7	2.435732E-8	2.47174	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10786	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05419	30412.5	<.0001
bounces	0.01916	0.00024244	64.49049	6245.16	<.0001
newVisits	-0.00985	0.00043639	5.25701	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49824	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045761	4.60920	446.35	<.0001
browser_0	0.00879	0.03858	0.00053638	0.05	0.8197
browser_ADM	-0.01028	0.10168	0.00010552	0.01	0.9195
browser_Android_Browser	0.00532	0.00446	0.01470	1.42	0.2329
browser_Android_Runtime	0.00931	0.07187	0.00017315	0.02	0.8970
browser_Apple_iPhone7C2	0.00530	0.03407	0.00025025	0.02	0.8763
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7361
browser_Chrome	-0.00010211	0.00115	0.00008105	0.01	0.9294
browser_Coc_Coc	0.00066363	0.00395	0.00029212	0.03	0.8664
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6742

browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00110	0.00154	0.00519	0.50	0.4782
browser_Firefox	-0.00052416	0.00128	0.00174	0.17	0.6814
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019029	0.02	0.8920
browser_Internet_Explorer	0.00159	0.00139	0.01366	1.32	0.2502
browser_LYF_LS_4002_11	0.01119	0.05878	0.00037430	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010282	0.01	0.9205
browser_Lunascape	0.00770	0.04546	0.00029645	0.03	0.8655
browser_MQQBrower	0.01121	0.07195	0.00025074	0.02	0.8762
browser_MRCHROME	0.00339	0.00638	0.00292	0.28	0.5949
browser_Maxthon	-0.00085919	0.00658	0.00017589	0.02	0.8962
browser_Mozilla_Compatible_Agent	0.00398	0.00630	0.00413	0.40	0.5271
browser_Nichrome	0.00546	0.03843	0.00020816	0.02	0.8871
browser_Nintendo_Browser	0.00364	0.01629	0.00051504	0.05	0.8233
browser_Nokia_Browser	0.00660	0.01249	0.00289	0.28	0.5970
browser_Opera	0.00125	0.00178	0.00509	0.49	0.4828
browser_Opera_Mini	0.00696	0.00260	0.07381	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015426	0.01	0.9027
browser_Safari	-0.00382	0.00122	0.10086	9.77	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02760	2.67	0.1021
browser_SeaMonkey	-0.00415	0.02626	0.00025819	0.03	0.8744
browser_Seznam	0.00663	0.03066	0.00048264	0.05	0.8288
browser_TCL_P500M	0.01802	0.10163	0.00032451	0.03	0.8593
browser_ThumbSniper	0.01446	0.05878	0.00062452	0.06	0.8057
browser_UC_Browser	0.00999	0.00236	0.18490	17.91	<.0001
browser_User_Agent	0.01091	0.10168	0.00011880	0.01	0.9146
browser_YE	-0.00978	0.07188	0.00019103	0.02	0.8918
browser_YaBrowser	0.00060928	0.00251	0.00060846	0.06	0.8082
browser__Use_default_User_agent	0.02116	0.10168	0.00044732	0.04	0.8351
browser_no_ua	0.00777	0.05878	0.00018058	0.02	0.8948
browser_osee2unifiedRelease	-0.00689	0.04546	0.00023733	0.02	0.8795
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5685
operatingSystem_BlackBerry	0.00209	0.01749	0.00014732	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00352	0.16641	16.12	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6207
operatingSystem_FreeBSD					

	0.00931	0.03405	0.00077141	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02448	2.37	0.1236
operatingSystem_Macintosh	0.01550	0.00347	0.20560	19.91	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007290	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063797	0.06	0.8037
operatingSystem_Samsung	0.00057035	0.00628	0.00008525	0.01	0.9276
operatingSystem_Windows	0.00737	0.00347	0.04659	4.51	0.0337
operatingSystem_Windows_Phone	0.00867	0.00399	0.04881	4.73	0.0297
operatingSystem_Xbox	0.00256	0.01303	0.00039775	0.04	0.8444
operatingSystem_iOS	0.00543	0.00280	0.03894	3.77	0.0522
deviceCategory_mobile	-0.00123	0.00618	0.00041114	0.04	0.8418
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2862
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033271	0.00213	0.00025276	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085431	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006638	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00396	0.38	0.5360
medium_organic	-0.00047238	0.00176	0.00074761	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 747.04, 242933

The above model is the best 83-variable model found.

Maximum R-Square Improvement: Step 93

Variable browser_HTC802t_TD Entered: R-Square = 0.1792 and C(p) = 68.1321

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	84	2037.59122	24.25704	2349.01	<.0001
Error	903568	9330.67632	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62997	0.49129	2.49069	241.19	<.0001
date	3.768428E-7	2.43574E-8	2.47179	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10787	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05424	30412.5	<.0001
bounces	0.01916	0.00024244	64.49056	6245.16	<.0001
newVisits	-0.00985	0.00043639	5.25701	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49825	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60902	446.33	<.0001
browser_0	0.00879	0.03858	0.00053650	0.05	0.8197
browser_ADM	-0.01028	0.10168	0.00010550	0.01	0.9195
browser_Android_Browser	0.00532	0.00446	0.01470	1.42	0.2328
browser_Android_Runtime	0.00931	0.07187	0.00017318	0.02	0.8970
browser_Apple_iPhone7C2	0.00530	0.03407	0.00025034	0.02	0.8763
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7361
browser_Chrome	-0.00010114	0.00115	0.00007950	0.01	0.9301
browser_Coc_Coc	0.00066458	0.00395	0.00029295	0.03	0.8662
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6742
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00154	0.00518	0.50	0.4786
browser_Firefox	-0.00052318	0.00128	0.00173	0.17	0.6820
browser_HTC802t_TD	0.00813	0.10163	0.00006613	0.01	0.9362

browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019032	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01367	1.32	0.2499
browser_LYF_LS_4002_11	0.01119	0.05878	0.00037436	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010291	0.01	0.9205
browser_Lunascape	0.00770	0.04546	0.00029652	0.03	0.8654
browser_MQQBrower	0.01121	0.07195	0.00025079	0.02	0.8762
browser_MRCHROME	0.00339	0.00638	0.00292	0.28	0.5948
browser_Maxthon	-0.00085821	0.00658	0.00017549	0.02	0.8963
browser_Mozilla_Compatible_Agent	0.00398	0.00630	0.00413	0.40	0.5270
browser_Nichrome	0.00546	0.03843	0.00020823	0.02	0.8871
browser_Nintendo_Browser	0.00364	0.01629	0.00051531	0.05	0.8232
browser_Nokia_Browser	0.00660	0.01249	0.00289	0.28	0.5970
browser_Opera	0.00125	0.00178	0.00509	0.49	0.4825
browser_Opera_Mini	0.00696	0.00260	0.07383	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015448	0.01	0.9027
browser_Safari	-0.00382	0.00122	0.10080	9.76	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02758	2.67	0.1022
browser_SeaMonkey	-0.00415	0.02626	0.00025807	0.02	0.8744
browser_Seznam	0.00663	0.03066	0.00048278	0.05	0.8288
browser_TCL_P500M	0.01802	0.10163	0.00032455	0.03	0.8593
browser_ThumbSniper	0.01446	0.05878	0.00062461	0.06	0.8057
browser_UC_Browser	0.00999	0.00236	0.18493	17.91	<.0001
browser_User_Agent	0.01091	0.10168	0.00011882	0.01	0.9146
browser_YE	-0.00977	0.07188	0.00019099	0.02	0.8918
browser_YaBrowser	0.00061027	0.00251	0.00061043	0.06	0.8079
browser__Use_default_User_agent	0.02116	0.10168	0.00044737	0.04	0.8351
browser_no_ua	0.00777	0.05878	0.00018062	0.02	0.8948
browser_osee2unifiedRelease	-0.00689	0.04546	0.00023726	0.02	0.8795
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5685
operatingSystem_BlackBerry	0.00209	0.01749	0.00014733	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00352	0.16641	16.12	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6207
operatingSystem_FreeBSD	0.00931	0.03405	0.00077141	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02448	2.37	0.1236
operatingSystem_Macintosh	0.01550	0.00347	0.20560	19.91	<.0001
operatingSystem_Nintendo_Wii					

	0.00161	0.01916	0.00007290	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063797	0.06	0.8037
operatingSystem_Samsung	0.00057035	0.00628	0.00008525	0.01	0.9276
operatingSystem_Windows	0.00737	0.00347	0.04659	4.51	0.0337
operatingSystem_Windows_Phone	0.00867	0.00399	0.04881	4.73	0.0297
operatingSystem_Xbox	0.00256	0.01303	0.00039774	0.04	0.8444
operatingSystem_iOS	0.00543	0.00280	0.03894	3.77	0.0522
deviceCategory_mobile	-0.00123	0.00618	0.00041116	0.04	0.8418
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2862
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033275	0.00213	0.00025281	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085430	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1769
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006638	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00396	0.38	0.5360
medium_organic	-0.00047239	0.00176	0.00074764	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 747.04, 245944

The above model is the best 84-variable model found.

Maximum R-Square Improvement: Step 94

Variable browser_Iron Entered: R-Square = 0.1792 and C(p) = 70.1259

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Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	85	2037.59128	23.97166	2321.38	<.0001
Error	903567	9330.67626	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63020	0.49130	2.49076	241.20	<.0001
date	3.76854E-7	2.435782E-8	2.47185	239.37	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10793	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05418	30412.5	<.0001
bounces	0.01916	0.00024244	64.49062	6245.16	<.0001
newVisits	-0.00985	0.00043639	5.25701	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49826	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60909	446.34	<.0001
browser_0	0.00880	0.03858	0.00053716	0.05	0.8196
browser_ADM	-0.01027	0.10168	0.00010539	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324
browser_Android_Runtime	0.00931	0.07187	0.00017337	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025086	0.02	0.8761
browser_BlackBerry	0.00645	0.01913	0.00118	0.11	0.7358
browser_Chrome	-0.00009521	0.00116	0.00007016	0.01	0.9343
browser_Coc_Coc	0.00067058	0.00395	0.00029815	0.03	0.8651
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00511	0.50	0.4816
browser_Firefox	-0.00051716	0.00128	0.00169	0.16	0.6860
browser_HTC802t_TD	0.00814	0.10163	0.00006622	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019048	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01373	1.33	0.2488

browser_Iron	0.00140	0.01773	0.00006466	0.01	0.9369
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037473	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010341	0.01	0.9203
browser_Lunascape	0.00771	0.04546	0.00029698	0.03	0.8653
browser_MQQBrower	0.01122	0.07195	0.00025103	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085215	0.00658	0.00017300	0.02	0.8970
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5265
browser_Nichrome	0.00546	0.03843	0.00020872	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051687	0.05	0.8230
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5967
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4808
browser_Opera_Mini	0.00696	0.00260	0.07389	7.16	0.0075
browser_Puffin	0.00130	0.01061	0.00015586	0.02	0.9022
browser_Safari	-0.00381	0.00122	0.10011	9.69	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02742	2.65	0.1032
browser_SeaMonkey	-0.00415	0.02626	0.00025731	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048358	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032474	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062508	0.06	0.8057
browser_UC_Browser	0.01000	0.00236	0.18497	17.91	<.0001
browser_User_Agent	0.01091	0.10168	0.00011894	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019077	0.02	0.8919
browser_YaBrowser	0.00061638	0.00251	0.00062212	0.06	0.8061
browser__Use_default_User_agent	0.02117	0.10168	0.00044760	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018088	0.02	0.8947
browser_osee2unifiedRelease	-0.00689	0.04546	0.00023686	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00336	0.33	0.5685
operatingSystem_BlackBerry	0.00209	0.01749	0.00014732	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00352	0.16640	16.11	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077134	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02448	2.37	0.1237
operatingSystem_Macintosh	0.01550	0.00347	0.20559	19.91	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007290	0.01	0.9330
operatingSystem_OpenBSD					

	-0.01788	0.07194	0.00063800	0.06	0.8037
operatingSystem_Samsung	0.00057038	0.00628	0.00008525	0.01	0.9276
operatingSystem_Windows	0.00737	0.00347	0.04659	4.51	0.0337
operatingSystem_Windows_Phone	0.00867	0.00399	0.04880	4.73	0.0297
operatingSystem_Xbox	0.00256	0.01303	0.00039759	0.04	0.8444
operatingSystem_iOS	0.00543	0.00280	0.03893	3.77	0.0522
deviceCategory_mobile	-0.00123	0.00618	0.00041109	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033277	0.00213	0.00025285	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006638	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00395	0.38	0.5361
medium_organic	-0.00047237	0.00176	0.00074758	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 747.04, 248978

The above model is the best 85-variable model found.

Maximum R-Square Improvement: Step 95

Variable operatingSystem_SunOS Entered: R-Square = 0.1792 and C(p) = 72.1199

Analysis of Variance					

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	86	2037.59135	23.69292	2294.38	<.0001
Error	903566	9330.67620	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63013	0.49130	2.49070	241.19	<.0001
date	3.768509E-7	2.435787E-8	2.47180	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10789	10178.5	<.0001
pageviews	0.01499	0.00008597	314.05409	30412.4	<.0001
bounces	0.01916	0.00024244	64.49043	6245.14	<.0001
newVisits	-0.00985	0.00043639	5.25702	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6195
isTrueDirectBool	0.00614	0.00050985	1.49825	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60910	446.34	<.0001
browser_0	0.00879	0.03858	0.00053605	0.05	0.8198
browser_ADM	-0.01028	0.10168	0.00010557	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324
browser_Android_Runtime	0.00931	0.07187	0.00017338	0.02	0.8969
browser_Apple_iPhone7C2	0.00530	0.03407	0.00025001	0.02	0.8764
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7360
browser_Chrome	-0.00009517	0.00116	0.00007009	0.01	0.9343
browser_Coc_Coc	0.00067065	0.00395	0.00029821	0.03	0.8651
browser_DASH_JR_3G	-0.02142	0.05094	0.00183	0.18	0.6742
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00511	0.49	0.4817
browser_Firefox	-0.00051688	0.00128	0.00169	0.16	0.6862
browser_HTC802t_TD	0.00814	0.10163	0.00006622	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019048	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01374	1.33	0.2487
browser_Iron	0.00140	0.01773	0.00006466	0.01	0.9369

browser_LYF_LS_4002_11	0.01119	0.05878	0.00037412	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010257	0.01	0.9206
browser_Lunascape	0.00771	0.04546	0.00029699	0.03	0.8653
browser_MQQBrower	0.01121	0.07195	0.00025062	0.02	0.8762
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085208	0.00658	0.00017297	0.02	0.8970
browser_Mozilla_Compatible_Agent	0.00398	0.00630	0.00412	0.40	0.5274
browser_Nichrome	0.00546	0.03843	0.00020872	0.02	0.8869
browser_Nintendo_Browser	0.00364	0.01630	0.00051555	0.05	0.8232
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5968
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4808
browser_Opera_Mini	0.00696	0.00260	0.07380	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015588	0.02	0.9022
browser_Safari	-0.00381	0.00122	0.10010	9.69	0.0018
browser_Safari__in_app__	-0.00287	0.00176	0.02741	2.65	0.1032
browser_SeaMonkey	-0.00415	0.02626	0.00025730	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048359	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032474	0.03	0.8592
browser_ThumbSniper	0.01445	0.05878	0.00062430	0.06	0.8058
browser_UC_Browser	0.01000	0.00236	0.18497	17.91	<.0001
browser_User_Agent	0.01090	0.10168	0.00011874	0.01	0.9146
browser_YE	-0.00977	0.07188	0.00019069	0.02	0.8919
browser_YaBrowser	0.00061647	0.00251	0.00062230	0.06	0.8061
browser__Use_default_User_agent	0.02116	0.10168	0.00044721	0.04	0.8351
browser_no_ua	0.00777	0.05878	0.00018046	0.02	0.8948
browser_osee2unifiedRelease	-0.00689	0.04546	0.00023685	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00334	0.32	0.5698
operatingSystem_BlackBerry	0.00209	0.01749	0.00014710	0.01	0.9050
operatingSystem_Chrome_OS	0.01413	0.00352	0.16600	16.08	<.0001
operatingSystem_Firefox_OS	0.00550	0.01113	0.00252	0.24	0.6211
operatingSystem_FreeBSD	0.00930	0.03405	0.00076979	0.07	0.7848
operatingSystem_Linux	0.00539	0.00351	0.02436	2.36	0.1245
operatingSystem_Macintosh	0.01549	0.00348	0.20510	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007250	0.01	0.9332
operatingSystem_OpenBSD	-0.01789	0.07194	0.00063867	0.06	0.8036
operatingSystem_Samsung					

	0.00056885	0.00628	0.00008480	0.01	0.9278
operatingSystem_SunOS	-0.00785	0.10168	0.00006154	0.01	0.9385
operatingSystem_Windows	0.00736	0.00347	0.04642	4.50	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04873	4.72	0.0298
operatingSystem_Xbox	0.00255	0.01303	0.00039468	0.04	0.8450
operatingSystem_iOS	0.00543	0.00280	0.03884	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00041116	0.04	0.8418
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4112
continent_Asia	-0.00449	0.00267	0.02913	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03038	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033277	0.00213	0.00025285	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00395	0.38	0.5361
medium_organic	-0.00047234	0.00176	0.00074749	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 747.08, 252058

The above model is the best 86-variable model found.

