## The SAS System

**The REG Procedure**
**Model: MODEL1**
**Dependent Variable: transactionBoolean**

| Number of Observations Read | 903653 |
|---|---|
| Number of Observations Used | 903653 |

**Backward Elimination: Step 0**

**All Variables Entered: R-Square = 0.1792 and C(p) = 102.0000**
**The model is not of full rank. A subset of the model which is of full rank is chosen.**

| | 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 | -7.62819 | 0.49276 | 2.47477 | 239.65 | <.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_Affiliates | -0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| 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_MQQBrowser** | 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 |

**Bounds on condition number: 24440, 9656236**

**Backward Elimination: Step 1**

**Variable browser_User_Agent Removed: R-Square = 0.1792 and C(p) = 100.0000**

**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 | -7.62812 | 0.49260 | 2.47627 | 239.79 | <.0001 |
| date | 3.768592E-7 | 2.436196E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05395 | 30412.0 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48824 | 6244.83 | <.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_Affiliates | -0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00155 | 0.05122 | 0.00000949 | 0.00 | 0.9758 |
| browser_ADM | -0.02062 | 0.10712 | 0.00038280 | 0.04 | 0.8473 |
| browser_Amazon_Silk | -0.01053 | 0.03426 | 0.00097653 | 0.09 | 0.7585 |
| browser_Android_Browser | -0.00510 | 0.03426 | 0.00022886 | 0.02 | 0.8817 |
| browser_Android_Runtime | -0.00112 | 0.07949 | 0.00000204 | 0.00 | 0.9888 |
| browser_Android_Webview | -0.01043 | 0.03400 | 0.00097219 | 0.09 | 0.7590 |
| browser_Apple_iPhone7C2 | -0.00504 | 0.04791 | 0.00011437 | 0.01 | 0.9162 |
| browser_BlackBerry | -0.00394 | 0.03889 | 0.00010625 | 0.01 | 0.9192 |
| browser_CSM_Click | -0.00294 | 0.10712 | 0.00000780 | 0.00 | 0.9781 |
| browser_Changa_99695759 | -0.00974 | 0.10712 | 0.00008536 | 0.01 | 0.9276 |
| browser_Chrome | -0.01052 | 0.03398 | 0.00099034 | 0.10 | 0.7568 |
| browser_Coc_Coc | -0.00976 | 0.03419 | 0.00084107 | 0.08 | 0.7753 |
| browser_DASH_JR_3G | -0.03176 | 0.06107 | 0.00279 | 0.27 | 0.6030 |
| browser_DoCoMo | -0.06575 | 0.10714 | 0.00389 | 0.38 | 0.5394 |
| browser_Edge | -0.01152 | 0.03400 | 0.00118 | 0.11 | 0.7348 |
| browser_Firefox | -0.01095 | 0.03399 | 0.00107 | 0.10 | 0.7474 |
| browser_HTC802t_TD | -0.00229 | 0.10715 | 0.00000472 | 0.00 | 0.9829 |
| browser_Hisense_M20_M_LTE | -0.01070 | 0.10715 | 0.00010294 | 0.01 | 0.9205 |
| browser_IE_with_Chrome_Frame | 0.00337 | 0.10715 | 0.00001024 | 0.00 | 0.9749 |
| browser_Internet_Explorer | -0.00883 | 0.03400 | 0.00069636 | 0.07 | 0.7951 |
| browser_Iron | -0.00903 | 0.03831 | 0.00057313 | 0.06 | 0.8138 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Konqueror | -0.00484 | 0.10715 | 0.00002103 | 0.00 | 0.9640 |
