

The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: transactionBoolean

Number of Observations Read	903653
Number of Observations Used	903653

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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

Forward Selection: Step 4

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

Analysis of Variance					
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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

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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			

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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

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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

Forward Selection: 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

Forward Selection: Step 14

Variable browser_Safari Entered: R-Square = 0.1791 and C(p) = 90.6359

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	14	2035.91310	145.42236	14081.0	<.0001
Error	903638	9332.35445	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.88470	0.48598	2.71848	263.23	<.0001
date	3.895977E-7	2.409837E-8	2.69932	261.37	<.0001
visitNumber	-0.00014554	0.00001194	1.53413	148.55	<.0001
hits	-0.00621	0.00006161	104.97843	10164.9	<.0001
pageviews	0.01499	0.00008594	313.99763	30403.9	<.0001
bounces	0.01918	0.00024209	64.82426	6276.84	<.0001
newVisits	-0.01025	0.00034438	9.15348	886.32	<.0001
isMobileBool	-0.00248	0.00030339	0.69009	66.82	<.0001
isTrueDirectBool	0.00541	0.00030911	3.15848	305.83	<.0001
channelGrouping_Referral	0.00993	0.00043514	5.38346	521.27	<.0001
browser_Safari	-0.00226	0.00031478	0.53392	51.70	<.0001
operatingSystem_Chrome_OS	0.00682	0.00065723	1.11048	107.53	<.0001
operatingSystem_Macintosh	0.00770	0.00029425	7.07588	685.15	<.0001
continent_Americas	0.00659	0.00023210	8.31449	805.08	<.0001
medium_referral	0.00858	0.00029257	8.87265	859.13	<.0001

Bounds on condition number: 31.895, 1119.8

Forward Selection: Step 15

Variable operatingSystem_Android Entered: R-Square = 0.1791 and C(p) = 46.3062

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Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	15	2036.39153	135.75944	13146.0	<.0001
Error	903637	9331.87602	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.73047	0.48650	2.60749	252.49	<.0001
date	3.819451E-7	2.412398E-8	2.58868	250.67	<.0001
visitNumber	-0.00014525	0.00001194	1.52784	147.95	<.0001
hits	-0.00621	0.00006161	104.94694	10162.4	<.0001
pageviews	0.01498	0.00008594	313.88887	30394.9	<.0001
bounces	0.01919	0.00024209	64.91334	6285.78	<.0001
newVisits	-0.01018	0.00034455	9.00646	872.13	<.0001
isMobileBool	0.00000668	0.00047488	0.00000205	0.00	0.9888
isTrueDirectBool	0.00542	0.00030912	3.17882	307.82	<.0001
channelGrouping_Referral	0.00949	0.00043991	4.81074	465.84	<.0001
browser_Safari	-0.00383	0.00039019	0.99643	96.49	<.0001
operatingSystem_Android	-0.00352	0.00051751	0.47843	46.33	<.0001
operatingSystem_Chrome_OS	0.00700	0.00065777	1.16930	113.23	<.0001
operatingSystem_Macintosh	0.00833	0.00030834	7.53610	729.75	<.0001
continent_Americas	0.00644	0.00023301	7.90059	765.04	<.0001
medium_referral	0.00886	0.00029547	9.27947	898.56	<.0001

Bounds on condition number: 31.895, 1290.3

Forward Selection: Step 16

Variable browser_UC_Browser Entered: R-Square = 0.1791 and C(p) = 27.3816

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	16	2036.60761	127.28798	12326.0	<.0001