Maximum R-Square Improvement: Step 96

Variable browser_M5 Entered: R-Square = 0.1792 and C(p) = 74.1141

Analysis of Variance					

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	87	2037.59140	23.42059	2268.01	<.0001
Error	903565	9330.67614	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63013	0.49130	2.49070	241.19	<.0001
date	3.768509E-7	2.435788E-8	2.47180	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10789	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05411	30412.4	<.0001
bounces	0.01916	0.00024245	64.49019	6245.11	<.0001
newVisits	-0.00985	0.00043639	5.25702	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6195
isTrueDirectBool	0.00614	0.00050985	1.49826	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60908	446.33	<.0001
browser_0	0.00879	0.03858	0.00053616	0.05	0.8198
browser_ADM	-0.01028	0.10169	0.00010555	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2323
browser_Android_Runtime	0.00931	0.07187	0.00017341	0.02	0.8969
browser_Apple_iPhone7C2	0.00530	0.03407	0.00025010	0.02	0.8763
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7359
browser_Chrome	-0.00009425	0.00116	0.00006874	0.01	0.9350
browser_Coc_Coc	0.00067156	0.00395	0.00029902	0.03	0.8649
browser_DASH_JR_3G	-0.02142	0.05094	0.00183	0.18	0.6742
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4821
browser_Firefox	-0.00051597	0.00128	0.00168	0.16	0.6867
browser_HTC802t_TD	0.00814	0.10163	0.00006623	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019051	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01375	1.33	0.2485
browser_Iron	0.00140	0.01773	0.00006475	0.01	0.9369

browser_LYF_LS_4002_11	0.01119	0.05878	0.00037418	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010266	0.01	0.9206
browser_Lunascape	0.00771	0.04546	0.00029706	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005965	0.01	0.9394
browser_MQQBrower	0.01121	0.07195	0.00025066	0.02	0.8762
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5940
browser_Maxthon	-0.00085117	0.00658	0.00017260	0.02	0.8971
browser_Mozilla_Compatible_Agent	0.00398	0.00630	0.00413	0.40	0.5273
browser_Nichrome	0.00546	0.03843	0.00020879	0.02	0.8869
browser_Nintendo_Browser	0.00364	0.01630	0.00051580	0.05	0.8232
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5967
browser_Opera	0.00126	0.00178	0.00514	0.50	0.4804
browser_Opera_Mini	0.00696	0.00260	0.07381	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015609	0.02	0.9022
browser_Safari	-0.00381	0.00122	0.10005	9.69	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02740	2.65	0.1034
browser_SeaMonkey	-0.00414	0.02626	0.00025719	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048373	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032478	0.03	0.8592
browser_ThumbSniper	0.01445	0.05878	0.00062438	0.06	0.8058
browser_UC_Browser	0.01000	0.00236	0.18500	17.92	<.0001
browser_User_Agent	0.01090	0.10168	0.00011876	0.01	0.9146
browser_YE	-0.00977	0.07188	0.00019065	0.02	0.8919
browser_YaBrowser	0.00061736	0.00251	0.00062409	0.06	0.8058
browser__Use_default_User_agent	0.02116	0.10168	0.00044725	0.04	0.8351
browser_no_ua	0.00777	0.05878	0.00018050	0.02	0.8948
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023680	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00334	0.32	0.5698
operatingSystem_BlackBerry	0.00209	0.01749	0.00014710	0.01	0.9050
operatingSystem_Chrome_OS	0.01413	0.00352	0.16600	16.08	<.0001
operatingSystem_Firefox_OS	0.00550	0.01113	0.00252	0.24	0.6211
operatingSystem_FreeBSD	0.00930	0.03405	0.00076980	0.07	0.7848
operatingSystem_Linux	0.00539	0.00351	0.02437	2.36	0.1245
operatingSystem_Macintosh	0.01549	0.00348	0.20511	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007251	0.01	0.9332
operatingSystem_OpenBSD					

	-0.01789	0.07194	0.00063867	0.06	0.8036
operatingSystem_Samsung	0.00056886	0.00628	0.00008480	0.01	0.9278
operatingSystem_SunOS	-0.00785	0.10168	0.00006154	0.01	0.9385
operatingSystem_Windows	0.00736	0.00347	0.04642	4.50	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04873	4.72	0.0298
operatingSystem_Xbox	0.00255	0.01303	0.00039469	0.04	0.8450
operatingSystem_iOS	0.00543	0.00280	0.03884	3.76	0.0525
deviceCategory_mobile	-0.00123	0.00618	0.00041113	0.04	0.8418
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4112
continent_Asia	-0.00449	0.00267	0.02913	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03038	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033278	0.00213	0.00025286	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006638	0.01	0.9361
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00395	0.38	0.5361
medium_organic	-0.00047239	0.00176	0.00074763	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 747.08, 255076

The above model is the best 87-variable model found.

Maximum R-Square Improvement: Step 97

Variable browser_CSM_Click Entered: R-Square = 0.1792 and C(p) = 76.1088

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	88	2037.59146	23.15445	2242.23	<.0001
Error	903564	9330.67608	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63012	0.49130	2.49070	241.19	<.0001
date	3.768501E-7	2.43579E-8	2.47179	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10789	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05408	30412.4	<.0001
bounces	0.01916	0.00024245	64.49008	6245.09	<.0001
newVisits	-0.00985	0.00043639	5.25700	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49827	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60910	446.34	<.0001
browser_0	0.00880	0.03858	0.00053731	0.05	0.8196
browser_ADM	-0.01027	0.10169	0.00010536	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01474	1.43	0.2322
browser_Android_Runtime	0.00931	0.07187	0.00017344	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025098	0.02	0.8761
browser_BlackBerry	0.00646	0.01913	0.00118	0.11	0.7358
browser_CSM_Click	0.00741	0.10168	0.00005482	0.01	0.9419
browser_Chrome	-0.00009338	0.00116	0.00006747	0.01	0.9356
browser_Coc_Coc	0.00067246	0.00395	0.00029982	0.03	0.8647
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00109	0.00155	0.00509	0.49	0.4824
browser_Firefox	-0.00051510	0.00128	0.00167	0.16	0.6872
browser_HTC802t_TD	0.00814	0.10163	0.00006625	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019053	0.02	0.8920

browser_Internet_Explorer	0.00160	0.00139	0.01376	1.33	0.2483
browser_Iron	0.00140	0.01773	0.00006483	0.01	0.9368
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037481	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010352	0.01	0.9202
browser_Lunascape	0.00771	0.04546	0.00029713	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005966	0.01	0.9394
browser_MQGBrowser	0.01122	0.07195	0.00025109	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00294	0.28	0.5939
browser_Maxthon	-0.00085030	0.00658	0.00017224	0.02	0.8972
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5265
browser_Nichrome	0.00546	0.03843	0.00020885	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051729	0.05	0.8229
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5966
browser_Opera	0.00126	0.00178	0.00515	0.50	0.4802
browser_Opera_Mini	0.00696	0.00260	0.07387	7.15	0.0075
browser_Puffin	0.00131	0.01061	0.00015630	0.02	0.9021
browser_Safari	-0.00381	0.00122	0.09999	9.68	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02738	2.65	0.1035
browser_SeaMonkey	-0.00414	0.02626	0.00025708	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048386	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032481	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062519	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18503	17.92	<.0001
browser_User_Agent	0.01091	0.10168	0.00011897	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019069	0.02	0.8919
browser_YaBrowser	0.00061823	0.00251	0.00062584	0.06	0.8055
browser__Use_default_User_agent	0.02117	0.10168	0.00044765	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018094	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023674	0.02	0.8797
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077121	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02442	2.36	0.1241
operatingSystem_Macintosh					

	0.01550	0.00348	0.20510	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063805	0.06	0.8037
operatingSystem_Samsung	0.00057032	0.00628	0.00008523	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006141	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04647	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039735	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041106	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033279	0.00213	0.00025287	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1769
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006638	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00395	0.38	0.5361
medium_organic	-0.00047240	0.00176	0.00074768	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 747.12, 258162

The above model is the best 88-variable model found.

Maximum R-Square Improvement: Step 98

Variable browser_Reddit Entered: R-Square = 0.1792 and C(p) = 78.1039

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	89	2037.59151	22.89429	2217.03	<.0001
Error	903563	9330.67603	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63013	0.49130	2.49070	241.19	<.0001
date	3.768506E-7	2.435791E-8	2.47180	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10790	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05413	30412.3	<.0001
bounces	0.01916	0.00024245	64.49012	6245.09	<.0001
newVisits	-0.00985	0.00043639	5.25703	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49826	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60912	446.34	<.0001
browser_0	0.00880	0.03858	0.00053741	0.05	0.8195
browser_ADM	-0.01027	0.10169	0.00010534	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01474	1.43	0.2322
browser_Android_Runtime	0.00931	0.07187	0.00017347	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025106	0.02	0.8761
browser_BlackBerry	0.00646	0.01913	0.00118	0.11	0.7357
browser_CSM_Click	0.00741	0.10168	0.00005483	0.01	0.9419
browser_Chrome	-0.00009247	0.00116	0.00006616	0.01	0.9362
browser_Coc_Coc	0.00067336	0.00395	0.00030062	0.03	0.8645
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00109	0.00155	0.00509	0.49	0.4828
browser_Firefox	-0.00051419	0.00128	0.00167	0.16	0.6878

browser_HTC802t_TD	0.00814	0.10163	0.00006626	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01381	0.10163	0.00019056	0.02	0.8919
browser_Internet_Explorer	0.00160	0.00139	0.01378	1.33	0.2480
browser_Iron	0.00141	0.01773	0.00006491	0.01	0.9368
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037487	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010360	0.01	0.9202
browser_Lunascape	0.00771	0.04546	0.00029720	0.03	0.8653
browser_M5	0.00773	0.10163	0.00005968	0.01	0.9394
browser_MQQBrower	0.01122	0.07195	0.00025112	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00294	0.28	0.5938
browser_Maxthon	-0.00084940	0.00658	0.00017188	0.02	0.8973
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5264
browser_Nichrome	0.00547	0.03843	0.00020893	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051754	0.05	0.8229
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5965
browser_Opera	0.00126	0.00178	0.00516	0.50	0.4798
browser_Opera_Mini	0.00697	0.00260	0.07388	7.15	0.0075
browser_Puffin	0.00131	0.01061	0.00015652	0.02	0.9020
browser_Redditi	0.00711	0.10163	0.00005053	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09992	9.68	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02736	2.65	0.1036
browser_SeaMonkey	-0.00414	0.02626	0.00025697	0.02	0.8747
browser_Seznam	0.00664	0.03066	0.00048398	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032484	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062526	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18506	17.92	<.0001
browser_User_Agent	0.01092	0.10168	0.00011899	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019066	0.02	0.8919
browser_YaBrowser	0.00061914	0.00251	0.00062766	0.06	0.8053
browser__Use_default_User_agent	0.02117	0.10168	0.00044768	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018098	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023666	0.02	0.8797
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS					

	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077119	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02441	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20509	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9331
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063806	0.06	0.8037
operatingSystem_Samsung	0.00057032	0.00628	0.00008523	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006141	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04647	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039733	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041106	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033278	0.00213	0.00025285	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00810	0.00944	0.00761	0.74	0.3908
medium_affiliate	-0.00119	0.00192	0.00395	0.38	0.5361
medium_organic	-0.00047239	0.00176	0.00074764	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 747.12, 261185

The above model is the best 89-variable model found.

Maximum R-Square Improvement: Step 99

Variable campaign_Data_Share_Promo Entered: R-Square = 0.1792 and C(p) = 80.1006

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	90	2037.59155	22.63991	2192.40	<.0001
Error	903562	9330.67600	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63016	0.49130	2.49072	241.20	<.0001
date	3.768518E-7	2.435794E-8	2.47181	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53783	148.92	<.0001
hits	-0.00622	0.00006163	105.10790	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05411	30412.3	<.0001
bounces	0.01916	0.00024245	64.48988	6245.06	<.0001
newVisits	-0.00985	0.00043639	5.25706	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49823	145.09	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60912	446.34	<.0001
browser_0	0.00880	0.03858	0.00053742	0.05	0.8195
browser_ADM	-0.01027	0.10169	0.00010534	0.01	0.9196
browser_Android_Browser	0.00533	0.00446	0.01474	1.43	0.2322
browser_Android_Runtime	0.00931	0.07187	0.00017347	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025106	0.02	0.8761
browser_BlackBerry	0.00646	0.01913	0.00118	0.11	0.7357
browser_CSM_Click	0.00741	0.10168	0.00005483	0.01	0.9419
browser_Chrome	-0.00009246	0.00116	0.00006614	0.01	0.9362
browser_Coc_Coc	0.00067339	0.00395	0.00030065	0.03	0.8645
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861

browser_Edge	-0.00109	0.00155	0.00509	0.49	0.4828
browser_Firefox	-0.00051417	0.00128	0.00167	0.16	0.6878
browser_HTC802t_TD	0.00814	0.10163	0.00006626	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01381	0.10163	0.00019056	0.02	0.8919
browser_Internet_Explorer	0.00160	0.00139	0.01378	1.33	0.2480
browser_Iron	0.00141	0.01773	0.00006491	0.01	0.9368
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037487	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010360	0.01	0.9202
browser_Lunascape	0.00771	0.04546	0.00029721	0.03	0.8653
browser_M5	0.00773	0.10163	0.00005968	0.01	0.9394
browser_MQBBrowser	0.01122	0.07195	0.00025113	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00294	0.28	0.5938
browser_Maxthon	-0.00084937	0.00658	0.00017187	0.02	0.8974
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5264
browser_Nichrome	0.00547	0.03843	0.00020893	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051755	0.05	0.8229
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5965
browser_Opera	0.00126	0.00178	0.00516	0.50	0.4798
browser_Opera_Mini	0.00697	0.00260	0.07388	7.15	0.0075
browser_Puffin	0.00131	0.01061	0.00015652	0.02	0.9020
browser_Reddit	0.00711	0.10163	0.00005053	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09992	9.68	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02735	2.65	0.1036
browser_SeaMonkey	-0.00414	0.02626	0.00025696	0.02	0.8747
browser_Seznam	0.00664	0.03066	0.00048398	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032484	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062527	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18506	17.92	<.0001
browser_User_Agent	0.01092	0.10168	0.00011899	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019066	0.02	0.8919
browser_YaBrowser	0.00061918	0.00251	0.00062774	0.06	0.8053
browser__Use_default_User_agent	0.02117	0.10169	0.00044769	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018098	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023665	0.02	0.8797
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry					

	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077120	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02441	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20509	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9331
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063806	0.06	0.8037
operatingSystem_Samsung	0.00057033	0.00628	0.00008524	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006141	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04647	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039733	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041097	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033279	0.00213	0.00025287	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share_Promo	0.00418	0.07201	0.00003487	0.00	0.9537
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00814	0.00946	0.00764	0.74	0.3897
medium_affiliate	-0.00537	0.07203	0.00005748	0.01	0.9405
medium_organic	-0.00047237	0.00176	0.00074758	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 8091.4, 1719637

The above model is the best 90-variable model found.