| browser_LYF_LS_4002_11 | 0.00084597 | 0.06775 | 0.00000161 | 0.00 | 0.9900 |
| browser_LYF_LS_4002_12 | -0.00810 | 0.04050 | 0.00041348 | 0.04 | 0.8414... |
| browser_Lunascape | -0.00272 | 0.05675 | 0.00002370 | 0.00 | 0.9618 |
| browser_M5 | -0.00271 | 0.10715 | 0.00000659 | 0.00 | 0.9798 |
| browser_MQQBrowser | 0.00086586 | 0.07944 | 0.00000123 | 0.00 | 0.9913 |
| browser_MRCHROME | -0.00703 | 0.03456 | 0.00042744 | 0.04 | 0.8388 |
| browser_Maxthon | -0.01128 | 0.03460 | 0.00110 | 0.11 | 0.7444 |
| browser_Mozilla | -0.01214 | 0.04576 | 0.00072636 | 0.07 | 0.7908 |
| browser_Mozilla_Compatible_Agent | -0.00637 | 0.03428 | 0.00035608 | 0.03 | 0.8527 |
| browser_Nichrome | -0.00497 | 0.05128 | 0.00009681 | 0.01 | 0.9229 |
| browser_Nintendo_Browser | -0.00851 | 0.06111 | 0.00020022 | 0.02 | 0.8893 |
| browser_Nokia_Browser | -0.00381 | 0.03613 | 0.00011455 | 0.01 | 0.9161 |
| browser_NokiaE52_1 | -0.01369 | 0.07947 | 0.00030639 | 0.03 | 0.8632 |
| browser_Opera | -0.00917 | 0.03401 | 0.00075123 | 0.07 | 0.7874 |
| browser_Opera_Mini | -0.00343 | 0.03396 | 0.00010564 | 0.01 | 0.9194 |
| browser_Puffin | -0.00912 | 0.03558 | 0.00067913 | 0.07 | 0.7976 |
| browser_Reddit | -0.00332 | 0.10715 | 0.00000992 | 0.00 | 0.9753 |
| browser_Safari | -0.01424 | 0.03398 | 0.00181 | 0.18 | 0.6752 |
| browser_Safari__in_app_ | -0.01329 | 0.03401 | 0.00158 | 0.15 | 0.6959 |
| browser_SeaMonkey | -0.01457 | 0.04293 | 0.00119 | 0.12 | 0.7343 |
| browser_Seznam | -0.00379 | 0.04576 | 0.00007101 | 0.01 | 0.9339 |
| browser_TCL_P500M | 0.00759 | 0.10715 | 0.00005184 | 0.01 | 0.9435 |
| browser_ThumbSniper | 0.00411 | 0.06775 | 0.00003801 | 0.00 | 0.9516 |
| browser_UC_Browser | -0.00043008 | 0.03404 | 0.00000165 | 0.00 | 0.9899 |
| browser_YE | -0.02021 | 0.07952 | 0.00066729 | 0.06 | 0.7993 |
| browser_YaBrowser | -0.00981 | 0.03406 | 0.00085725 | 0.08 | 0.7733 |
| browser__Use_default_User_agent | 0.01082 | 0.10712 | 0.00010531 | 0.01 | 0.9196 |
| browser_no_ua | -0.00257 | 0.06775 | 0.00001489 | 0.00 | 0.9697 |
| browser_osee2unifiedRelease | -0.01731 | 0.05675 | 0.00096113 | 0.09 | 0.7603 |
| browser_subjectAgent__NoticiasBo | -0.00606 | 0.10712 | 0.00003300 | 0.00 | 0.9549 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5594 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014923 | 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 | 0.00078390 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20528 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004464 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001183 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063258 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058371 | 0.00628 | 0.00008927 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006021 | 0.01 | 0.9391 |
| operatingSystem_Windows | | | | | |

