

The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: transactionBoolean

Number of Observations Read	903653
Number of Observations Used	903653

Stepwise 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

Stepwise 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

Stepwise 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

Stepwise Selection: 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

Stepwise 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

Stepwise 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

Stepwise 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			

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

Stepwise 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

Stepwise 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

Stepwise 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

Stepwise 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

Stepwise 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

Stepwise 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

Stepwise Selection: Step 14

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

Analysis of Variance					
		Sum of	Mean		

Source	DF	Squares	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

Stepwise Selection: Step 15

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

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

Stepwise Selection: Step 16

Variable isMobileBool Removed: R-Square = 0.1791 and C(p) = 44.3064

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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

Stepwise Selection: 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

All variables left in the model are significant at the 0.0500 level.

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

Summary of Stepwise Selection								
Step	Variable Entered	Variable Removed	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		isMobileBool	14	0.0000	0.1791	44.3064	0.00	0.9888
17	browser_UC_Browser		15	0.0000	0.1791	25.3818	20.92	<.0001
18	operatingSystem_Linux		16	0.0000	0.1792	15.1955	12.19	0.0005
19	deviceCategory_tablet		17	0.0000	0.1792	4.2701	12.93	0.0003
20	campaign_AW___Electronics		18	0.0000	0.1792	-5.0218	11.29	0.0008
21	medium_organic		19	0.0000	0.1792	-12.529	9.51	0.0020
22	browser_Opera_Mini		20	0.0000	0.1792	-19.668	9.14	0.0025
23	browser_Internet_Explorer		21	0.0000	0.1792	-24.585	6.92	0.0085
24	browser_Safari__in_app__		22	0.0000	0.1792	-27.074	4.49	0.0341

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	22	2037.29387	92.60427	8967.98	<.0001
Error	903630	9330.97367	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	797.45450		

Parameter Estimates						
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Variance Inflation
Intercept	1	-7.66661	0.48519	-15.80	<.0001	0
date	1	3.787111E-7	2.405923E-8	15.74	<.0001	1.11789
visitNumber	1	-0.00014672	0.00001194	-12.29	<.0001	1.07527
hits	1	-0.00622	0.00006161	-100.88	<.0001	30.88166
pageviews	1	0.01499	0.00008595	174.41	<.0001	31.90475
bounces	1	0.01916	0.00024211	79.15	<.0001	1.28242
newVisits	1	-0.00979	0.00037187	-26.33	<.0001	2.08998
isTrueDirectBool	1	0.00621	0.00039073	15.91	<.0001	2.82269
channelGrouping_Referral	1	0.00966	0.00044079	21.92	<.0001	1.74380
browser_Internet_Explorer	1	0.00191	0.00075067	2.55	0.0108	1.03464
browser_Opera_Mini	1	0.00400	0.00131	3.05	0.0023	1.01435
browser_Safari	1	-0.00359	0.00029834	-12.04	<.0001	1.25406
browser_Safari__in_app__	1	-0.00265	0.00125	-2.12	0.0341	1.02893
browser_UC_Browser	1	0.01016	0.00208	4.87	<.0001	1.01804
operatingSystem_Android	1	-0.00361	0.00033834	-10.67	<.0001	1.18516
operatingSystem_Chrome_OS	1	0.00676	0.00065561	10.31	<.0001	1.06434

operatingSystem_Linux	1	-0.00198	0.00058347	-3.40	0.0007	1.11025
operatingSystem_Macintosh	1	0.00809	0.00027361	29.58	<.0001	1.32364
deviceCategory_tablet	1	-0.00210	0.00061698	-3.40	0.0007	1.08465
continent_Americas	1	0.00670	0.00023423	28.60	<.0001	1.20026
campaign_AW___Electronics	1	-0.03421	0.01038	-3.30	0.0010	1.00121
medium_organic	1	0.00113	0.00036469	3.10	0.0020	2.83931
medium_referral	1	0.00975	0.00041860	23.29	<.0001	3.55923

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.