Maximum R-Square Improvement: Step 100

Variable campaign_Data_Share Entered: R-Square = 0.1792 and C(p) = 82.0973

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	91	2037.59158	22.39112	2168.30	<.0001
Error	903561	9330.67596	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63013	0.49130	2.49070	241.19	<.0001
date	3.768505E-7	2.435796E-8	2.47179	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10789	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05410	30412.3	<.0001
bounces	0.01916	0.00024245	64.48988	6245.05	<.0001
newVisits	-0.00985	0.00043639	5.25710	509.09	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6192
isTrueDirectBool	0.00614	0.00050985	1.49821	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60912	446.34	<.0001
browser_0	0.00880	0.03858	0.00053742	0.05	0.8195
browser_ADM	-0.01027	0.10169	0.00010534	0.01	0.9196
browser_Android_Browser	0.00533	0.00446	0.01474	1.43	0.2322
browser_Android_Runtime	0.00931	0.07187	0.00017347	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025106	0.02	0.8761
browser_BlackBerry	0.00646	0.01913	0.00118	0.11	0.7357
browser_CSM_Click	0.00741	0.10168	0.00005483	0.01	0.9419

browser_Chrome	-0.00009247	0.00116	0.00006615	0.01	0.9362
browser_Coc_Coc	0.00067337	0.00395	0.00030063	0.03	0.8645
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00109	0.00155	0.00509	0.49	0.4828
browser_Firefox	-0.00051417	0.00128	0.00167	0.16	0.6878
browser_HTC802t_TD	0.00814	0.10163	0.00006626	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01381	0.10163	0.00019056	0.02	0.8919
browser_Internet_Explorer	0.00160	0.00139	0.01378	1.33	0.2480
browser_Iron	0.00141	0.01773	0.00006491	0.01	0.9368
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037487	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010360	0.01	0.9202
browser_Lunascape	0.00771	0.04546	0.00029720	0.03	0.8653
browser_M5	0.00773	0.10163	0.00005968	0.01	0.9394
browser_MQGBrowser	0.01122	0.07195	0.00025113	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00294	0.28	0.5938
browser_Maxthon	-0.00084938	0.00658	0.00017187	0.02	0.8973
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00415	0.40	0.5264
browser_Nichrome	0.00547	0.03843	0.00020892	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051754	0.05	0.8229
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5965
browser_Opera	0.00126	0.00178	0.00516	0.50	0.4798
browser_Opera_Mini	0.00697	0.00260	0.07388	7.15	0.0075
browser_Puffin	0.00131	0.01061	0.00015652	0.02	0.9020
browser_Reddit	0.00711	0.10163	0.00005053	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09992	9.68	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02735	2.65	0.1036
browser_SeaMonkey	-0.00414	0.02626	0.00025696	0.02	0.8747
browser_Seznam	0.00664	0.03066	0.00048398	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032484	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062527	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18506	17.92	<.0001
browser_User_Agent	0.01092	0.10168	0.00011899	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019066	0.02	0.8919
browser_YaBrowser	0.00061918	0.00251	0.00062774	0.06	0.8053
browser_ Use default User agent					

	0.02117	0.10169	0.00044769	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018098	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023665	0.02	0.8797
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077120	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02441	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20509	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9331
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063806	0.06	0.8037
operatingSystem_Samsung	0.00057033	0.00628	0.00008524	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006141	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04647	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039733	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041089	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5901
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033277	0.00213	0.00025284	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085433	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium__affiliate					

	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047235	0.00176	0.00074750	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3223071

The above model is the best 91-variable model found.

Maximum R-Square Improvement: Step 101

Variable browser_Mozilla Entered: R-Square = 0.1792 and C(p) = 84.0942

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	92	2037.59161	22.14773	2144.73	<.0001
Error	903560	9330.67593	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63011	0.49130	2.49068	241.19	<.0001
date	3.768497E-7	2.435798E-8	2.47178	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10791	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05413	30412.2	<.0001
bounces	0.01916	0.00024245	64.48965	6245.02	<.0001
newVisits	-0.00985	0.00043639	5.25709	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49822	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60904	446.33	<.0001
browser_0	0.00880	0.03858	0.00053714	0.05	0.8196
browser_ADM	-0.01027	0.10169	0.00010539	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324

browser_Android_Runtime	0.00931	0.07187	0.00017339	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025085	0.02	0.8761
browser_BlackBerry	0.00645	0.01913	0.00118	0.11	0.7358
browser_CSM_Click	0.00741	0.10168	0.00005480	0.01	0.9419
browser_Chrome	-0.00009486	0.00116	0.00006953	0.01	0.9346
browser_Coc_Coc	0.00067092	0.00395	0.00029841	0.03	0.8650
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4820
browser_Firefox	-0.00051661	0.00128	0.00168	0.16	0.6865
browser_HTC802t_TD	0.00814	0.10163	0.00006622	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019049	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01372	1.33	0.2490
browser_Iron	0.00140	0.01773	0.00006468	0.01	0.9369
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037472	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010340	0.01	0.9203
browser_Lunascape	0.00771	0.04546	0.00029702	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005964	0.01	0.9394
browser_MQBBrowser	0.01122	0.07195	0.00025103	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085184	0.00658	0.00017286	0.02	0.8971
browser_Mozilla	-0.00171	0.03066	0.00003199	0.00	0.9556
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5266
browser_Nichrome	0.00546	0.03843	0.00020873	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051689	0.05	0.8230
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5967
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4808
browser_Opera_Mini	0.00696	0.00260	0.07382	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015594	0.02	0.9022
browser_Reddit	0.00711	0.10163	0.00005050	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09992	9.68	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02738	2.65	0.1034
browser_SeaMonkey	-0.00415	0.02626	0.00025727	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048365	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032476	0.03	0.8592
browser_ThumbSniper					

	0.01446	0.05878	0.00062507	0.06	0.8057
browser_UC_Browser	0.01000	0.00236	0.18492	17.91	<.0001
browser_User_Agent	0.01091	0.10168	0.00011894	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019075	0.02	0.8919
browser_YaBrowser	0.00061670	0.00251	0.00062253	0.06	0.8060
browser__Use_default_User_agent	0.02117	0.10169	0.00044759	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018087	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023682	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077123	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02442	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20510	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063805	0.06	0.8037
operatingSystem_Samsung	0.00057031	0.00628	0.00008523	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006140	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04648	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039740	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041094	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW__Accessories	-0.00033275	0.00213	0.00025282	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085433	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share					

	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail_DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047235	0.00176	0.00074752	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 16247, 3258588

The above model is the best 92-variable model found.

Maximum R-Square Improvement: Step 102

Variable browser_Konqueror Entered: R-Square = 0.1792 and C(p) = 86.0911

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	93	2037.59164	21.90959	2121.67	<.0001
Error	903559	9330.67590	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63015	0.49130	2.49071	241.19	<.0001
date	3.768517E-7	2.435802E-8	2.47180	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10790	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05410	30412.2	<.0001
bounces	0.01916	0.00024245	64.48952	6245.00	<.0001
newVisits	-0.00985	0.00043639	5.25709	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6192
isTrueDirectBool	0.00614	0.00050985	1.49822	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949

channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60907	446.33	<.0001
browser_0	0.00880	0.03858	0.00053722	0.05	0.8196
browser_ADM	-0.01027	0.10169	0.00010537	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2323
browser_Android_Runtime	0.00931	0.07187	0.00017341	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025091	0.02	0.8761
browser_BlackBerry	0.00645	0.01913	0.00118	0.11	0.7358
browser_CSM_Click	0.00741	0.10168	0.00005481	0.01	0.9419
browser_Chrome	-0.00009415	0.00116	0.00006848	0.01	0.9351
browser_Coc_Coc	0.00067166	0.00395	0.00029906	0.03	0.8649
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4823
browser_Firefox	-0.00051589	0.00128	0.00168	0.16	0.6870
browser_HTC802t_TD	0.00814	0.10163	0.00006623	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019051	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01373	1.33	0.2488
browser_Iron	0.00140	0.01773	0.00006475	0.01	0.9369
browser_Konqueror	0.00559	0.10163	0.00003128	0.00	0.9561
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037477	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010346	0.01	0.9203
browser_Lunascape	0.00771	0.04546	0.00029707	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005965	0.01	0.9394
browser_MQQBROWSER	0.01122	0.07195	0.00025106	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5940
browser_Maxthon	-0.00085112	0.00658	0.00017257	0.02	0.8971
browser_Mozilla	-0.00171	0.03066	0.00003196	0.00	0.9556
browser_Mozilla-Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5265
browser_Nichrome	0.00546	0.03843	0.00020879	0.02	0.8869
browser_Nintendo_Browser	0.00365	0.01630	0.00051709	0.05	0.8229
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5966
browser_Opera	0.00126	0.00178	0.00514	0.50	0.4806
browser_Opera_Mini	0.00696	0.00260	0.07383	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015615	0.02	0.9021
browser_Reddit					

	0.00711	0.10163	0.00005051	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09987	9.67	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02737	2.65	0.1035
browser_SeaMonkey	-0.00414	0.02626	0.00025718	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048375	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032479	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062513	0.06	0.8057
browser_UC_Browser	0.01000	0.00236	0.18494	17.91	<.0001
browser_User_Agent	0.01091	0.10169	0.00011895	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019072	0.02	0.8919
browser_YaBrowser	0.00061742	0.00251	0.00062397	0.06	0.8058
browser__Use_default_User_agent	0.02117	0.10169	0.00044762	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018090	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023677	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00335	0.32	0.5688
operatingSystem_BlackBerry	0.00209	0.01749	0.00014731	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16602	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077122	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02441	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20510	19.86	<.0001
operatingSystem_Nintendo_Wii	0.00161	0.01916	0.00007288	0.01	0.9330
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063805	0.06	0.8037
operatingSystem_Samsung	0.00057032	0.00628	0.00008523	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006141	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04647	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04877	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039739	0.04	0.8445
operatingSystem_iOS	0.00543	0.00280	0.03888	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041088	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5901
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania					

	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW__Accessories	-0.00033277	0.00213	0.00025285	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047236	0.00176	0.00074753	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3294102

The above model is the best 93-variable model found.

Maximum R-Square Improvement: Step 103

Variable operatingSystem_Nintendo_3DS Entered: R-Square = 0.1792 and C(p) = 88.0883

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	94	2037.59167	21.67651	2099.10	<.0001
Error	903558	9330.67587	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63016	0.49130	2.49071	241.19	<.0001
date	3.768522E-7	2.435804E-8	2.47181	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10790	10178.4	<.0001

pageviews	0.01499	0.00008597	314.05410	30412.2	<.0001
bounces	0.01916	0.00024245	64.48947	6244.99	<.0001
newVisits	-0.00985	0.00043639	5.25711	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050985	1.49821	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045762	4.60903	446.33	<.0001
browser_0	0.00880	0.03858	0.00053726	0.05	0.8196
browser_ADM	-0.01027	0.10169	0.00010537	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2323
browser_Android_Runtime	0.00931	0.07187	0.00017341	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025094	0.02	0.8761
browser_BlackBerry	0.00645	0.01913	0.00118	0.11	0.7358
browser_CSM_Click	0.00741	0.10168	0.00005481	0.01	0.9419
browser_Chrome	-0.00009415	0.00116	0.00006848	0.01	0.9351
browser_Coc_Coc	0.00067164	0.00395	0.00029905	0.03	0.8649
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4823
browser_Firefox	-0.00051589	0.00128	0.00168	0.16	0.6870
browser_HTC802t_TD	0.00814	0.10163	0.00006623	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019051	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01373	1.33	0.2488
browser_Iron	0.00140	0.01773	0.00006475	0.01	0.9369
browser_Konqueror	0.00559	0.10163	0.00003128	0.00	0.9561
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037479	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010348	0.01	0.9203
browser_Lunascape	0.00771	0.04546	0.00029707	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005965	0.01	0.9394
browser_MQQBrower	0.01122	0.07195	0.00025107	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5940
browser_Maxthon	-0.00085112	0.00658	0.00017257	0.02	0.8971
browser_Mozilla	-0.00171	0.03066	0.00003196	0.00	0.9556
browser_Mozilla-Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5265
browser_Nichrome					

	0.00546	0.03843	0.00020879	0.02	0.8869
browser_Nintendo_Browser	0.00351	0.01650	0.00046778	0.05	0.8315
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5966
browser_Opera	0.00126	0.00178	0.00514	0.50	0.4806
browser_Opera_Mini	0.00696	0.00260	0.07384	7.15	0.0075
browser_Puffin	0.00130	0.01061	0.00015614	0.02	0.9021
browser_Reddit	0.00711	0.10163	0.00005051	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09987	9.67	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02737	2.65	0.1035
browser_SeaMonkey	-0.00414	0.02626	0.00025718	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048375	0.05	0.8286
browser_TCL_P500M	0.01802	0.10163	0.00032479	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062516	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18494	17.91	<.0001
browser_User_Agent	0.01091	0.10169	0.00011896	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019072	0.02	0.8919
browser_YaBrowser	0.00061742	0.00251	0.00062397	0.06	0.8058
browser__Use_default_User_agent	0.02117	0.10169	0.00044763	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018092	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023677	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00336	0.32	0.5687
operatingSystem_BlackBerry	0.00209	0.01749	0.00014733	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16603	16.08	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6208
operatingSystem_FreeBSD	0.00931	0.03405	0.00077126	0.07	0.7846
operatingSystem_Linux	0.00540	0.00351	0.02442	2.36	0.1241
operatingSystem_Macintosh	0.01550	0.00348	0.20510	19.86	<.0001
operatingSystem_Nintendo_3DS	0.00543	0.10292	0.00002875	0.00	0.9579
operatingSystem_Nintendo_Wii	0.00175	0.01933	0.00008417	0.01	0.9281
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063803	0.06	0.8037
operatingSystem_Samsung	0.00057043	0.00628	0.00008527	0.01	0.9276
operatingSystem_SunOS	-0.00784	0.10168	0.00006140	0.01	0.9385
operatingSystem_Windows	0.00737	0.00347	0.04648	4.50	0.0339
operatingSystem_Windows_Phone	0.00867	0.00399	0.04878	4.72	0.0298
operatingSystem_Xbox	0.00256	0.01303	0.00039747	0.04	0.8445
operatingSystem_iOS					

	0.00543	0.00280	0.03889	3.77	0.0523
deviceCategory_mobile	-0.00123	0.00618	0.00041155	0.04	0.8418
deviceCategory_tablet	-0.00335	0.00621	0.00300	0.29	0.5899
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW__Accessories	-0.00033278	0.00213	0.00025286	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085432	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047235	0.00176	0.00074750	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 16247, 3329634

The above model is the best 94-variable model found.