| Variable | | | | | |
|---|---|---|---|---|---|
| | 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 | 0.00042169 | 0.04 | 0.8399 |
| 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 |

**Bounds on condition number: 21748, 8953327**

**Backward Elimination: Step 2**

**Variable browser_MQQBrowser Removed: 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 | -7.62796 | 0.49238 | 2.47846 | 240.01 | <.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 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05395 | 30412.0 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48825 | 6244.84 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 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_Affiliates** | -0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_0** | -0.00171 | 0.04914 | 0.00001251 | 0.00 | 0.9722 |
| **browser_ADM** | -0.02078 | 0.10614 | 0.00039587 | 0.04 | 0.8448 |
| **browser_Amazon_Silk** | -0.01069 | 0.03107 | 0.00122 | 0.12 | 0.7308 |
| **browser_Android_Browser** | -0.00526 | 0.03107 | 0.00029552 | 0.03 | 0.8657 |
| **browser_Android_Runtime** | -0.00127 | 0.07817 | 0.00000274 | 0.00 | 0.9870 |
| **browser_Android_Webview** | -0.01059 | 0.03079 | 0.00122 | 0.12 | 0.7309 |
| **browser_Apple_iPhone7C2** | -0.00520 | 0.04568 | 0.00013380 | 0.01 | 0.9094 |
| **browser_BlackBerry** | -0.00410 | 0.03611 | 0.00013324 | 0.01 | 0.9096 |
| **browser_CSM_Click** | -0.00310 | 0.10614 | 0.00000882 | 0.00 | 0.9767 |
| **browser_Changa_99695759** | -0.00990 | 0.10614 | 0.00008978 | 0.01 | 0.9257 |
| **browser_Chrome** | -0.01068 | 0.03077 | 0.00124 | 0.12 | 0.7285 |
| **browser_Coc_Coc** | -0.00991 | 0.03100 | 0.00106 | 0.10 | 0.7491 |
| **browser_DASH_JR_3G** | -0.03192 | 0.05934 | 0.00299 | 0.29 | 0.5907 |
| **browser_DoCoMo** | -0.06591 | 0.10616 | 0.00398 | 0.39 | 0.5347 |
| **browser_Edge** | -0.01167 | 0.03079 | 0.00148 | 0.14 | 0.7046 |
| **browser_Firefox** | -0.01110 | 0.03078 | 0.00134 | 0.13 | 0.7183 |
| **browser_HTC802t_TD** | -0.00245 | 0.10618 | 0.00000549 | 0.00 | 0.9816 |
| **browser_Hisense_M20_M_LTE** | -0.01086 | 0.10618 | 0.00010794 | 0.01 | 0.9186 |
| **browser_IE_with_Chrome_Frame** | 0.00322 | 0.10618 | 0.00000948 | 0.00 | 0.9758 |
| **browser_Internet_Explorer** | -0.00899 | 0.03079 | 0.00087946 | 0.09 | 0.7704 |
| **browser_Iron** | -0.00918 | 0.03550 | 0.00069112 | 0.07 | 0.7959 |
| **browser_Konqueror** | -0.00499 | 0.10618 | 0.00002284 | 0.00 | 0.9625 |
| **browser_LYF_LS_4002_11** | 0.00068847 | 0.06619 | 0.00000112 | 0.00 | 0.9917 |
| **browser_LYF_LS_4002_12** | -0.00826 | 0.03783 | 0.00049242 | 0.05 | 0.8271 |
| **browser_Lunascape** | -0.00288 | 0.05488 | 0.00002835 | 0.00 | 0.9582 |
| **browser_M5** | -0.00286 | 0.10618 | 0.00000752 | 0.00 | 0.9785 |
| **browser_MRCHROME** | -0.00719 | 0.03141 | 0.00054090 | 0.05 | 0.8190 |
| **browser_Maxthon** | -0.01144 | 0.03145 | 0.00137 | 0.13 | 0.7161 |
| **browser_Mozilla** | -0.01229 | 0.04343 | 0.00082743 | 0.08 | 0.7771 |
| **browser_Mozilla_Compatible_Agent** | -0.00652 | 0.03109 | 0.00045466 | 0.04 | 0.8338 |
| **browser_Nichrome** | -0.00512 | 0.04922 | 0.00011187 | 0.01 | 0.9171 |
| **browser_Nintendo_Browser** | -0.00867 | 0.05939 | 0.00021992 | 0.02 | 0.8840 |
| **browser_Nokia_Browser** | -0.00396 | 0.03313 | 0.00014775 | 0.01 | 0.9048 |
| **browser_NokiaE52_1** | -0.01385 | 0.07815 | 0.00032418 | 0.03 | 0.8594 |
| **browser_Opera** | -0.00933 | 0.03080 | 0.00094743 | 0.09 | 0.7620 |
| **browser_Opera_Mini** | -0.00359 | 0.03074 | 0.00014100 | 0.01 | 0.9070 |
| **browser_Puffin** | -0.00928 | 0.03253 | 0.00084072 | 0.08 | 0.7754 |
| **browser_Reddit** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00348 | 0.10618 | 0.00001108 | 0.00 | 0.9739 |
| browser_Safari | -0.01440 | 0.03077 | 0.00226 | 0.22 | 0.6399 |
| browser_Safari__in_app_ | -0.01345 | 0.03080 | 0.00197 | 0.19 | 0.6623 |
| browser_SeaMonkey | -0.01473 | 0.04044 | 0.00137 | 0.13 | 0.7157 |
| browser_Seznam | -0.00395 | 0.04343 | 0.00008550 | 0.01 | 0.9275 |
| browser_TCL_P500M | 0.00744 | 0.10618 | 0.00005064 | 0.00 | 0.9442 |
| browser_ThumbSniper | 0.00395 | 0.06619 | 0.00003683 | 0.00 | 0.9524 |
| browser_UC_Browser | -0.00058721 | 0.03084 | 0.00000374 | 0.00 | 0.9848 |
| browser_YE | -0.02037 | 0.07821 | 0.00070071 | 0.07 | 0.7945 |
| browser_YaBrowser | -0.00997 | 0.03085 | 0.00108 | 0.10 | 0.7466 |
| browser__Use_default_User_agent | 0.01066 | 0.10614 | 0.00010416 | 0.01 | 0.9200 |
| browser_no_ua | -0.00273 | 0.06619 | 0.00001756 | 0.00 | 0.9671 |
| browser_osee2unifiedRelease | -0.01747 | 0.05489 | 0.00105 | 0.10 | 0.7503 |
| browser_subjectAgent__NoticiasBo | -0.00621 | 0.10614 | 0.00003538 | 0.00 | 0.9533 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00354 | 0.16637 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078384 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20529 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001183 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063261 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058365 | 0.00628 | 0.00008925 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042157 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.00025282 | 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 |