Error	903636	9331.65993	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.71566	0.48650	2.59740	251.52	<.0001
date	3.812088E-7	2.412425E-8	2.57860	249.70	<.0001
visitNumber	-0.00014532	0.00001194	1.52933	148.09	<.0001
hits	-0.00621	0.00006161	105.02565	10170.2	<.0001
pageviews	0.01499	0.00008594	314.01719	30408.0	<.0001
bounces	0.01919	0.00024210	64.87249	6281.96	<.0001
newVisits	-0.01018	0.00034455	9.01451	872.92	<.0001
isMobileBool	0.00000577	0.00047488	0.00000153	0.00	0.9903
isTrueDirectBool	0.00544	0.00030913	3.19526	309.41	<.0001
channelGrouping_Referral	0.00947	0.00043993	4.78880	463.73	<.0001
browser_Safari	-0.00382	0.00039020	0.98821	95.69	<.0001
browser_UC_Browser	0.00949	0.00207	0.21608	20.92	<.0001
operatingSystem_Android	-0.00361	0.00051790	0.50306	48.71	<.0001
operatingSystem_Chrome_OS	0.00700	0.00065776	1.17083	113.38	<.0001
operatingSystem_Macintosh	0.00834	0.00030834	7.54639	730.76	<.0001
continent_Americas	0.00649	0.00023323	7.99910	774.60	<.0001
medium_referral	0.00888	0.00029551	9.32445	902.94	<.0001

Bounds on condition number: 31.898, 1392.6

Forward Selection: Step 17

Variable operatingSystem_Windows Entered: R-Square = 0.1792 and C(p) = 14.5851

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	17	2036.76041	119.80944	11602.0	<.0001
Error	903635	9331.50714	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.73059	0.48652	2.60730	252.48	<.0001
date	3.818464E-7	2.412463E-8	2.58711	250.53	<.0001
visitNumber	-0.00014676	0.00001195	1.55841	150.91	<.0001
hits	-0.00622	0.00006161	105.08650	10176.3	<.0001
pageviews	0.01499	0.00008595	314.10183	30416.7	<.0001
bounces	0.01918	0.00024211	64.79189	6274.25	<.0001
newVisits	-0.01015	0.00034462	8.96190	867.84	<.0001
isMobileBool	0.00181	0.00066692	0.07581	7.34	0.0067
isTrueDirectBool	0.00552	0.00030984	3.27561	317.20	<.0001
channelGrouping_Referral	0.00977	0.00044681	4.94160	478.53	<.0001
browser_Safari	-0.00364	0.00039305	0.88333	85.54	<.0001
browser_UC_Browser	0.01025	0.00208	0.24978	24.19	<.0001
operatingSystem_Android	-0.00344	0.00051980	0.45320	43.89	<.0001
operatingSystem_Chrome_OS	0.00890	0.00082136	1.21140	117.31	<.0001
operatingSystem_Macintosh	0.01021	0.00057744	3.23053	312.83	<.0001
operatingSystem_Windows	0.00220	0.00057198	0.15280	14.80	0.0001
continent_Americas	0.00659	0.00023459	8.14480	788.72	<.0001
medium_referral	0.00882	0.00029593	9.17004	888.00	<.0001

Bounds on condition number: 31.9, 1743

Forward Selection: Step 18

Variable deviceCategory_tablet Entered: R-Square = 0.1792 and C(p) = 3.9163

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	18	2036.89123	113.16062	10958.3	<.0001
Error	903634	9331.37631	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F

Intercept	-7.71661	0.48653	2.59771	251.56	<.0001
date	3.81154E-7	2.412526E-8	2.57757	249.61	<.0001
visitNumber	-0.00014677	0.00001195	1.55847	150.92	<.0001
hits	-0.00622	0.00006161	105.14106	10181.7	<.0001
pageviews	0.01499	0.00008595	314.20556	30427.1	<.0001
bounces	0.01918	0.00024211	64.78128	6273.30	<.0001
newVisits	-0.01017	0.00034465	8.98731	870.32	<.0001
isMobileBool	0.00221	0.00067666	0.11058	10.71	0.0011
isTrueDirectBool	0.00550	0.00030987	3.25425	315.14	<.0001
channelGrouping_Referral	0.00978	0.00044681	4.94365	478.73	<.0001
browser_Safari	-0.00361	0.00039310	0.87273	84.51	<.0001
browser_UC_Browser	0.01017	0.00208	0.24582	23.80	<.0001
operatingSystem_Android	-0.00368	0.00052401	0.50915	49.31	<.0001
operatingSystem_Chrome_OS	0.00890	0.00082135	1.21240	117.41	<.0001
operatingSystem_Macintosh	0.01021	0.00057743	3.22632	312.43	<.0001
operatingSystem_Windows	0.00220	0.00057197	0.15310	14.83	0.0001
deviceCategory_tablet	-0.00225	0.00063285	0.13083	12.67	0.0004
continent_Americas	0.00658	0.00023461	8.11610	785.95	<.0001
medium_referral	0.00882	0.00029593	9.17126	888.13	<.0001