Maximum R-Square Improvement: Step 104

Variable browser_NokiaE52_1 Entered: R-Square = 0.1792 and C(p) = 90.0862

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	95	2037.59169	21.44833	2077.00	<.0001
Error	903557	9330.67585	0.01033		

Corrected Total	903652	11368			
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Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63008	0.49131	2.49062	241.19	<.0001
date	3.768483E-7	2.435819E-8	2.47173	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10791	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05410	30412.1	<.0001
bounces	0.01916	0.00024245	64.48949	6244.99	<.0001
newVisits	-0.00985	0.00043639	5.25710	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6190
isTrueDirectBool	0.00614	0.00050986	1.49820	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045763	4.60900	446.32	<.0001
browser_0	0.00879	0.03858	0.00053664	0.05	0.8197
browser_ADM	-0.01028	0.10169	0.00010547	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324
browser_Android_Runtime	0.00931	0.07187	0.00017339	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025046	0.02	0.8762
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7360
browser_CSM_Click	0.00740	0.10169	0.00005474	0.01	0.9420
browser_Chrome	-0.00009496	0.00116	0.00006965	0.01	0.9345
browser_Coc_Coc	0.00067085	0.00395	0.00029834	0.03	0.8650
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6742
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4820
browser_Firefox	-0.00051670	0.00128	0.00168	0.16	0.6865
browser_HTC802t_TD	0.00814	0.10163	0.00006622	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019049	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01372	1.33	0.2491
browser_Iron	0.00140	0.01773	0.00006467	0.01	0.9369
browser_Konqueror	0.00559	0.10163	0.00003127	0.00	0.9561
browser_LYF_LS_4002_11	0.01119	0.05878	0.00037444	0.04	0.8490
browser_LYF_LS_4002_12	0.00224	0.02247	0.00010302	0.01	0.9204

browser_Lunascape	0.00771	0.04546	0.00029701	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005964	0.01	0.9394
browser_MQGBrowser	0.01121	0.07195	0.00025084	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085193	0.00658	0.00017290	0.02	0.8970
browser_Mozilla	-0.00171	0.03066	0.00003199	0.00	0.9556
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00413	0.40	0.5271
browser_Nichrome	0.00546	0.03843	0.00020873	0.02	0.8869
browser_Nintendo_Browser	0.00351	0.01650	0.00046640	0.05	0.8317
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5967
browser_NokiaE52_1	-0.00331	0.07192	0.00002185	0.00	0.9633
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4809
browser_Opera_Mini	0.00696	0.00261	0.07366	7.13	0.0076
browser_Puffin	0.00130	0.01061	0.00015596	0.02	0.9022
browser_Redditi	0.00711	0.10163	0.00005050	0.00	0.9442
browser_Safari	-0.00381	0.00122	0.09989	9.67	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02738	2.65	0.1035
browser_SeaMonkey	-0.00415	0.02626	0.00025728	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048364	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032476	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062472	0.06	0.8057
browser_UC_Browser	0.01000	0.00236	0.18490	17.91	<.0001
browser_User_Agent	0.01091	0.10169	0.00011885	0.01	0.9146
browser_YE	-0.00977	0.07188	0.00019076	0.02	0.8919
browser_YaBrowser	0.00061662	0.00251	0.00062232	0.06	0.8061
browser__Use_default_User_agent	0.02117	0.10169	0.00044742	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018068	0.02	0.8948
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023682	0.02	0.8796
operatingSystem_Android	0.00156	0.00274	0.00333	0.32	0.5701
operatingSystem_BlackBerry	0.00209	0.01749	0.00014710	0.01	0.9050
operatingSystem_Chrome_OS	0.01413	0.00353	0.16581	16.06	<.0001
operatingSystem_Firefox_OS	0.00550	0.01113	0.00252	0.24	0.6211
operatingSystem_FreeBSD	0.00930	0.03405	0.00077055	0.07	0.7847
operatingSystem_Linux	0.00540	0.00351	0.02436	2.36	0.1246
operatingSystem_Macintosh	0.01550	0.00348	0.20484	19.84	<.0001
operatingSystem_Nintendo_3DS					

	0.00543	0.10292	0.00002874	0.00	0.9579
operatingSystem_Nintendo_Wii	0.00175	0.01933	0.00008417	0.01	0.9281
operatingSystem_OpenBSD	-0.01789	0.07194	0.00063833	0.06	0.8037
operatingSystem_Samsung	0.00056899	0.00628	0.00008484	0.01	0.9278
operatingSystem_SunOS	-0.00784	0.10168	0.00006147	0.01	0.9385
operatingSystem_Windows	0.00736	0.00347	0.04639	4.49	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04869	4.72	0.0299
operatingSystem_Xbox	0.00255	0.01303	0.00039612	0.04	0.8447
operatingSystem_iOS	0.00543	0.00280	0.03876	3.75	0.0527
deviceCategory_mobile	-0.00123	0.00618	0.00041153	0.04	0.8418
deviceCategory_tablet	-0.00335	0.00621	0.00300	0.29	0.5899
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033275	0.00213	0.00025282	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085433	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047234	0.00176	0.00074747	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3365210

The above model is the best 95-variable model found.

Maximum R-Square Improvement: Step 105

Variable browser_subjectAgent__NoticiasBo Entered: R-Square = 0.1792 and C(p) = 92.0844

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	96	2037.59171	21.22491	2055.36	<.0001
Error	903556	9330.67583	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63009	0.49131	2.49063	241.19	<.0001
date	3.768486E-7	2.435821E-8	2.47173	239.36	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10791	10178.4	<.0001
pageviews	0.01499	0.00008597	314.05410	30412.1	<.0001
bounces	0.01916	0.00024245	64.48935	6244.96	<.0001
newVisits	-0.00985	0.00043639	5.25711	509.08	<.0001
isMobileBool	0.00330	0.00662	0.00256	0.25	0.6188
isTrueDirectBool	0.00614	0.00050986	1.49820	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045763	4.60898	446.32	<.0001
browser_0	0.00880	0.03858	0.00053730	0.05	0.8196
browser_ADM	-0.01027	0.10169	0.00010536	0.01	0.9195
browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324
browser_Android_Runtime	0.00931	0.07187	0.00017341	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025098	0.02	0.8761
browser_BlackBerry	0.00645	0.01913	0.00118	0.11	0.7359
browser_CSM_Click	0.00741	0.10169	0.00005482	0.01	0.9419
browser_Chrome	-0.00009444	0.00116	0.00006888	0.01	0.9349
browser_Coc_Coc	0.00067136	0.00395	0.00029879	0.03	0.8649
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860

browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4822
browser_Firefox	-0.00051618	0.00128	0.00168	0.16	0.6869
browser_HTC802t_TD	0.00814	0.10163	0.00006623	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019050	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01372	1.33	0.2490
browser_Iron	0.00140	0.01773	0.00006472	0.01	0.9369
browser_Konqueror	0.00559	0.10163	0.00003127	0.00	0.9561
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037481	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010351	0.01	0.9202
browser_Lunascape	0.00771	0.04546	0.00029705	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005965	0.01	0.9394
browser_MQGBrowser	0.01122	0.07195	0.00025108	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085141	0.00658	0.00017269	0.02	0.8971
browser_Mozilla	-0.00171	0.03066	0.00003197	0.00	0.9556
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00414	0.40	0.5266
browser_Nichrome	0.00546	0.03843	0.00020877	0.02	0.8869
browser_Nintendo_Browser	0.00351	0.01650	0.00046721	0.05	0.8316
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5966
browser_NokiaE52_1	-0.00330	0.07192	0.00002181	0.00	0.9633
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4807
browser_Opera_Mini	0.00696	0.00261	0.07367	7.13	0.0076
browser_Puffin	0.00130	0.01061	0.00015608	0.02	0.9022
browser_Redit	0.00711	0.10163	0.00005051	0.00	0.9442
browser_Safari	-0.00381	0.00123	0.09986	9.67	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02737	2.65	0.1035
browser_SeaMonkey	-0.00415	0.02626	0.00025721	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048371	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032478	0.03	0.8592
browser_ThumbSniper	0.01446	0.05878	0.00062519	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18491	17.91	<.0001
browser_User_Agent	0.01091	0.10169	0.00011897	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019078	0.02	0.8919
browser_YaBrowser	0.00061712	0.00251	0.00062333	0.06	0.8059
browser__Use_default_User_agent	0.02117	0.10169	0.00044765	0.04	0.8351
browser_no UA					

	0.00778	0.05878	0.00018093	0.02	0.8947
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023679	0.02	0.8796
browser_subjectAgent__NoticiasBo	0.00430	0.10169	0.00001845	0.00	0.9663
operatingSystem_Android	0.00156	0.00274	0.00334	0.32	0.5696
operatingSystem_BlackBerry	0.00209	0.01749	0.00014722	0.01	0.9050
operatingSystem_Chrome_OS	0.01414	0.00353	0.16574	16.05	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6210
operatingSystem_FreeBSD	0.00931	0.03405	0.00077136	0.07	0.7846
operatingSystem_Linux	0.00540	0.00352	0.02438	2.36	0.1244
operatingSystem_Macintosh	0.01550	0.00348	0.20474	19.83	<.0001
operatingSystem_Nintendo_3DS	0.00543	0.10292	0.00002875	0.00	0.9579
operatingSystem_Nintendo_Wii	0.00175	0.01933	0.00008440	0.01	0.9280
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063798	0.06	0.8037
operatingSystem_Samsung	0.00056983	0.00628	0.00008509	0.01	0.9277
operatingSystem_SunOS	-0.00784	0.10168	0.00006139	0.01	0.9385
operatingSystem_Windows	0.00737	0.00348	0.04640	4.49	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04871	4.72	0.0299
operatingSystem_Xbox	0.00256	0.01303	0.00039765	0.04	0.8444
operatingSystem_iOS	0.00543	0.00280	0.03878	3.76	0.0526
deviceCategory_mobile	-0.00123	0.00618	0.00041148	0.04	0.8418
deviceCategory_tablet	-0.00335	0.00621	0.00300	0.29	0.5900
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2863
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW__Accessories	-0.00033275	0.00213	0.00025282	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085433	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01883	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium_not_set					

	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047234	0.00176	0.00074748	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 16247, 3400802

The above model is the best 96-variable model found.

Maximum R-Square Improvement: Step 106

Variable operatingSystem_Nintendo_WiiU Entered: R-Square = 0.1792 and C(p) = 94.0833

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	97	2037.59172	21.00610	2034.17	<.0001
Error	903555	9330.67582	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.63004	0.49131	2.49057	241.18	<.0001
date	3.768457E-7	2.435838E-8	2.47166	239.35	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10792	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05410	30412.1	<.0001
bounces	0.01916	0.00024245	64.48890	6244.91	<.0001
newVisits	-0.00985	0.00043639	5.25710	509.08	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050986	1.49819	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045763	4.60892	446.31	<.0001
browser_0	0.00880	0.03858	0.00053771	0.05	0.8195
browser_ADM	-0.01027	0.10169	0.00010529	0.01	0.9196

browser_Android_Browser	0.00533	0.00446	0.01473	1.43	0.2324
browser_Android_Runtime	0.00931	0.07187	0.00017340	0.02	0.8969
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025129	0.02	0.8760
browser_BlackBerry	0.00646	0.01913	0.00118	0.11	0.7357
browser_CSM_Click	0.00741	0.10169	0.00005487	0.01	0.9419
browser_Chrome	-0.00009450	0.00116	0.00006896	0.01	0.9349
browser_Coc_Coc	0.00067131	0.00395	0.00029874	0.03	0.8649
browser_DASH_JR_3G	-0.02140	0.05094	0.00182	0.18	0.6744
browser_DoCoMo	-0.05536	0.10166	0.00306	0.30	0.5861
browser_Edge	-0.00109	0.00155	0.00510	0.49	0.4822
browser_Firefox	-0.00051623	0.00128	0.00168	0.16	0.6868
browser_HTC802t_TD	0.00814	0.10163	0.00006623	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019050	0.02	0.8920
browser_Internet_Explorer	0.00160	0.00139	0.01372	1.33	0.2490
browser_Iron	0.00140	0.01773	0.00006471	0.01	0.9369
browser_Konqueror	0.00559	0.10163	0.00003127	0.00	0.9561
browser_LYF_LS_4002_11	0.01120	0.05878	0.00037503	0.04	0.8489
browser_LYF_LS_4002_12	0.00225	0.02247	0.00010382	0.01	0.9201
browser_Lunascape	0.00771	0.04546	0.00029704	0.03	0.8653
browser_M5	0.00772	0.10163	0.00005965	0.01	0.9394
browser_MQQBrower	0.01122	0.07195	0.00025123	0.02	0.8761
browser_MRCHROME	0.00340	0.00638	0.00293	0.28	0.5941
browser_Maxthon	-0.00085147	0.00658	0.00017271	0.02	0.8971
browser_Mozilla	-0.00171	0.03066	0.00003197	0.00	0.9556
browser_Mozilla_Compatible_Agent	0.00399	0.00630	0.00415	0.40	0.5263
browser_Nichrome	0.00546	0.03843	0.00020876	0.02	0.8869
browser_Nintendo_Browser	0.00191	0.05083	0.00001459	0.00	0.9700
browser_Nokia_Browser	0.00661	0.01249	0.00289	0.28	0.5966
browser_NokiaE52_1	-0.00330	0.07192	0.00002174	0.00	0.9634
browser_Opera	0.00126	0.00178	0.00513	0.50	0.4808
browser_Opera_Mini	0.00697	0.00261	0.07364	7.13	0.0076
browser_Puffin	0.00130	0.01061	0.00015606	0.02	0.9022
browser_Reddit	0.00711	0.10163	0.00005050	0.00	0.9442
browser_Safari	-0.00381	0.00123	0.09986	9.67	0.0019
browser_Safari__in_app__	-0.00286	0.00176	0.02737	2.65	0.1035
browser_SeaMonkey					

	-0.00415	0.02626	0.00025722	0.02	0.8746
browser_Seznam	0.00664	0.03066	0.00048371	0.05	0.8287
browser_TCL_P500M	0.01802	0.10163	0.00032478	0.03	0.8592
browser_ThumbSniper	0.01447	0.05878	0.00062548	0.06	0.8056
browser_UC_Browser	0.01000	0.00236	0.18491	17.91	<.0001
browser_User_Agent	0.01092	0.10169	0.00011904	0.01	0.9145
browser_YE	-0.00977	0.07188	0.00019076	0.02	0.8919
browser_YaBrowser	0.00061706	0.00251	0.00062319	0.06	0.8059
browser__Use_default_User_agent	0.02117	0.10169	0.00044779	0.04	0.8350
browser_no_ua	0.00778	0.05878	0.00018109	0.02	0.8946
browser_osee2unifiedRelease	-0.00688	0.04546	0.00023680	0.02	0.8796
browser_subjectAgent__NoticiasBo	0.00430	0.10169	0.00001848	0.00	0.9663
operatingSystem_Android	0.00156	0.00275	0.00335	0.32	0.5689
operatingSystem_BlackBerry	0.00209	0.01749	0.00014745	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16568	16.04	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6207
operatingSystem_FreeBSD	0.00931	0.03405	0.00077192	0.07	0.7845
operatingSystem_Linux	0.00540	0.00352	0.02439	2.36	0.1243
operatingSystem_Macintosh	0.01551	0.00348	0.20465	19.82	<.0001
operatingSystem_Nintendo_3DS	0.00703	0.11365	0.00003954	0.00	0.9507
operatingSystem_Nintendo_Wii	0.00335	0.05191	0.00004300	0.00	0.9486
operatingSystem_Nintendo_WiiU	0.00179	0.05372	0.00001141	0.00	0.9735
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063774	0.06	0.8037
operatingSystem_Samsung	0.00057127	0.00628	0.00008551	0.01	0.9275
operatingSystem_SunOS	-0.00784	0.10168	0.00006134	0.01	0.9386
operatingSystem_Windows	0.00737	0.00348	0.04640	4.49	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04870	4.72	0.0299
operatingSystem_Xbox	0.00256	0.01303	0.00039867	0.04	0.8442
operatingSystem_iOS	0.00544	0.00281	0.03874	3.75	0.0528
deviceCategory_mobile	-0.00123	0.00618	0.00041059	0.04	0.8420
deviceCategory_tablet	-0.00334	0.00621	0.00300	0.29	0.5901
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2862
continent_Americas	0.00219	0.00267	0.00697	0.67	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania					

	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW__Accessories	-0.00033275	0.00213	0.00025282	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085433	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047235	0.00176	0.00074750	0.07	0.7879
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 16247, 3442518

The above model is the best 97-variable model found.