**Bounds on condition number: 17834, 7989463**

**Backward Elimination: Step 3**

**Variable browser_LYF_LS_4002_11 Removed: R-Square = 0.1792 and C(p) = 96.0003**

| 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** | -7.62781 | 0.49216 | 2.48051 | 240.21 | <.0001 |
| **date** | 3.768587E-7 | 2.436191E-8 | 2.47112 | 239.30 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05395 | 30412.0 | <.0001 |
| **bounces** | 0.01916 | 0.00024245 | 64.48836 | 6244.86 | <.0001 |
| **newVisits** | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| **isMobileBool** | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| **channelGrouping_Affiliates** | -0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_0** | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| **browser_ADM** | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |
| **browser_Amazon_Silk** | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| **browser_Android_Browser** | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| **browser_Android_Runtime** | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| **browser_Android_Webview** | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| **browser_Apple_iPhone7C2** | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| **browser_BlackBerry** | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| **browser_CSM_Click** | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| **browser_Changa_99695759** | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Chrome | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| browser_Coc_Coc | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| browser_DASH_JR_3G | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| browser_DoCoMo | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| browser_Edge | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| browser_Firefox | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| browser_HTC802t_TD | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| browser_Hisense_M20_M_LTE | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| browser_IE_with_Chrome_Frame | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |
| browser_Internet_Explorer | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| browser_Iron | -0.00933 | 0.03255 | 0.00084839 | 0.08 | 0.7744 |
| browser_Konqueror | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| browser_LYF_LS_4002_12 | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| browser_Lunascape | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| browser_M5 | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| browser_MRCHROME | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| browser_Maxthon | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| browser_Mozilla | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| browser_Mozilla_Compatible_Agent | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| browser_Nichrome | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| browser_Nintendo_Browser | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| browser_Nokia_Browser | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908 |
| browser_NokiaE52_1 | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| browser_Opera | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| browser_Opera_Mini | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| browser_Puffin | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| browser_Reddit | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073444 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | | | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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 |

**Bounds on condition number: 16241, 7074334**

**Backward Elimination: Step 4**

**Variable channelGrouping_Affiliates Removed: R-Square = 0.1792 and C(p) = 94.0004**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 97 | 2037.59258 | 21.00611 | 2034.17 | <.0001 |
| Error | 903555 | 9330.67496 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

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

| | | | | | |
|---|---|---|---|---|---|
| **Intercept** | -7.62781 | 0.49216 | 2.48052 | 240.21 | <.0001 |
| **date** | 3.76859E-7 | 2.436189E-8 | 2.47112 | 239.30 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05396 | 30412.1 | <.0001 |
| **bounces** | 0.01916 | 0.00024245 | 64.48844 | 6244.87 | <.0001 |
| **newVisits** | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| **isMobileBool** | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_0** | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| **browser_ADM** | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |
| **browser_Amazon_Silk** | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| **browser_Android_Browser** | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| **browser_Android_Runtime** | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| **browser_Android_Webview** | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| **browser_Apple_iPhone7C2** | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| **browser_BlackBerry** | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| **browser_CSM_Click** | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| **browser_Changa_99695759** | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |
| **browser_Chrome** | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| **browser_Coc_Coc** | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| **browser_DASH_JR_3G** | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| **browser_DoCoMo** | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| **browser_Edge** | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| **browser_Firefox** | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| **browser_HTC802t_TD** | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| **browser_Hisense_M20_M_LTE** | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| **browser_IE_with_Chrome_Frame** | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |
| **browser_Internet_Explorer** | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| **browser_Iron** | -0.00933 | 0.03255 | 0.00084838 | 0.08 | 0.7744 |
| **browser_Konqueror** | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| **browser_LYF_LS_4002_12** | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| **browser_Lunascape** | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| **browser_M5** | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| **browser_MRCHROME** | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| **browser_Maxthon** | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| **browser_Mozilla** | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| **browser_Mozilla_Compatible_Agent** | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| **browser_Nichrome** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| browser_Nintendo_Browser | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| browser_Nokia_Browser | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908... |
| browser_NokiaE52_1 | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| browser_Opera | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| browser_Opera_Mini | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| browser_Puffin | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| browser_Reddit | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073445 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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 | | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 14060, 3877593**