Bounds on condition number: 31.904, 1871

Forward Selection: Step 19

Variable campaign_AW___Electronics Entered: R-Square = 0.1792 and C(p) = -5.3743

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	19	2037.00783	107.21094	10382.2	<.0001
Error	903633	9331.25971	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F

Intercept	-7.69877	0.48655	2.58540	250.37	<.0001
date	3.802697E-7	2.412656E-8	2.56532	248.42	<.0001
visitNumber	-0.00014638	0.00001195	1.55002	150.10	<.0001
hits	-0.00622	0.00006161	105.09266	10177.1	<.0001
pageviews	0.01499	0.00008595	314.13284	30420.4	<.0001
bounces	0.01918	0.00024211	64.78688	6273.92	<.0001
newVisits	-0.01018	0.00034467	9.00864	872.39	<.0001
isMobileBool	0.00222	0.00067666	0.11090	10.74	0.0010
isTrueDirectBool	0.00550	0.00030987	3.25570	315.28	<.0001
channelGrouping_Referral	0.00977	0.00044681	4.94072	478.46	<.0001
browser_Safari	-0.00361	0.00039310	0.87043	84.29	<.0001
browser_UC_Browser	0.01016	0.00208	0.24574	23.80	<.0001
operatingSystem_Android	-0.00368	0.00052401	0.50844	49.24	<.0001
operatingSystem_Chrome_OS	0.00889	0.00082135	1.21110	117.28	<.0001
operatingSystem_Macintosh	0.01020	0.00057743	3.22429	312.24	<.0001
operatingSystem_Windows	0.00220	0.00057197	0.15328	14.84	0.0001
deviceCategory_tablet	-0.00224	0.00063285	0.12968	12.56	0.0004
continent_Americas	0.00658	0.00023461	8.12361	786.68	<.0001
campaign_AW___Electronics	-0.03487	0.01038	0.11659	11.29	0.0008
medium_referral	0.00882	0.00029593	9.16272	887.31	<.0001

Bounds on condition number: 31.905, 1994.1

Forward Selection: Step 20

Variable browser_Opera_Mini Entered: R-Square = 0.1792 and C(p) = -12.8309

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	20	2037.10548	101.85527	9863.69	<.0001
Error	903632	9331.16206	0.01033		
Corrected Total	903652	11368			

	Parameter	Standard			
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Variable	Estimate	Error	Type II SS	F Value	Pr > F
Intercept	-7.71064	0.48657	2.59322	251.13	<.0001
date	3.808571E-7	2.41272E-8	2.57309	249.18	<.0001
visitNumber	-0.00014668	0.00001195	1.55640	150.72	<.0001
hits	-0.00622	0.00006161	105.07427	10175.4	<.0001
pageviews	0.01499	0.00008595	314.10512	30418.0	<.0001
bounces	0.01917	0.00024211	64.75954	6271.33	<.0001
newVisits	-0.01023	0.00034499	9.07344	878.67	<.0001
isMobileBool	0.00187	0.00068592	0.07691	7.45	0.0064
isTrueDirectBool	0.00547	0.00031003	3.21628	311.47	<.0001
channelGrouping_Referral	0.00986	0.00044771	5.00918	485.09	<.0001
browser_Opera_Mini	0.00417	0.00136	0.09766	9.46	0.0021
browser_Safari	-0.00336	0.00040108	0.72646	70.35	<.0001
browser_UC_Browser	0.01027	0.00208	0.25064	24.27	<.0001
operatingSystem_Android	-0.00335	0.00053453	0.40616	39.33	<.0001
operatingSystem_Chrome_OS	0.00890	0.00082135	1.21335	117.50	<.0001
operatingSystem_Macintosh	0.01016	0.00057759	3.19624	309.52	<.0001
operatingSystem_Windows	0.00228	0.00057244	0.16314	15.80	<.0001
deviceCategory_tablet	-0.00210	0.00063457	0.11299	10.94	0.0009
continent_Americas	0.00665	0.00023576	8.22041	796.07	<.0001
campaign_AW___Electronics	-0.03486	0.01038	0.11655	11.29	0.0008
medium_referral	0.00873	0.00029715	8.91868	863.69	<.0001