Maximum R-Square Improvement: Step 107

Variable browser_Amazon_Silk Entered: R-Square = 0.1792 and C(p) = 96.0827

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	98	2037.59173	20.79175	2013.41	<.0001
Error	903554	9330.67581	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62983	0.49138	2.48969	241.09	<.0001
date	3.768356E-7	2.436173E-8	2.47085	239.27	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10792	10178.3	<.0001

pageviews	0.01499	0.00008597	314.05383	30412.0	<.0001
bounces	0.01916	0.00024245	64.48881	6244.90	<.0001
newVisits	-0.00985	0.00043641	5.25683	509.05	<.0001
isMobileBool	0.00329	0.00662	0.00255	0.25	0.6191
isTrueDirectBool	0.00614	0.00050986	1.49814	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00309	0.00217	0.02106	2.04	0.1533
channelGrouping_Referral	0.00967	0.00045764	4.60881	446.30	<.0001
browser_0	0.00880	0.03858	0.00053676	0.05	0.8197
browser_ADM	-0.01028	0.10169	0.00010544	0.01	0.9195
browser_Amazon_Silk	-0.00011226	0.00448	0.00000648	0.00	0.9800
browser_Android_Browser	0.00532	0.00447	0.01463	1.42	0.2340
browser_Android_Runtime	0.00931	0.07187	0.00017314	0.02	0.8970
browser_Apple_iPhone7C2	0.00531	0.03407	0.00025055	0.02	0.8762
browser_BlackBerry	0.00645	0.01913	0.00117	0.11	0.7361
browser_CSM_Click	0.00740	0.10169	0.00005476	0.01	0.9420
browser_Chrome	-0.00010194	0.00119	0.00007529	0.01	0.9320
browser_Coc_Coc	0.00066393	0.00396	0.00029059	0.03	0.8668
browser_DASH_JR_3G	-0.02141	0.05094	0.00182	0.18	0.6743
browser_DoCoMo	-0.05537	0.10166	0.00306	0.30	0.5860
browser_Edge	-0.00109	0.00158	0.00499	0.48	0.4871
browser_Firefox	-0.00052367	0.00131	0.00164	0.16	0.6903
browser_HTC802t_TD	0.00813	0.10163	0.00006611	0.01	0.9362
browser_IE_with_Chrome_Frame	0.01380	0.10163	0.00019030	0.02	0.8920
browser_Internet_Explorer	0.00159	0.00142	0.01300	1.26	0.2618
browser_Iron	0.00140	0.01773	0.00006400	0.01	0.9372
browser_Konqueror	0.00559	0.10163	0.00003119	0.00	0.9562
browser_LYF_LS_4002_11	0.01119	0.05878	0.00037451	0.04	0.8490
browser_LYF_LS_4002_12	0.00225	0.02248	0.00010311	0.01	0.9204
browser_Lunascape	0.00770	0.04546	0.00029644	0.03	0.8655
browser_M5	0.00771	0.10163	0.00005950	0.01	0.9395
browser_MQQBrower	0.01121	0.07195	0.00025089	0.02	0.8761
browser_MRCHROME	0.00339	0.00638	0.00291	0.28	0.5953
browser_Maxthon	-0.00085889	0.00659	0.00017538	0.02	0.8963
browser_Mozilla	-0.00171	0.03066	0.00003225	0.00	0.9554
browser_Mozilla-Compatible_Agent					

	0.00399	0.00631	0.00412	0.40	0.5276
browser_Nichrome	0.00546	0.03843	0.00020817	0.02	0.8871
browser_Nintendo_Browser	0.00190	0.05083	0.00001448	0.00	0.9701
browser_Nokia_Browser	0.00660	0.01249	0.00289	0.28	0.5971
browser_NokiaE52_1	-0.00331	0.07192	0.00002184	0.00	0.9633
browser_Opera	0.00125	0.00181	0.00494	0.48	0.4893
browser_Opera_Mini	0.00696	0.00262	0.07263	7.03	0.0080
browser_Puffin	0.00130	0.01061	0.00015420	0.01	0.9027
browser_Reddit	0.00710	0.10163	0.00005041	0.00	0.9443
browser_Safari	-0.00382	0.00126	0.09474	9.17	0.0025
browser_Safari__in_app__	-0.00287	0.00178	0.02680	2.60	0.1072
browser_SeaMonkey	-0.00415	0.02627	0.00025811	0.02	0.8744
browser_Seznam	0.00663	0.03066	0.00048243	0.05	0.8289
browser_TCL_P500M	0.01801	0.10163	0.00032444	0.03	0.8593
browser_ThumbSniper	0.01446	0.05878	0.00062480	0.06	0.8057
browser_UC_Browser	0.00999	0.00238	0.18190	17.61	<.0001
browser_User_Agent	0.01091	0.10169	0.00011887	0.01	0.9146
browser_YE	-0.00978	0.07188	0.00019107	0.02	0.8918
browser_YaBrowser	0.00060962	0.00253	0.00059987	0.06	0.8095
browser__Use_default_User_agent	0.02117	0.10169	0.00044746	0.04	0.8351
browser_no_ua	0.00778	0.05878	0.00018072	0.02	0.8948
browser_osee2unifiedRelease	-0.00689	0.04547	0.00023726	0.02	0.8795
browser_subjectAgent__NoticiasBo	0.00429	0.10169	0.00001841	0.00	0.9663
operatingSystem_Android	0.00156	0.00275	0.00335	0.32	0.5689
operatingSystem_BlackBerry	0.00209	0.01749	0.00014746	0.01	0.9049
operatingSystem_Chrome_OS	0.01414	0.00353	0.16567	16.04	<.0001
operatingSystem_Firefox_OS	0.00551	0.01113	0.00253	0.24	0.6207
operatingSystem_FreeBSD	0.00931	0.03405	0.00077188	0.07	0.7845
operatingSystem_Linux	0.00540	0.00352	0.02439	2.36	0.1244
operatingSystem_Macintosh	0.01551	0.00348	0.20464	19.82	<.0001
operatingSystem_Nintendo_3DS	0.00703	0.11365	0.00003955	0.00	0.9507
operatingSystem_Nintendo_Wii	0.00335	0.05191	0.00004298	0.00	0.9486
operatingSystem_Nintendo_WiiU	0.00179	0.05372	0.00001141	0.00	0.9735
operatingSystem_OpenBSD	-0.01788	0.07194	0.00063775	0.06	0.8037
operatingSystem_Samsung	0.00057127	0.00628	0.00008551	0.01	0.9275
operatingSystem_SunOS					

	-0.00784	0.10168	0.00006134	0.01	0.9386
operatingSystem_Windows	0.00737	0.00348	0.04640	4.49	0.0340
operatingSystem_Windows_Phone	0.00867	0.00399	0.04870	4.72	0.0299
operatingSystem_Xbox	0.00256	0.01303	0.00039859	0.04	0.8442
operatingSystem_iOS	0.00544	0.00281	0.03874	3.75	0.0528
deviceCategory_mobile	-0.00123	0.00618	0.00041073	0.04	0.8419
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5903
continent_Africa	-0.00297	0.00279	0.01174	1.14	0.2862
continent_Americas	0.00219	0.00267	0.00697	0.68	0.4113
continent_Asia	-0.00449	0.00267	0.02914	2.82	0.0930
continent_Europe	-0.00458	0.00267	0.03039	2.94	0.0863
continent_Oceania	-0.00587	0.00279	0.04566	4.42	0.0355
campaign_AW___Accessories	-0.00033257	0.00213	0.00025253	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085436	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00767	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009013	0.01	0.9256
medium_organic	-0.00047212	0.00176	0.00074675	0.07	0.7880
medium_referral	0.00807	0.00177	0.21534	20.85	<.0001

Bounds on condition number: 16247, 3478475

Maximum R-Square Improvement: Step 108

Variable browser_HTC802t_TD Removed: R-Square = 0.1792 and C(p) = 96.0160

Variable browser_Android_Webview Entered

Analysis of Variance					
		Sum of	Mean		

Source	DF	Squares	Square	F Value	Pr > F
Model	98	2037.59242	20.79176	2013.41	<.0001
Error	903554	9330.67512	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62205	0.49220	2.47636	239.80	<.0001
date	3.768585E-7	2.436187E-8	2.47112	239.30	<.0001
visitNumber	-0.00014625	0.00001198	1.53785	148.92	<.0001
hits	-0.00622	0.00006163	105.10794	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05393	30412.0	<.0001
bounces	0.01916	0.00024245	64.48822	6244.84	<.0001
newVisits	-0.00985	0.00043641	5.25682	509.05	<.0001
isMobileBool	0.00332	0.00663	0.00260	0.25	0.6161
isTrueDirectBool	0.00614	0.00050986	1.49818	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3949
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045763	4.60886	446.31	<.0001
browser_0	0.00056233	0.04915	0.00000135	0.00	0.9909
browser_ADM	-0.01851	0.10615	0.00031398	0.03	0.8616
browser_Amazon_Silk	-0.00841	0.03102	0.00075953	0.07	0.7862
browser_Android_Browser	-0.00298	0.03102	0.00009522	0.01	0.9235
browser_Android_Runtime	0.00100	0.07815	0.00000170	0.00	0.9898
browser_Android_Webview	-0.00831	0.03074	0.00075496	0.07	0.7869
browser_Apple_iPhone7C2	-0.00293	0.04569	0.00004237	0.00	0.9489
browser_BlackBerry	-0.00183	0.03609	0.00002644	0.00	0.9596
browser_CSM_Click	-0.00082899	0.10615	6.298681E-7	0.00	0.9938
browser_Chrome	-0.00840	0.03072	0.00077264	0.07	0.7844
browser_Coc_Coc	-0.00764	0.03095	0.00062873	0.06	0.8051
browser_DASH_JR_3G	-0.02964	0.05935	0.00258	0.25	0.6174
browser_DoCoMo	-0.06363	0.10616	0.00371	0.36	0.5489
browser_Edge	-0.00940	0.03074	0.00096493	0.09	0.7598
browser_Firefox	-0.00882	0.03073	0.00085186	0.08	0.7739
browser_IE_with_Chrome_Frame	0.00549	0.10616	0.00002766	0.00	0.9587
browser_Internet_Explorer	-0.00671	0.03074	0.00049184	0.05	0.8272

browser_Iron	-0.00691	0.03545	0.00039179	0.04	0.8456
browser_Konqueror	-0.00272	0.10616	0.00000676	0.00	0.9796
browser_LYF_LS_4002_11	0.00296	0.06620	0.00002066	0.00	0.9643
browser_LYF_LS_4002_12	-0.00599	0.03784	0.00025851	0.03	0.8743
browser_Lunascape	-0.00059784	0.05486	0.00000123	0.00	0.9913
browser_M5	-0.00058650	0.10616	3.151703E-7	0.00	0.9956
browser_MQQBrowsers	0.00298	0.07813	0.00001504	0.00	0.9696
browser_MRCHROME	-0.00491	0.03135	0.00025323	0.02	0.8756
browser_Maxthon	-0.00916	0.03140	0.00087898	0.09	0.7705
browser_Mozilla	-0.01001	0.04339	0.00055014	0.05	0.8175
browser_Mozilla-Compatible_Agent	-0.00425	0.03111	0.00019283	0.02	0.8913
browser_Nichrome	-0.00284	0.04918	0.00003455	0.00	0.9539
browser_Nintendo_Browser	-0.00639	0.05937	0.00011964	0.01	0.9143
browser_Nokia_Browser	-0.00169	0.03309	0.00002680	0.00	0.9594
browser_NokiaE52_1	-0.01157	0.07814	0.00022642	0.02	0.8823
browser_Opera	-0.00705	0.03075	0.00054315	0.05	0.8186
browser_Opera_Mini	-0.00132	0.03071	0.00001896	0.00	0.9658
browser_Puffin	-0.00700	0.03248	0.00048020	0.05	0.8293
browser_Reddit	-0.00120	0.10616	0.00000132	0.00	0.9910
browser_Safari	-0.01212	0.03072	0.00161	0.16	0.6933
browser_Safari__in_app__	-0.01117	0.03075	0.00136	0.13	0.7163
browser_SeaMonkey	-0.01245	0.04040	0.00098124	0.10	0.7579
browser_Seznam	-0.00167	0.04339	0.00001536	0.00	0.9692
browser_TCL_P500M	0.00971	0.10616	0.00008644	0.01	0.9271
browser_ThumbSniper	0.00623	0.06620	0.00009133	0.01	0.9251
browser_UC_Browser	0.00169	0.03079	0.00003113	0.00	0.9562
browser_User_Agent	0.00268	0.10615	0.00000657	0.00	0.9799
browser_YE	-0.01809	0.07818	0.00055309	0.05	0.8170
browser_YaBrowser	-0.00769	0.03080	0.00064394	0.06	0.8028
browser__Use_default_User_agent	0.01293	0.10615	0.00015330	0.01	0.9030
browser_no_ua	-0.00045702	0.06620	4.921447E-7	0.00	0.9945
browser_osee2unifiedRelease	-0.01519	0.05486	0.00079201	0.08	0.7818
browser_subjectAgent__NoticiasBo	-0.00394	0.10615	0.00001423	0.00	0.9704
operatingSystem_Android	0.00160	0.00275	0.00351	0.34	0.5600
operatingSystem_BlackBerry	0.00210	0.01750	0.00014911	0.01	0.9044
operatingSystem_Chrome_OS					

	0.01421	0.00354	0.16643	16.12	<.0001
operatingSystem_Firefox_OS	0.00555	0.01113	0.00256	0.25	0.6183
operatingSystem_FreeBSD	0.00938	0.03405	0.00078305	0.08	0.7830
operatingSystem_Linux	0.00547	0.00353	0.02487	2.41	0.1207
operatingSystem_Macintosh	0.01557	0.00349	0.20537	19.89	<.0001
operatingSystem_Nintendo_3DS	0.00706	0.11365	0.00003988	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00341	0.05191	0.00004453	0.00	0.9476
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001180	0.00	0.9730
operatingSystem_OpenBSD	-0.01781	0.07194	0.00063295	0.06	0.8045
operatingSystem_Samsung	0.00058282	0.00628	0.00008900	0.01	0.9260
operatingSystem_SunOS	-0.00777	0.10168	0.00006029	0.01	0.9391
operatingSystem_Windows	0.00744	0.00349	0.04701	4.55	0.0329
operatingSystem_Windows_Phone	0.00871	0.00400	0.04906	4.75	0.0293
operatingSystem_Xbox	0.00263	0.01303	0.00042003	0.04	0.8402
operatingSystem_iOS	0.00547	0.00281	0.03918	3.79	0.0514
deviceCategory_mobile	-0.00123	0.00618	0.00041010	0.04	0.8420
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01176	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4120
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0861
continent_Oceania	-0.00587	0.00279	0.04571	4.43	0.0354
campaign_AW___Accessories	-0.00033277	0.00213	0.00025284	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085434	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006637	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047230	0.00176	0.00074733	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 17774, 7402065