**Backward Elimination: Step 5**

**Variable medium__not_set_ Entered: R-Square = 0.1792 and C(p) = 96.0003**

**Note:** The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

| 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 | -7.62917 | 0.50246 | 2.38071 | 230.54 | <.0001 |
| date | 3.768587E-7 | 2.436191E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05395 | 30412.0 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48836 | 6244.86 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00798 | 0.10205 | 0.00006306 | 0.01 | 0.9377 |
| channelGrouping_Display | 0.00644 | 0.10206 | 0.00004113 | 0.00 | 0.9497 |
| channelGrouping_Organic_Search | 0.00906 | 0.10205 | 0.00008145 | 0.01 | 0.9292 |
| channelGrouping_Paid_Search | 0.00954 | 0.10206 | 0.00009014 | 0.01 | 0.9256 |
| channelGrouping_Referral | 0.02727 | 0.10205 | 0.00073765 | 0.07 | 0.7893 |
| channelGrouping_Social | 0.01761 | 0.10205 | 0.00030739 | 0.03 | 0.8630 |
| browser_0 | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| browser_ADM | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Amazon_Silk | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| browser_Android_Browser | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| browser_Android_Runtime | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| browser_Android_Webview | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| browser_Apple_iPhone7C2 | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| browser_BlackBerry | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| browser_CSM_Click | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| browser_Changa_99695759 | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |
| browser_Chrome | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| browser_Coc_Coc | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| browser_DASH_JR_3G | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| browser_DoCoMo | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| browser_Edge | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| browser_Firefox | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| browser_HTC802t_TD | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| browser_Hisense_M20_M_LTE | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| browser_IE_with_Chrome_Frame | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |
| browser_Internet_Explorer | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| browser_Iron | -0.00933 | 0.03255 | 0.00084839 | 0.08 | 0.7744 |
| browser_Konqueror | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| browser_LYF_LS_4002_12 | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| browser_Lunascape | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| browser_M5 | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| browser_MRCHROME | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| browser_Maxthon | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| browser_Mozilla | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| browser_Mozilla_Compatible_Agent | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| browser_Nichrome | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| browser_Nintendo_Browser | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| browser_Nokia_Browser | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908 |
| browser_NokiaE52_1 | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| browser_Opera | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| browser_Opera_Mini | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| browser_Puffin | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| browser_Reddit | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073444 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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_ | 0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |

**Bounds on condition number: 222321, 67632850**

**Backward Elimination: Step 6**

**Variable medium__not_set_ Removed: R-Square = 0.1792 and C(p) = 94.0004**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 97 | 2037.59258 | 21.00611 | 2034.17 | <.0001 |
| Error | 903555 | 9330.67496 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62781 | 0.49216 | 2.48052 | 240.21 | <.0001 |
| date | 3.76859E-7 | 2.436189E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05396 | 30412.1 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48844 | 6244.87 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| browser_ADM | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |
| browser_Amazon_Silk | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| browser_Android_Browser | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| browser_Android_Runtime | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| browser_Android_Webview | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| browser_Apple_iPhone7C2 | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| browser_BlackBerry | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| browser_CSM_Click | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| browser_Changa_99695759 | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |
| browser_Chrome | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| browser_Coc_Coc | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| browser_DASH_JR_3G | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| browser_DoCoMo | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| browser_Edge | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| browser_Firefox | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| browser_HTC802t_TD | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| browser_Hisense_M20_M_LTE | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| browser_IE_with_Chrome_Frame | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Internet_Explorer | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| browser_Iron | -0.00933 | 0.03255 | 0.00084838 | 0.08 | 0.7744 |
| browser_Konqueror | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| browser_LYF_LS_4002_12 | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| browser_Lunascape | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| browser_M5 | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| browser_MRCHROME | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| browser_Maxthon | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| browser_Mozilla | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| browser_Mozilla_Compatible_Agent | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| browser_Nichrome | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| browser_Nintendo_Browser | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| browser_Nokia_Browser | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908 |
| browser_NokiaE52_1 | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| browser_Opera | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| browser_Opera_Mini | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| browser_Puffin | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| browser_Reddit | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073445 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 14060, 3877593**