Bounds on condition number: 31.905, 2130.4

Forward Selection: Step 21

Variable channelGrouping_Organic_Search Entered: R-Square = 0.1792 and C(p) = -20.6203

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	21	2037.20658	97.00984	9394.55	<.0001
Error	903631	9331.06097	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.68637	0.48663	2.57626	249.49	<.0001
date	3.795865E-7	2.41305E-8	2.55522	247.45	<.0001
visitNumber	-0.00014693	0.00001195	1.56170	151.24	<.0001
hits	-0.00622	0.00006161	105.08990	10177.0	<.0001
pageviews	0.01499	0.00008595	314.10308	30418.1	<.0001
bounces	0.01917	0.00024212	64.71537	6267.11	<.0001
newVisits	-0.00980	0.00037105	7.20185	697.44	<.0001
isMobileBool	0.00180	0.00068632	0.07088	6.86	0.0088
isTrueDirectBool	0.00621	0.00039041	2.61599	253.34	<.0001
channelGrouping_Organic_Search	0.00114	0.00036438	0.10109	9.79	0.0018
channelGrouping_Referral	0.00975	0.00044909	4.86761	471.38	<.0001
browser_Opera_Mini	0.00425	0.00136	0.10114	9.79	0.0018
browser_Safari	-0.00339	0.00040118	0.73797	71.47	<.0001
browser_UC_Browser	0.01022	0.00208	0.24812	24.03	<.0001
operatingSystem_Android	-0.00331	0.00053467	0.39672	38.42	<.0001
operatingSystem_Chrome_OS	0.00884	0.00082156	1.19675	115.89	<.0001
operatingSystem_Macintosh	0.01013	0.00057769	3.17384	307.36	<.0001
operatingSystem_Windows	0.00222	0.00057272	0.15509	15.02	0.0001
deviceCategory_tablet	-0.00209	0.00063458	0.11180	10.83	0.0010
continent_Americas	0.00672	0.00023683	8.31950	805.67	<.0001
campaign_AW___Electronics	-0.03420	0.01038	0.11214	10.86	0.0010
medium_referral	0.00968	0.00042471	5.36667	519.71	<.0001

Bounds on condition number: 31.905, 2364.4

Forward Selection: Step 22

Variable browser_Internet_Explorer Entered: R-Square = 0.1792 and C(p) = -24.3965

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

Model	22	2037.26622	92.60301	8967.83	<.0001
Error	903630	9331.00132	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.66316	0.48672	2.55972	247.89	<.0001
date	3.784404E-7	2.413515E-8	2.53882	245.86	<.0001
visitNumber	-0.00014680	0.00001195	1.55885	150.96	<.0001
hits	-0.00622	0.00006161	105.09119	10177.2	<.0001
pageviews	0.01499	0.00008595	314.11023	30419.0	<.0001
bounces	0.01916	0.00024213	64.66448	6262.22	<.0001
newVisits	-0.00984	0.00037136	7.24357	701.48	<.0001
isMobileBool	0.00170	0.00068759	0.06297	6.10	0.0135
isTrueDirectBool	0.00619	0.00039058	2.59043	250.86	<.0001
channelGrouping_Organic_Search	0.00116	0.00036446	0.10424	10.10	0.0015
channelGrouping_Referral	0.00976	0.00044912	4.87908	472.50	<.0001
browser_Internet_Explorer	0.00181	0.00075388	0.05965	5.78	0.0162
browser_Opera_Mini	0.00429	0.00136	0.10312	9.99	0.0016
browser_Safari	-0.00336	0.00040135	0.72510	70.22	<.0001
browser_UC_Browser	0.01020	0.00208	0.24713	23.93	<.0001
operatingSystem_Android	-0.00327	0.00053503	0.38488	37.27	<.0001
operatingSystem_Chrome_OS	0.00878	0.00082194	1.17947	114.22	<.0001
operatingSystem_Macintosh	0.01006	0.00057842	3.12212	302.35	<.0001
operatingSystem_Windows	0.00206	0.00057637	0.13239	12.82	0.0003
deviceCategory_tablet	-0.00210	0.00063459	0.11270	10.91	0.0010
continent_Americas	0.00672	0.00023684	8.30459	804.23	<.0001
campaign_AW___Electronics	-0.03418	0.01038	0.11199	10.85	0.0010
medium_referral	0.00968	0.00042471	5.36926	519.97	<.0001