Maximum R-Square Improvement: Step 109

Variable browser_Android_Runtime Removed: R-Square = 0.1792 and C(p) = 96.0082

Variable browser_Hisense_M20_M_LTE Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	98	2037.59250	20.79176	2013.41	<.0001
Error	903554	9330.67504	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62113	0.49215	2.47627	239.79	<.0001
date	3.768564E-7	2.436186E-8	2.47110	239.29	<.0001
visitNumber	-0.00014625	0.00001198	1.53784	148.92	<.0001
hits	-0.00622	0.00006163	105.10795	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05395	30412.0	<.0001
bounces	0.01916	0.00024245	64.48836	6244.85	<.0001
newVisits	-0.00985	0.00043641	5.25682	509.05	<.0001
isMobileBool	0.00332	0.00663	0.00260	0.25	0.6158
isTrueDirectBool	0.00614	0.00050986	1.49817	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00309	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045764	4.60895	446.32	<.0001
browser_0	-0.00031683	0.04835	4.433646E-7	0.00	0.9948
browser_ADM	-0.01939	0.10578	0.00034691	0.03	0.8546
browser_Amazon_Silk	-0.00930	0.02972	0.00101	0.10	0.7544
browser_Android_Browser	-0.00387	0.02972	0.00017466	0.02	0.8965
browser_Android_Webview	-0.00920	0.02943	0.00101	0.10	0.7546
browser_Apple_iPhone7C2	-0.00381	0.04484	0.00007442	0.01	0.9323
browser_BlackBerry	-0.00271	0.03498	0.00006194	0.01	0.9383

browser_CSM_Click	-0.00171	0.10578	0.00000269	0.00	0.9871
browser_Chrome	-0.00929	0.02941	0.00103	0.10	0.7521
browser_Coc_Coc	-0.00852	0.02965	0.00085352	0.08	0.7737
browser_DASH_JR_3G	-0.03052	0.05869	0.00279	0.27	0.6030
browser_DoCoMo	-0.06451	0.10579	0.00384	0.37	0.5420
browser_Edge	-0.01028	0.02943	0.00126	0.12	0.7268
browser_Firefox	-0.00971	0.02941	0.00113	0.11	0.7413
browser_Hisense_M20_M_LTE	-0.00946	0.10579	0.00008265	0.01	0.9287
browser_IE_with_Chrome_Frame	0.00461	0.10579	0.00001960	0.00	0.9653
browser_Internet_Explorer	-0.00759	0.02942	0.00068800	0.07	0.7963
browser_Iron	-0.00779	0.03432	0.00053228	0.05	0.8204
browser_Konqueror	-0.00360	0.10579	0.00001197	0.00	0.9728
browser_LYF_LS_4002_11	0.00208	0.06561	0.00001040	0.00	0.9747
browser_LYF_LS_4002_12	-0.00687	0.03680	0.00035950	0.03	0.8520
browser_Lunascape	-0.00148	0.05413	0.00000776	0.00	0.9781
browser_M5	-0.00147	0.10579	0.00000200	0.00	0.9889
browser_MQQBrower	0.00210	0.07763	0.00000757	0.00	0.9784
browser_MRCHROME	-0.00580	0.03007	0.00038374	0.04	0.8471
browser_Maxthon	-0.01005	0.03011	0.00115	0.11	0.7387
browser_Mozilla	-0.01090	0.04247	0.00068038	0.07	0.7974
browser_Mozilla_Compatible_Agent	-0.00513	0.02983	0.00030543	0.03	0.8635
browser_Nichrome	-0.00373	0.04837	0.00006144	0.01	0.9385
browser_Nintendo_Browser	-0.00728	0.05870	0.00015864	0.02	0.9014
browser_Nokia_Browser	-0.00257	0.03188	0.00006714	0.01	0.9357
browser_NokiaE52_1	-0.01245	0.07764	0.00026568	0.03	0.8726
browser_Opera	-0.00794	0.02944	0.00075101	0.07	0.7874
browser_Opera_Mini	-0.00220	0.02941	0.00005777	0.01	0.9404
browser_Puffin	-0.00789	0.03124	0.00065875	0.06	0.8006
browser_Reddit	-0.00209	0.10579	0.00000402	0.00	0.9843
browser_Safari	-0.01300	0.02941	0.00202	0.20	0.6583
browser_Safari__in_app__	-0.01206	0.02943	0.00173	0.17	0.6820
browser_SeaMonkey	-0.01334	0.03941	0.00118	0.11	0.7350
browser_Seznam	-0.00256	0.04247	0.00003752	0.00	0.9519
browser_TCL_P500M	0.00883	0.10579	0.00007188	0.01	0.9335
browser_ThumbSniper	0.00535	0.06561	0.00006857	0.01	0.9351
browser_UC_Browser					

	0.00080417	0.02948	0.00000769	0.00	0.9782
browser_User_Agent	0.00180	0.10578	0.00000298	0.00	0.9864
browser_YE	-0.01898	0.07767	0.00061671	0.06	0.8069
browser_YaBrowser	-0.00858	0.02949	0.00087365	0.08	0.7712
browser__Use_default_User_agent	0.01205	0.10578	0.00013409	0.01	0.9093
browser_no_ua	-0.00134	0.06561	0.00000428	0.00	0.9838
browser_osee2unifiedRelease	-0.01608	0.05413	0.00091103	0.09	0.7665
browser_subjectAgent__NoticiasBo	-0.00482	0.10578	0.00002143	0.00	0.9637
operatingSystem_Android	0.00161	0.00275	0.00353	0.34	0.5590
operatingSystem_BlackBerry	0.00210	0.01750	0.00014928	0.01	0.9043
operatingSystem_Chrome_OS	0.01422	0.00354	0.16666	16.14	<.0001
operatingSystem_Firefox_OS	0.00555	0.01113	0.00257	0.25	0.6181
operatingSystem_FreeBSD	0.00938	0.03405	0.00078424	0.08	0.7829
operatingSystem_Linux	0.00548	0.00352	0.02495	2.42	0.1201
operatingSystem_Macintosh	0.01558	0.00349	0.20565	19.91	<.0001
operatingSystem_Nintendo_3DS	0.00707	0.11365	0.00003991	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00342	0.05191	0.00004469	0.00	0.9475
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001184	0.00	0.9730
operatingSystem_OpenBSD	-0.01780	0.07194	0.00063244	0.06	0.8045
operatingSystem_Samsung	0.00058403	0.00628	0.00008937	0.01	0.9259
operatingSystem_SunOS	-0.00776	0.10168	0.00006018	0.01	0.9391
operatingSystem_Windows	0.00745	0.00349	0.04712	4.56	0.0327
operatingSystem_Windows_Phone	0.00872	0.00400	0.04911	4.76	0.0292
operatingSystem_Xbox	0.00264	0.01303	0.00042237	0.04	0.8397
operatingSystem_iOS	0.00548	0.00281	0.03924	3.80	0.0513
deviceCategory_mobile	-0.00123	0.00618	0.00041004	0.04	0.8421
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01177	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4121
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0860
continent_Oceania	-0.00587	0.00279	0.04572	4.43	0.0354
campaign_AW__Accessories	-0.00033273	0.00213	0.00025279	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085436	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW__Electronics					

	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006636	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047228	0.00176	0.00074726	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16285, 7073013

Maximum R-Square Improvement: Step 110

Variable browser_UC_Browser Removed: R-Square = 0.1792 and C(p) = 96.0005

Variable browser_Changa_99695759 Entered

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	98	2037.59258	20.79176	2013.41	<.0001
Error	903554	9330.67496	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62038	0.49133	2.48411	240.55	<.0001
date	3.768594E-7	2.436185E-8	2.47114	239.30	<.0001
visitNumber	-0.00014625	0.00001198	1.53785	148.92	<.0001
hits	-0.00622	0.00006163	105.10797	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05402	30412.0	<.0001
bounces	0.01916	0.00024245	64.48842	6244.86	<.0001
newVisits	-0.00985	0.00043641	5.25683	509.06	<.0001
isMobileBool	0.00332	0.00662	0.00260	0.25	0.6160
isTrueDirectBool	0.00614	0.00050986	1.49817	145.08	<.0001

channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045764	4.60890	446.31	<.0001
browser_0	-0.00113	0.03862	0.00000876	0.00	0.9768
browser_ADM	-0.02020	0.10170	0.00040724	0.04	0.8426
browser_Amazon_Silk	-0.01010	0.00481	0.04560	4.42	0.0356
browser_Android_Browser	-0.00467	0.00480	0.00979	0.95	0.3302
browser_Android_Webview	-0.01000	0.00238	0.18287	17.71	<.0001
browser_Apple_iPhone7C2	-0.00461	0.03411	0.00018894	0.02	0.8924
browser_BlackBerry	-0.00352	0.01921	0.00034584	0.03	0.8548
browser_CSM_Click	-0.00252	0.10170	0.00000632	0.00	0.9803
browser_Changa_99695759	-0.00931	0.10170	0.00008656	0.01	0.9271
browser_Chrome	-0.01009	0.00209	0.24160	23.40	<.0001
browser_Coc_Coc	-0.00933	0.00431	0.04842	4.69	0.0304
browser_DASH_JR_3G	-0.03133	0.05097	0.00390	0.38	0.5388
browser_DoCoMo	-0.06532	0.10168	0.00426	0.41	0.5206
browser_Edge	-0.01109	0.00233	0.23387	22.65	<.0001
browser_Firefox	-0.01052	0.00215	0.24604	23.83	<.0001
browser_Hisense_M20_M_LTE	-0.01027	0.10164	0.00010539	0.01	0.9195
browser_IE_with_Chrome_Frame	0.00380	0.10164	0.00001447	0.00	0.9701
browser_Internet_Explorer	-0.00840	0.00223	0.14679	14.22	0.0002
browser_Iron	-0.00860	0.01782	0.00240	0.23	0.6295
browser_Konqueror	-0.00441	0.10164	0.00001940	0.00	0.9654
browser_LYF_LS_4002_11	0.00127	0.05881	0.00000485	0.00	0.9827
browser_LYF_LS_4002_12	-0.00768	0.02254	0.00120	0.12	0.7335
browser_Lunascape	-0.00229	0.04549	0.00002612	0.00	0.9599
browser_M5	-0.00228	0.10164	0.00000518	0.00	0.9821
browser_MQQBrowsers	0.00129	0.07197	0.00000334	0.00	0.9857
browser_MRCHROME	-0.00660	0.00661	0.01029	1.00	0.3182
browser_Maxthon	-0.01085	0.00681	0.02622	2.54	0.1110
browser_Mozilla	-0.01170	0.03071	0.00150	0.15	0.7031
browser_Mozilla-Compatible_Agent	-0.00594	0.00654	0.00851	0.82	0.3639
browser_Nichrome	-0.00454	0.03847	0.00014354	0.01	0.9061
browser_Nintendo_Browser	-0.00808	0.05086	0.00026062	0.03	0.8738
browser_Nokia_Browser	-0.00338	0.01261	0.00074025	0.07	0.7889
browser_Nokia552_1					

	-0.01326	0.07194	0.00035081	0.03	0.8538
browser_Opera	-0.00874	0.00249	0.12695	12.29	0.0005
browser_Opera_Mini	-0.00301	0.00314	0.00948	0.92	0.3380
browser_Puffin	-0.00869	0.01074	0.00676	0.65	0.4184
browser_Reddit	-0.00289	0.10164	0.00000835	0.00	0.9773
browser_Safari	-0.01381	0.00212	0.43834	42.45	<.0001
browser_Safari__in_app__	-0.01286	0.00248	0.27884	27.00	<.0001
browser_SeaMonkey	-0.01414	0.02632	0.00298	0.29	0.5910
browser_Seznam	-0.00336	0.03071	0.00012389	0.01	0.9128
browser_TCL_P500M	0.00802	0.10164	0.00006433	0.01	0.9371
browser_ThumbSniper	0.00454	0.05881	0.00006150	0.01	0.9385
browser_User_Agent	0.00098909	0.10170	9.767516E-7	0.00	0.9922
browser_YE	-0.01978	0.07190	0.00078191	0.08	0.7832
browser_YaBrowser	-0.00938	0.00306	0.09694	9.39	0.0022
browser__Use_default_User_agent	0.01125	0.10170	0.00012626	0.01	0.9120
browser_no_ua	-0.00214	0.05881	0.00001373	0.00	0.9709
browser_osee2unifiedRelease	-0.01688	0.04550	0.00142	0.14	0.7106
browser_subjectAgent__NoticiasBo	-0.00563	0.10170	0.00003162	0.00	0.9559
operatingSystem_Android	0.00160	0.00275	0.00352	0.34	0.5593
operatingSystem_BlackBerry	0.00210	0.01749	0.00014918	0.01	0.9043
operatingSystem_Chrome_OS	0.01421	0.00353	0.16714	16.18	<.0001
operatingSystem_Firefox_OS	0.00555	0.01113	0.00257	0.25	0.6182
operatingSystem_FreeBSD	0.00938	0.03405	0.00078355	0.08	0.7830
operatingSystem_Linux	0.00547	0.00352	0.02500	2.42	0.1197
operatingSystem_Macintosh	0.01558	0.00349	0.20626	19.97	<.0001
operatingSystem_Nintendo_3DS	0.00706	0.11365	0.00003989	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00341	0.05191	0.00004459	0.00	0.9476
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001181	0.00	0.9730
operatingSystem_OpenBSD	-0.01781	0.07194	0.00063276	0.06	0.8045
operatingSystem_Samsung	0.00058330	0.00628	0.00008915	0.01	0.9260
operatingSystem_SunOS	-0.00777	0.10168	0.00006025	0.01	0.9391
operatingSystem_Windows	0.00744	0.00348	0.04723	4.57	0.0325
operatingSystem_Windows_Phone	0.00871	0.00399	0.04913	4.76	0.0292
operatingSystem_Xbox	0.00263	0.01303	0.00042108	0.04	0.8400
operatingSystem_iOS	0.00548	0.00281	0.03927	3.80	0.0512
deviceCategory_mobile					

	-0.00123	0.00618	0.00041008	0.04	0.8420
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01177	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4120
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0860
continent_Oceania	-0.00587	0.00279	0.04572	4.43	0.0354
campaign_AW__Accessories	-0.00033277	0.00213	0.00025284	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085434	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW__Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006636	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047228	0.00176	0.00074726	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3490715

The above model is the best 98-variable model found.

Maximum R-Square Improvement: Step 111

Variable browser_HTC802t_TD Entered: R-Square = 0.1792 and C(p) = 98.0002

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	99	2037.59258	20.58174	1993.07	<.0001
Error	903553	9330.67496	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62036	0.49133	2.48409	240.55	<.0001
date	3.768587E-7	2.43619E-8	2.47112	239.30	<.0001
visitNumber	-0.00014625	0.00001198	1.53785	148.92	<.0001
hits	-0.00622	0.00006163	105.10798	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05401	30412.0	<.0001
bounces	0.01916	0.00024245	64.48827	6244.84	<.0001
newVisits	-0.00985	0.00043641	5.25683	509.05	<.0001
isMobileBool	0.00332	0.00662	0.00260	0.25	0.6160
isTrueDirectBool	0.00614	0.00050986	1.49816	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045764	4.60888	446.31	<.0001
browser_0	-0.00113	0.03862	0.00000878	0.00	0.9767
browser_ADM	-0.02020	0.10170	0.00040728	0.04	0.8426
browser_Amazon_Silk	-0.01010	0.00481	0.04561	4.42	0.0356
browser_Android_Browser	-0.00467	0.00480	0.00979	0.95	0.3301
browser_Android_WebView	-0.01000	0.00238	0.18284	17.71	<.0001
browser_Apple_iPhone7C2	-0.00462	0.03411	0.00018901	0.02	0.8924
browser_BlackBerry	-0.00352	0.01921	0.00034599	0.03	0.8548
browser_CSM_Click	-0.00252	0.10170	0.00000633	0.00	0.9803
browser_Changa_99695759	-0.00931	0.10170	0.00008658	0.01	0.9270
browser_Chrome	-0.01009	0.00209	0.24153	23.39	<.0001
browser_Coc_Coc	-0.00933	0.00431	0.04843	4.69	0.0303
browser_DASH_JR_3G	-0.03133	0.05097	0.00390	0.38	0.5387
browser_DoCoMo	-0.06532	0.10168	0.00426	0.41	0.5206
browser_Edge	-0.01109	0.00233	0.23383	22.64	<.0001
browser_Firefox	-0.01052	0.00215	0.24598	23.82	<.0001
browser_HTC802t_TD	-0.00186	0.10164	0.00000346	0.00	0.9854
browser_Hisense_M20_M_LTE	-0.01027	0.10164	0.00010540	0.01	0.9195
browser_IE_with_Chrome_Frame	0.00380	0.10164	0.00001446	0.00	0.9701
browser_Internet_Explorer	-0.00840	0.00223	0.14677	14.21	0.0002
browser_Iron	-0.00860	0.01782	0.00240	0.23	0.6294
browser_Konqueror	-0.00441	0.10164	0.00001941	0.00	0.9654

browser_LYF_LS_4002_11	0.00127	0.05881	0.00000484	0.00	0.9827
browser_LYF_LS_4002_12	-0.00768	0.02254	0.00120	0.12	0.7334
browser_Lunascape	-0.00229	0.04549	0.00002614	0.00	0.9599
browser_M5	-0.00228	0.10164	0.00000519	0.00	0.9821
browser_MQQBrower	0.00129	0.07197	0.00000333	0.00	0.9857
browser_MRCHROME	-0.00660	0.00661	0.01029	1.00	0.3182
browser_Maxthon	-0.01085	0.00681	0.02623	2.54	0.1110
browser_Mozilla	-0.01171	0.03071	0.00150	0.15	0.7031
browser_Mozilla_Compatible_Agent	-0.00594	0.00654	0.00852	0.82	0.3638
browser_Nichrome	-0.00454	0.03847	0.00014359	0.01	0.9061
browser_Nintendo_Browser	-0.00808	0.05086	0.00026067	0.03	0.8738
browser_Nokia_Browser	-0.00338	0.01261	0.00074058	0.07	0.7889
browser_NokiaE52_1	-0.01326	0.07194	0.00035086	0.03	0.8538
browser_Opera	-0.00874	0.00249	0.12694	12.29	0.0005
browser_Opera_Mini	-0.00301	0.00314	0.00948	0.92	0.3380
browser_Puffin	-0.00870	0.01074	0.00676	0.65	0.4184
browser_Reddit	-0.00289	0.10164	0.00000836	0.00	0.9773
browser_Safari	-0.01381	0.00212	0.43822	42.44	<.0001
browser_Safari__in_app__	-0.01286	0.00248	0.27879	27.00	<.0001
browser_SeaMonkey	-0.01414	0.02632	0.00298	0.29	0.5910
browser_Seznam	-0.00336	0.03071	0.00012395	0.01	0.9128
browser_TCL_P500M	0.00802	0.10164	0.00006432	0.01	0.9371
browser_ThumbSniper	0.00454	0.05881	0.00006147	0.01	0.9385
browser_User_Agent	0.00098832	0.10170	9.752298E-7	0.00	0.9922
browser_YE	-0.01978	0.07190	0.00078197	0.08	0.7832
browser_YaBrowser	-0.00938	0.00306	0.09693	9.39	0.0022
browser__Use_default_User_agent	0.01124	0.10170	0.00012625	0.01	0.9120
browser_no_ua	-0.00215	0.05881	0.00001374	0.00	0.9709
browser_osee2unifiedRelease	-0.01688	0.04550	0.00142	0.14	0.7106
browser_subjectAgent__NoticiasBo	-0.00563	0.10170	0.00003163	0.00	0.9559
operatingSystem_Android	0.00160	0.00275	0.00352	0.34	0.5593
operatingSystem_BlackBerry	0.00210	0.01749	0.00014918	0.01	0.9043
operatingSystem_Chrome_OS	0.01421	0.00353	0.16714	16.18	<.0001
operatingSystem_Firefox_OS	0.00555	0.01113	0.00257	0.25	0.6182
operatingSystem_FreeBSD	0.00938	0.03405	0.00078355	0.08	0.7830
operatingSystem_Linux					

	0.00547	0.00352	0.02500	2.42	0.1197
operatingSystem_Macintosh	0.01558	0.00349	0.20626	19.97	<.0001
operatingSystem_Nintendo_3DS	0.00706	0.11365	0.00003989	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00341	0.05191	0.00004459	0.00	0.9476
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001181	0.00	0.9730
operatingSystem_OpenBSD	-0.01781	0.07194	0.00063276	0.06	0.8045
operatingSystem_Samsung	0.00058330	0.00628	0.00008915	0.01	0.9260
operatingSystem_SunOS	-0.00777	0.10168	0.00006025	0.01	0.9391
operatingSystem_Windows	0.00744	0.00348	0.04723	4.57	0.0325
operatingSystem_Windows_Phone	0.00871	0.00399	0.04913	4.76	0.0292
operatingSystem_Xbox	0.00263	0.01303	0.00042108	0.04	0.8400
operatingSystem_iOS	0.00548	0.00281	0.03927	3.80	0.0512
deviceCategory_mobile	-0.00123	0.00618	0.00041007	0.04	0.8420
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01177	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4120
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0860
continent_Oceania	-0.00587	0.00279	0.04572	4.43	0.0354
campaign_AW___Accessories	-0.00033276	0.00213	0.00025283	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085435	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006636	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047228	0.00176	0.00074725	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3526442

The above model is the best 99-variable model found.

Maximum R-Square Improvement: Step 112

Variable browser_Android_Runtime Entered: R-Square = 0.1792 and C(p) = 100.0001

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	100	2037.59258	20.37593	1973.14	<.0001
Error	903552	9330.67496	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62037	0.49133	2.48409	240.55	<.0001
date	3.768589E-7	2.436193E-8	2.47112	239.30	<.0001
visitNumber	-0.00014625	0.00001198	1.53785	148.92	<.0001
hits	-0.00622	0.00006163	105.10797	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05398	30412.0	<.0001
bounces	0.01916	0.00024245	64.48822	6244.83	<.0001
newVisits	-0.00985	0.00043641	5.25682	509.05	<.0001
isMobileBool	0.00332	0.00662	0.00260	0.25	0.6160
isTrueDirectBool	0.00614	0.00050986	1.49816	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045764	4.60888	446.31	<.0001
browser_0	-0.00113	0.03862	0.00000879	0.00	0.9767
browser_ADM	-0.02020	0.10170	0.00040730	0.04	0.8426
browser_Amazon_Silk	-0.01011	0.00481	0.04561	4.42	0.0356
browser_Android_Browser	-0.00467	0.00480	0.00979	0.95	0.3301
browser_Android_Runtime	-0.00068783	0.07189	9.4537E-7	0.00	0.9924
browser_Android_Webview	-0.01000	0.00238	0.18274	17.70	<.0001
browser_Apple_iPhone7C2	-0.00462	0.03411	0.00018905	0.02	0.8924
browser_BlackBerry	-0.00352	0.01921	0.00034610	0.03	0.8547
browser_CSM_Click	-0.00252	0.10170	0.00000633	0.00	0.9802

browser_Changa_99695759	-0.00931	0.10170	0.00008659	0.01	0.9270
browser_Chrome	-0.01009	0.00209	0.24137	23.37	<.0001
browser_Coc_Coc	-0.00933	0.00431	0.04842	4.69	0.0304
browser_DASH_JR_3G	-0.03133	0.05097	0.00390	0.38	0.5387
browser_DoCoMo	-0.06532	0.10168	0.00426	0.41	0.5206
browser_Edge	-0.01109	0.00233	0.23370	22.63	<.0001
browser_Firefox	-0.01052	0.00216	0.24582	23.80	<.0001
browser_HTC802t_TD	-0.00186	0.10164	0.00000347	0.00	0.9854
browser_Hisense_M20_M_LTE	-0.01027	0.10164	0.00010542	0.01	0.9195
browser_IE_with_Chrome_Frame	0.00380	0.10164	0.00001446	0.00	0.9702
browser_Internet_Explorer	-0.00840	0.00223	0.14668	14.20	0.0002
browser_Iron	-0.00860	0.01782	0.00240	0.23	0.6294
browser_Konqueror	-0.00441	0.10164	0.00001941	0.00	0.9654
browser_LYF_LS_4002_11	0.00127	0.05881	0.00000483	0.00	0.9827
browser_LYF_LS_4002_12	-0.00768	0.02254	0.00120	0.12	0.7334
browser_Lunascape	-0.00229	0.04549	0.00002615	0.00	0.9599
browser_M5	-0.00228	0.10164	0.00000519	0.00	0.9821
browser_MQQBrower	0.00129	0.07197	0.00000333	0.00	0.9857
browser_MRCHROME	-0.00660	0.00661	0.01029	1.00	0.3182
browser_Maxthon	-0.01085	0.00681	0.02623	2.54	0.1110
browser_Mozilla	-0.01171	0.03071	0.00150	0.15	0.7031
browser_Mozilla_Compatible_Agent	-0.00594	0.00654	0.00852	0.82	0.3638
browser_Nichrome	-0.00454	0.03847	0.00014362	0.01	0.9061
browser_Nintendo_Browser	-0.00808	0.05086	0.00026071	0.03	0.8738
browser_Nokia_Browser	-0.00338	0.01261	0.00074082	0.07	0.7888
browser_NokiaE52_1	-0.01326	0.07194	0.00035089	0.03	0.8538
browser_Opera	-0.00874	0.00249	0.12688	12.29	0.0005
browser_Opera_Mini	-0.00301	0.00314	0.00948	0.92	0.3380
browser_Puffin	-0.00870	0.01074	0.00676	0.66	0.4183
browser_Reddit	-0.00289	0.10164	0.00000836	0.00	0.9773
browser_Safari	-0.01381	0.00212	0.43791	42.41	<.0001
browser_Safari__in_app__	-0.01286	0.00248	0.27866	26.98	<.0001
browser_SeaMonkey	-0.01415	0.02632	0.00298	0.29	0.5910
browser_Seznam	-0.00337	0.03071	0.00012399	0.01	0.9127
browser_TCL_P500M	0.00802	0.10164	0.00006431	0.01	0.9371
browser_ThumbSniner					

	0.00454	0.05881	0.00006146	0.01	0.9385
browser_User_Agent	0.00098776	0.10170	9.741281E-7	0.00	0.9923
browser_YE	-0.01979	0.07190	0.00078202	0.08	0.7832
browser_YaBrowser	-0.00938	0.00306	0.09691	9.38	0.0022
browser__Use_default_User_agent	0.01124	0.10170	0.00012623	0.01	0.9120
browser_no_ua	-0.00215	0.05881	0.00001375	0.00	0.9709
browser_osee2unifiedRelease	-0.01688	0.04550	0.00142	0.14	0.7106
browser_subjectAgent__NoticiasBo	-0.00563	0.10170	0.00003163	0.00	0.9559
operatingSystem_Android	0.00160	0.00275	0.00352	0.34	0.5592
operatingSystem_BlackBerry	0.00210	0.01750	0.00014918	0.01	0.9043
operatingSystem_Chrome_OS	0.01421	0.00353	0.16714	16.18	<.0001
operatingSystem_Firefox_OS	0.00555	0.01113	0.00257	0.25	0.6182
operatingSystem_FreeBSD	0.00938	0.03405	0.00078355	0.08	0.7830
operatingSystem_Linux	0.00547	0.00352	0.02500	2.42	0.1197
operatingSystem_Macintosh	0.01558	0.00349	0.20626	19.97	<.0001
operatingSystem_Nintendo_3DS	0.00706	0.11365	0.00003989	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00341	0.05191	0.00004459	0.00	0.9476
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001181	0.00	0.9730
operatingSystem_OpenBSD	-0.01781	0.07194	0.00063276	0.06	0.8045
operatingSystem_Samsung	0.00058332	0.00628	0.00008916	0.01	0.9260
operatingSystem_SunOS	-0.00777	0.10168	0.00006025	0.01	0.9391
operatingSystem_Windows	0.00744	0.00348	0.04723	4.57	0.0325
operatingSystem_Windows_Phone	0.00871	0.00399	0.04913	4.76	0.0292
operatingSystem_Xbox	0.00263	0.01303	0.00042109	0.04	0.8400
operatingSystem_iOS	0.00548	0.00281	0.03927	3.80	0.0512
deviceCategory_mobile	-0.00123	0.00618	0.00041007	0.04	0.8420
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01177	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4120
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0860
continent_Oceania	-0.00587	0.00279	0.04572	4.43	0.0354
campaign_AW__Accessories	-0.00033276	0.00213	0.00025282	0.02	0.8757
campaign_AW__Apparel	0.00434	0.01509	0.00085435	0.08	0.7736
campaign_AW__Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW__Electronics					

	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006636	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047227	0.00176	0.00074725	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 16247, 3562177

The above model is the best 100-variable model found.

Maximum R-Square Improvement: Step 113

Variable browser_UC_Browser Entered: R-Square = 0.1792 and C(p) = 102.0000

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	101	2037.59258	20.17418	1953.60	<.0001
Error	903551	9330.67496	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.62002	0.49257	2.47139	239.32	<.0001
date	3.768593E-7	2.436197E-8	2.47112	239.29	<.0001
visitNumber	-0.00014625	0.00001198	1.53785	148.92	<.0001
hits	-0.00622	0.00006163	105.10795	10178.3	<.0001
pageviews	0.01499	0.00008597	314.05394	30411.9	<.0001
bounces	0.01916	0.00024245	64.48822	6244.82	<.0001
newVisits	-0.00985	0.00043641	5.25682	509.05	<.0001
isMobileBool	0.00332	0.00663	0.00260	0.25	0.6159

isTrueDirectBool	0.00614	0.00050986	1.49816	145.08	<.0001
channelGrouping_Direct	-0.00156	0.00183	0.00747	0.72	0.3950
channelGrouping_Display	-0.00310	0.00217	0.02106	2.04	0.1532
channelGrouping_Referral	0.00967	0.00045764	4.60887	446.31	<.0001
browser_0	-0.00148	0.05260	0.00000821	0.00	0.9775
browser_ADM	-0.02055	0.10779	0.00037550	0.04	0.8488
browser_Amazon_Silk	-0.01046	0.03628	0.00085897	0.08	0.7730
browser_Android_Browser	-0.00503	0.03628	0.00019844	0.02	0.8897
browser_Android_Runtime	-0.00105	0.08038	0.00000175	0.00	0.9896
browser_Android_Webview	-0.01036	0.03604	0.00085366	0.08	0.7737
browser_Apple_iPhone7C2	-0.00497	0.04939	0.00010467	0.01	0.9198
browser_BlackBerry	-0.00387	0.04069	0.00009365	0.01	0.9241
browser_CSM_Click	-0.00287	0.10779	0.00000734	0.00	0.9787
browser_Changa_99695759	-0.00967	0.10779	0.00008310	0.01	0.9285
browser_Chrome	-0.01045	0.03602	0.00086959	0.08	0.7717
browser_Coc_Coc	-0.00969	0.03622	0.00073873	0.07	0.7891
browser_DASH_JR_3G	-0.03169	0.06224	0.00268	0.26	0.6106
browser_DoCoMo	-0.06568	0.10781	0.00383	0.37	0.5424
browser_Edge	-0.01145	0.03604	0.00104	0.10	0.7508
browser_Firefox	-0.01088	0.03603	0.00094095	0.09	0.7628
browser_HTC802t_TD	-0.00222	0.10782	0.00000438	0.00	0.9836
browser_Hisense_M20_M_LTE	-0.01063	0.10782	0.00010035	0.01	0.9215
browser_IE_with_Chrome_Frame	0.00344	0.10782	0.00001054	0.00	0.9745
browser_Internet_Explorer	-0.00876	0.03604	0.00060996	0.06	0.8080
browser_Iron	-0.00896	0.04013	0.00051421	0.05	0.8234
browser_Konqueror	-0.00477	0.10782	0.00002018	0.00	0.9647
browser_LYF_LS_4002_11	0.00091616	0.06880	0.00000183	0.00	0.9894
browser_LYF_LS_4002_12	-0.00803	0.04223	0.00037363	0.04	0.8491
browser_Lunascape	-0.00265	0.05799	0.00002154	0.00	0.9636
browser_M5	-0.00264	0.10782	0.00000618	0.00	0.9805
browser_MQQBrower	0.00093606	0.08034	0.00000140	0.00	0.9907
browser_MRCHROME	-0.00696	0.03657	0.00037419	0.04	0.8490
browser_Maxthon	-0.01121	0.03660	0.00096872	0.09	0.7594
browser_Mozilla	-0.01207	0.04729	0.00067212	0.07	0.7986
browser_Mozilla-Compatible_Agent	-0.00630	0.03632	0.00031036	0.03	0.8624
browser_Nichrome					