Bounds on condition number: 31.905, 2503.2

Forward Selection: Step 23

Variable browser_Safari__in_app_ Entered: R-Square = 0.1792 and C(p) = -26.3994

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	23	2037.30756	88.57859	8578.13	<.0001
Error	903629	9330.95998	0.01033		
Corrected Total	903652	11368			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	-7.67042	0.48673	2.56443	248.34	<.0001
date	3.788002E-7	2.413578E-8	2.54351	246.32	<.0001
visitNumber	-0.00014671	0.00001195	1.55679	150.76	<.0001
hits	-0.00622	0.00006161	105.09010	10177.1	<.0001
pageviews	0.01499	0.00008595	314.09757	30417.8	<.0001
bounces	0.01916	0.00024213	64.68391	6264.12	<.0001
newVisits	-0.00979	0.00037209	7.14738	692.17	<.0001
isMobileBool	0.00204	0.00070891	0.08578	8.31	0.0039
isTrueDirectBool	0.00622	0.00039090	2.61272	253.02	<.0001
channelGrouping_Organic_Search	0.00113	0.00036481	0.09835	9.52	0.0020
channelGrouping_Referral	0.00966	0.00045208	4.71403	456.52	<.0001
browser_Internet_Explorer	0.00177	0.00075411	0.05718	5.54	0.0186
browser_Opera_Mini	0.00397	0.00137	0.08720	8.44	0.0037
browser_Safari	-0.00361	0.00041928	0.76376	73.96	<.0001
browser_Safari__in_app_	-0.00267	0.00134	0.04134	4.00	0.0454
browser_UC_Browser	0.01016	0.00208	0.24553	23.78	<.0001
operatingSystem_Android	-0.00364	0.00056625	0.42609	41.26	<.0001
operatingSystem_Chrome_OS	0.00878	0.00082195	1.17743	114.02	<.0001
operatingSystem_Macintosh	0.01011	0.00057903	3.14864	304.92	<.0001
operatingSystem_Windows	0.00202	0.00057686	0.12615	12.22	0.0005
deviceCategory_tablet	-0.00213	0.00063487	0.11672	11.30	0.0008
continent_Americas	0.00670	0.00023698	8.25372	799.31	<.0001
campaign_AW___Electronics	-0.03421	0.01038	0.11222	10.87	0.0010
medium_referral	0.00975	0.00042614	5.41044	523.96	<.0001

Bounds on condition number: 31.905, 2671.2

No other variable met the 0.0500 significance level for entry into the model.

Summary of Forward Selection							
Step	Variable Entered	Number Vars In	Partial R-Square	Model R-Square	C(p)	F Value	Pr > F
1	pageviews	1	0.1567	0.1567	24657.5	167975	<.0001
2	hits	2	0.0077	0.1644	16212.6	8298.03	<.0001
3	bounces	3	0.0044	0.1688	11415.4	4739.44	<.0001
4	channelGrouping_Referral	4	0.0048	0.1736	6117.65	5264.09	<.0001
5	newVisits	5	0.0024	0.1760	3464.23	2645.29	<.0001
6	operatingSystem_Macintosh	6	0.0010	0.1770	2334.61	1128.72	<.0001
7	continent_Americas	7	0.0006	0.1776	1697.36	638.05	<.0001
8	medium_referral	8	0.0005	0.1781	1125.08	573.58	<.0001
9	isTrueDirectBool	9	0.0003	0.1784	830.366	296.44	<.0001
10	date	10	0.0002	0.1786	575.856	256.35	<.0001
11	isMobileBool	11	0.0002	0.1788	389.691	188.09	<.0001
12	visitNumber	12	0.0001	0.1789	239.616	152.04	<.0001
13	operatingSystem_Chrome_OS	13	0.0001	0.1790	140.339	101.26	<.0001
14	browser_Safari	14	0.0000	0.1791	90.6359	51.70	<.0001
15	operatingSystem_Android	15	0.0000	0.1791	46.3062	46.33	<.0001
16	browser_UC_Browser	16	0.0000	0.1791	27.3816	20.92	<.0001
17	operatingSystem_Windows	17	0.0000	0.1792	14.5851	14.80	0.0001
18	deviceCategory_tablet	18	0.0000	0.1792	3.9163	12.67	0.0004
19	campaign_AW___Electronics	19	0.0000	0.1792	-5.3743	11.29	0.0008
20	browser_Opera_Mini	20	0.0000	0.1792	-12.831	9.46	0.0021
21	channelGrouping_Organic_Search	21	0.0000	0.1792	-20.620	9.79	0.0018
22	browser_Internet_Explorer	22	0.0000	0.1792	-24.396	5.78	0.0162
23	browser_Safari__in_app__	23	0.0000	0.1792	-26.399	4.00	0.0454

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	23	2037.30756	88.57859	8578.13	<.0001
Error	903629	9330.95998	0.01033		
Corrected Total	903652	11368			

Root MSE	0.10162	R-Square	0.1792
Dependent Mean	0.01274	Adj R-Sq	0.1792
Coeff Var	797.45436		

Parameter Estimates						
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Variance Inflation
Intercept	1	-7.67042	0.48673	-15.76	<.0001	0
date	1	3.788002E-7	2.413578E-8	15.69	<.0001	1.12501
visitNumber	1	-0.00014671	0.00001195	-12.28	<.0001	1.07675
hits	1	-0.00622	0.00006161	-100.88	<.0001	30.88172
pageviews	1	0.01499	0.00008595	174.41	<.0001	31.90480
bounces	1	0.01916	0.00024213	79.15	<.0001	1.28268
newVisits	1	-0.00979	0.00037209	-26.31	<.0001	2.09246
isMobileBool	1	0.00204	0.00070891	2.88	0.0039	8.55827
isTrueDirectBool	1	0.00622	0.00039090	15.91	<.0001	2.82516
channelGrouping_Organic_Search	1	0.00113	0.00036481	3.09	0.0020	2.84121
channelGrouping_Referral	1	0.00966	0.00045208	21.37	<.0001	1.83423
browser_Internet_Explorer	1	0.00177	0.00075411	2.35	0.0186	1.04416
browser_Opera_Mini	1	0.00397	0.00137	2.91	0.0037	1.10344
browser_Safari	1	-0.00361	0.00041928	-8.60	<.0001	2.47687
browser_Safari__in_app__	1	-0.00267	0.00134	-2.00	0.0454	1.17673

browser_UC_Browser	1	0.01016	0.00208	4.88	<.0001	1.01807
operatingSystem_Android	1	-0.00364	0.00056625	-6.42	<.0001	3.31963
operatingSystem_Chrome_OS	1	0.00878	0.00082195	10.68	<.0001	1.67290
operatingSystem_Macintosh	1	0.01011	0.00057903	17.46	<.0001	5.92819
operatingSystem_Windows	1	0.00202	0.00057686	3.50	0.0005	6.91098
deviceCategory_tablet	1	-0.00213	0.00063487	-3.36	0.0008	1.14847
continent_Americas	1	0.00670	0.00023698	28.27	<.0001	1.22866
campaign_AW___Electronics	1	-0.03421	0.01038	-3.30	0.0010	1.00121
medium_referral	1	0.00975	0.00042614	22.89	<.0001	3.68868

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.