	-0.00490	0.05266	0.00008925	0.01	0.9259
browser_Nintendo_Browser	-0.00844	0.06227	0.00018967	0.02	0.8922
browser_Nokia_Browser	-0.00374	0.03806	0.00009947	0.01	0.9218
browser_NokiaE52_1	-0.01362	0.08037	0.00029653	0.03	0.8654
browser_Opera	-0.00910	0.03605	0.00065845	0.06	0.8006
browser_Opera_Mini	-0.00336	0.03600	0.00009017	0.01	0.9255
browser_Puffin	-0.00905	0.03754	0.00060091	0.06	0.8094
browser_Reddit	-0.00325	0.10782	0.00000939	0.00	0.9759
browser_Safari	-0.01417	0.03602	0.00160	0.15	0.6941
browser_Safari__in_app_	-0.01322	0.03605	0.00139	0.13	0.7137
browser_SeaMonkey	-0.01450	0.04457	0.00109	0.11	0.7448
browser_Seznam	-0.00372	0.04729	0.00006404	0.01	0.9372
browser_TCL_P500M	0.00766	0.10782	0.00005215	0.01	0.9433
browser_ThumbSniper	0.00418	0.06880	0.00003813	0.00	0.9515
browser_UC_Browser	-0.00036005	0.03608	0.00000103	0.00	0.9920
browser_User_Agent	0.00063141	0.10779	3.543513E-7	0.00	0.9953
browser_YE	-0.02014	0.08041	0.00064805	0.06	0.8022
browser_YaBrowser	-0.00974	0.03609	0.00075235	0.07	0.7872
browser__Use_default_User_agent	0.01089	0.10779	0.00010537	0.01	0.9195
browser_no_ua	-0.00250	0.06880	0.00001366	0.00	0.9710
browser_osee2unifiedRelease	-0.01724	0.05799	0.00091286	0.09	0.7662
browser_subjectAgent__NoticiasBo	-0.00599	0.10779	0.00003184	0.00	0.9557
operatingSystem_Android	0.00161	0.00275	0.00352	0.34	0.5594
operatingSystem_BlackBerry	0.00210	0.01750	0.00014924	0.01	0.9043
operatingSystem_Chrome_OS	0.01422	0.00354	0.16636	16.11	<.0001
operatingSystem_Firefox_OS	0.00555	0.01114	0.00257	0.25	0.6181
operatingSystem_FreeBSD	0.00938	0.03405	0.00078393	0.08	0.7829
operatingSystem_Linux	0.00548	0.00353	0.02489	2.41	0.1205
operatingSystem_Macintosh	0.01558	0.00349	0.20527	19.88	<.0001
operatingSystem_Nintendo_3DS	0.00707	0.11365	0.00003990	0.00	0.9504
operatingSystem_Nintendo_Wii	0.00341	0.05191	0.00004465	0.00	0.9476
operatingSystem_Nintendo_WiiU	0.00182	0.05372	0.00001183	0.00	0.9730
operatingSystem_OpenBSD	-0.01781	0.07194	0.00063257	0.06	0.8045
operatingSystem_Samsung	0.00058374	0.00628	0.00008928	0.01	0.9259
operatingSystem_SunOS	-0.00776	0.10168	0.00006021	0.01	0.9391
operatingSystem_Windows					

	0.00744	0.00349	0.04702	4.55	0.0329
operatingSystem_Windows_Phone	0.00871	0.00400	0.04908	4.75	0.0292
operatingSystem_Xbox	0.00263	0.01303	0.00042174	0.04	0.8398
operatingSystem_iOS	0.00548	0.00281	0.03920	3.80	0.0514
deviceCategory_mobile	-0.00123	0.00618	0.00041006	0.04	0.8421
deviceCategory_tablet	-0.00334	0.00621	0.00299	0.29	0.5904
continent_Africa	-0.00298	0.00279	0.01177	1.14	0.2858
continent_Americas	0.00219	0.00267	0.00695	0.67	0.4121
continent_Asia	-0.00449	0.00267	0.02919	2.83	0.0927
continent_Europe	-0.00459	0.00267	0.03043	2.95	0.0860
continent_Oceania	-0.00587	0.00279	0.04572	4.43	0.0354
campaign_AW___Accessories	-0.00033276	0.00213	0.00025283	0.02	0.8757
campaign_AW___Apparel	0.00434	0.01509	0.00085435	0.08	0.7736
campaign_AW___Dynamic_Search_Ads	-0.00262	0.00194	0.01882	1.82	0.1770
campaign_AW___Electronics	-0.03585	0.01052	0.11991	11.61	0.0007
campaign_All_Products	-0.00408	0.05084	0.00006636	0.01	0.9361
campaign_Data_Share	0.00829	0.14402	0.00003420	0.00	0.9541
campaign_Data_Share_Promo	0.00835	0.10205	0.00006907	0.01	0.9348
campaign_Retail__DO_NOT_EDIT_own	0.01857	0.01448	0.01699	1.65	0.1996
campaign_test_liyuhz	-0.00347	0.00542	0.00424	0.41	0.5218
medium__not_set__	-0.00817	0.00948	0.00768	0.74	0.3886
medium_affiliate	-0.00954	0.10206	0.00009014	0.01	0.9256
medium_organic	-0.00047228	0.00176	0.00074726	0.07	0.7879
medium_referral	0.00807	0.00177	0.21533	20.85	<.0001

Bounds on condition number: 24440, 9147826

The above model is the best 101-variable model found.

No further improvement in R-Square is possible.

The SAS System

The REG Procedure
Model: MODEL1
Dependent Variable: transactionBoolean

Number of Observations Read	903653
Number of Observations Used	903653

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	101	2037.59258	20.17418	1953.60	<.0001
Error	903551	9330.67496	0.01033		
Corrected Total	903652	11368			

Root MSE	0.10162	R-Square	0.1792
Dependent Mean	0.01274	Adj R-Sq	0.1791
Coeff Var	797.47660		

Parameter Estimates						
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Variance Inflation
Intercept	1	-7.62002	0.49257	-15.47	<.0001	0
date	1	3.768593E-7	2.436197E-8	15.47	<.0001	1.14613
visitNumber	1	-0.00014625	0.00001198	-12.20	<.0001	1.08322
hits	1	-0.00622	0.00006163	-100.89	<.0001	30.89316
pageviews	1	0.01499	0.00008597	174.39	<.0001	31.92071
bounces	1	0.01916	0.00024245	79.02	<.0001	1.28595
newVisits	1	-0.00985	0.00043641	-22.56	<.0001	2.87827
isMobileBool	1	0.00332	0.00663	0.50	0.6159	747.52343
isTrueDirectBool	1	0.00614	0.00050986	12.04	<.0001	4.80617
channelGrouping_Direct	1	-0.00156	0.00183	-0.85	0.3950	39.22928
channelGrouping_Display	1	-0.00310	0.00217	-1.43	0.1532	2.82810
channelGrouping_Referral	1	0.00967	0.00045764	21.13	<.0001	1.87954
browser_0	1	-0.00148	0.05260	-0.03	0.9775	1.87559
browser_ADM	1	-0.02055	0.10779	-0.19	0.8488	1.12509
browser_Amazon_Silk	1	-0.01046	0.03628	-0.29	0.7730	71.46980
browser_Android_Browser	1	-0.00503	0.03628	-0.14	0.8897	70.44953

browser_Android_Runtime	1	-0.00105	0.08038	-0.01	0.9896	1.25141
browser_Android_Webview	1	-0.01036	0.03604	-0.29	0.7737	980.74166
browser_Apple_iPhone7C2	1	-0.00497	0.04939	-0.10	0.9198	2.12578
browser_BlackBerry	1	-0.00387	0.04069	-0.10	0.9241	29.48926
browser_CSM_Click	1	-0.00287	0.10779	-0.03	0.9787	1.12508
browser_Changa_99695759	1	-0.00967	0.10779	-0.09	0.9285	1.12508
browser_Chrome	1	-0.01045	0.03602	-0.29	0.7717	24440
browser_Coc_Coc	1	-0.00969	0.03622	-0.27	0.7891	92.28479
browser_DASH_JR_3G	1	-0.03169	0.06224	-0.51	0.6106	1.50035
browser_DoCoMo	1	-0.06568	0.10781	-0.61	0.5424	1.12543
browser_Edge	1	-0.01145	0.03604	-0.32	0.7508	1269.22781
browser_Firefox	1	-0.01088	0.03603	-0.30	0.7628	4468.32894
browser_HTC802t_TD	1	-0.00222	0.10782	-0.02	0.9836	1.12569
browser_Hisense_M20_M_LTE	1	-0.01063	0.10782	-0.10	0.9215	1.12571
browser_IE_with_Chrome_Frame	1	0.00344	0.10782	0.03	0.9745	1.12568
browser_Internet_Explorer	1	-0.00876	0.03604	-0.24	0.8080	2384.68629
browser_Iron	1	-0.00896	0.04013	-0.22	0.8234	5.14699
browser_Konqueror	1	-0.00477	0.10782	-0.04	0.9647	1.12569
browser_LYF_LS_4002_11	1	0.00091616	0.06880	0.01	0.9894	1.37523
browser_LYF_LS_4002_12	1	-0.00803	0.04223	-0.19	0.8491	3.62666
browser_Lunascape	1	-0.00265	0.05799	-0.05	0.9636	1.62830
browser_M5	1	-0.00264	0.10782	-0.02	0.9805	1.12570
browser_MQQBrower	1	0.00093606	0.08034	0.01	0.9907	1.25016
browser_MRCHROME	1	-0.00696	0.03657	-0.19	0.8490	34.04200
browser_Maxthon	1	-0.01121	0.03660	-0.31	0.7594	31.90641
browser_Mozilla	1	-0.01207	0.04729	-0.26	0.7986	2.38234
browser_Mozilla_Compatible_Agent	1	-0.00630	0.03632	-0.17	0.8624	47.75051
browser_Nichrome	1	-0.00490	0.05266	-0.09	0.9259	1.87971
browser_Nintendo_Browser	1	-0.00844	0.06227	-0.14	0.8922	52.56577
browser_Nokia_Browser	1	-0.00374	0.03806	-0.10	0.9218	9.39767
browser_NokiaE52_1	1	-0.01362	0.08037	-0.17	0.8654	1.25086
browser_Opera	1	-0.00910	0.03605	-0.25	0.8006	705.71578
browser_Opera_Mini	1	-0.00336	0.03600	-0.09	0.9255	765.30868
browser_Puffin	1	-0.00905	0.03754	-0.24	0.8094	12.68754
browser_Reddit	1	-0.00325	0.10782	-0.03	0.9759	1.12569
browser_Safari						

	1	-0.01417	0.03602	-0.39	0.6941	18284
browser_Safari__in_app__	1	-0.01322	0.03605	-0.37	0.7137	855.34964
browser_SeaMonkey	1	-0.01450	0.04457	-0.33	0.7448	2.88503
browser_Seznam	1	-0.00372	0.04729	-0.08	0.9372	2.38246
browser_TCL_P500M	1	0.00766	0.10782	0.07	0.9433	1.12570
browser_ThumbSniper	1	0.00418	0.06880	0.06	0.9515	1.37528
browser_UC_Browser	1	-0.00036005	0.03608	-0.01	0.9920	305.16937
browser_User_Agent	1	0.00063141	0.10779	0.01	0.9953	1.12508
browser_YE	1	-0.02014	0.08041	-0.25	0.8022	1.25240
browser_YaBrowser	1	-0.00974	0.03609	-0.27	0.7872	263.79590
browser__Use_default_User_agent	1	0.01089	0.10779	0.10	0.9195	1.12509
browser_no_ua	1	-0.00250	0.06880	-0.04	0.9710	1.37525
browser_osee2unifiedRelease	1	-0.01724	0.05799	-0.30	0.7662	1.62841
browser_subjectAgent__NoticiasBo	1	-0.00599	0.10779	-0.06	0.9557	1.12509
operatingSystem_Android	1	0.00161	0.00275	0.58	0.5594	78.27681
operatingSystem_BlackBerry	1	0.00210	0.01750	0.12	0.9043	6.45986
operatingSystem_Chrome_OS	1	0.01422	0.00354	4.01	<.0001	31.06057
operatingSystem_Firefox_OS	1	0.00555	0.01114	0.50	0.6181	1.06852
operatingSystem_FreeBSD	1	0.00938	0.03405	0.28	0.7829	1.01070
operatingSystem_Linux	1	0.00548	0.00353	1.55	0.1205	40.58493
operatingSystem_Macintosh	1	0.01558	0.00349	4.46	<.0001	215.89538
operatingSystem_Nintendo_3DS	1	0.00707	0.11365	0.06	0.9504	1.25086
operatingSystem_Nintendo_Wii	1	0.00341	0.05191	0.07	0.9476	26.09589
operatingSystem_Nintendo_WiiU	1	0.00182	0.05372	0.03	0.9730	9.77968
operatingSystem_OpenBSD	1	-0.01781	0.07194	-0.25	0.8045	1.00243
operatingSystem_Samsung	1	0.00058374	0.00628	0.09	0.9259	1.06834
operatingSystem_SunOS	1	-0.00776	0.10168	-0.08	0.9391	1.00121
operatingSystem_Windows	1	0.00744	0.00349	2.13	0.0329	252.78880
operatingSystem_Windows_Phone	1	0.00871	0.00400	2.18	0.0292	1.87911
operatingSystem_Xbox	1	0.00263	0.01303	0.20	0.8398	1.08539
operatingSystem_iOS	1	0.00548	0.00281	1.95	0.0514	72.58509
deviceCategory_mobile	1	-0.00123	0.00618	-0.20	0.8421	593.84662
deviceCategory_tablet	1	-0.00334	0.00621	-0.54	0.5904	109.80388
continent_Africa	1	-0.00298	0.00279	-1.07	0.2858	10.92519
continent_Americas	1	0.00219	0.00267	0.82	0.4121	155.84833
continent_Asia						

	1	-0.00449	0.00267	-1.68	0.0927	116.32119
continent_Europe	1	-0.00459	0.00267	-1.72	0.0860	107.05943
continent_Oceania	1	-0.00587	0.00279	-2.10	0.0354	11.15526
campaign_AW___Accessories	1	-0.00033276	0.00213	-0.16	0.8757	3.07220
campaign_AW___Apparel	1	0.00434	0.01509	0.29	0.7736	1.01368
campaign_AW___Dynamic_Search_Ads	1	-0.00262	0.00194	-1.35	0.1770	5.13112
campaign_AW___Electronics	1	-0.03585	0.01052	-3.41	0.0007	1.02867
campaign_All_Products	1	-0.00408	0.05084	-0.08	0.9361	1.00121
campaign_Data_Share	1	0.00829	0.14402	0.06	0.9541	2.00849
campaign_Data_Share_Promo	1	0.00835	0.10205	0.08	0.9348	16241
campaign_Retail__DO_NOT_EDIT_own	1	0.01857	0.01448	1.28	0.1996	1.01493
campaign_test_liyuhz	1	-0.00347	0.00542	-0.64	0.5218	1.11571
medium__not_set__	1	-0.00817	0.00948	-0.86	0.3886	1.04398
medium_affiliate	1	-0.00954	0.10206	-0.09	0.9256	16247
medium_organic	1	-0.00047228	0.00176	-0.27	0.7879	65.80091
medium_referral	1	0.00807	0.00177	4.57	<.0001	63.45437

The SAS System

The REG Procedure

Model: MODEL1

Dependent Variable: transactionBoolean

Durbin-Watson D	1.887
Pr < DW	<.0001
Pr > DW	1.0000
Number of Observations	903653
1st Order Autocorrelation	0.057

Note: Pr<DW is the p-value for testing positive autocorrelation, and Pr>DW is the p-value for testing negative autocorrelation.