**Backward Elimination: Step 7**

**Variable medium_affiliate Entered: R-Square = 0.1792 and C(p) = 96.0003**

**Note:**   The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

### 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 | -7.62781 | 0.49216 | 2.48051 | 240.21 | <.0001 |
| date | 3.768587E-7 | 2.436191E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05395 | 30412.0 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48836 | 6244.86 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| **isMobileBool** | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_0** | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| **browser_ADM** | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |
| **browser_Amazon_Silk** | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| **browser_Android_Browser** | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| **browser_Android_Runtime** | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| **browser_Android_Webview** | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| **browser_Apple_iPhone7C2** | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| **browser_BlackBerry** | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| **browser_CSM_Click** | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| **browser_Changa_99695759** | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |
| **browser_Chrome** | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| **browser_Coc_Coc** | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| **browser_DASH_JR_3G** | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| **browser_DoCoMo** | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| **browser_Edge** | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| **browser_Firefox** | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| **browser_HTC802t_TD** | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| **browser_Hisense_M20_M_LTE** | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| **browser_IE_with_Chrome_Frame** | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |
| **browser_Internet_Explorer** | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| **browser_Iron** | -0.00933 | 0.03255 | 0.00084839 | 0.08 | 0.7744 |
| **browser_Konqueror** | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| **browser_LYF_LS_4002_12** | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| **browser_Lunascape** | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| **browser_M5** | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| **browser_MRCHROME** | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| **browser_Maxthon** | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| **browser_Mozilla** | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| **browser_Mozilla_Compatible_Agent** | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| **browser_Nichrome** | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| **browser_Nintendo_Browser** | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| **browser_Nokia_Browser** | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908 |
| **browser_NokiaE52_1** | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| **browser_Opera** | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| **browser_Opera_Mini** | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| **browser_Puffin** | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| **browser_Reddit** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073444 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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_affiliate | -0.00136 | 0.10162 | 0.00000186 | 0.00 | 0.9893 |

**Bounds on condition number: 16241, 7074334**

**Backward Elimination: Step 8**

**Variable medium_affiliate Removed: R-Square = 0.1792 and C(p) = 94.0004**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 97 | 2037.59258 | 21.00611 | 2034.17 | <.0001 |
| Error | 903555 | 9330.67496 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62781 | 0.49216 | 2.48052 | 240.21 | <.0001 |
| date | 3.76859E-7 | 2.436189E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.3 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05396 | 30412.1 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48844 | 6244.87 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6159 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00186 | 0.04705 | 0.00001611 | 0.00 | 0.9685 |
| browser_ADM | -0.02093 | 0.10519 | 0.00040882 | 0.04 | 0.8423 |
| browser_Amazon_Silk | -0.01084 | 0.02766 | 0.00159 | 0.15 | 0.6952 |
| browser_Android_Browser | -0.00540 | 0.02766 | 0.00039408 | 0.04 | 0.8451 |
| browser_Android_Runtime | -0.00142 | 0.07688 | 0.00000353 | 0.00 | 0.9853 |
| browser_Android_Webview | -0.01074 | 0.02735 | 0.00159 | 0.15 | 0.6946 |
| browser_Apple_iPhone7C2 | -0.00535 | 0.04342 | 0.00015661 | 0.02 | 0.9020 |
| browser_BlackBerry | -0.00425 | 0.03321 | 0.00016901 | 0.02 | 0.8982 |
| browser_CSM_Click | -0.00325 | 0.10519 | 0.00000985 | 0.00 | 0.9754 |
| browser_Changa_99695759 | -0.01004 | 0.10519 | 0.00009416 | 0.01 | 0.9239 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Chrome | -0.01083 | 0.02732 | 0.00162 | 0.16 | 0.6919 |
| browser_Coc_Coc | -0.01006 | 0.02758 | 0.00137 | 0.13 | 0.7153 |
| browser_DASH_JR_3G | -0.03206 | 0.05762 | 0.00320 | 0.31 | 0.5779 |
| browser_DoCoMo | -0.06605 | 0.10521 | 0.00407 | 0.39 | 0.5301 |
| browser_Edge | -0.01182 | 0.02735 | 0.00193 | 0.19 | 0.6655 |
| browser_Firefox | -0.01125 | 0.02733 | 0.00175 | 0.17 | 0.6806 |
| browser_HTC802t_TD | -0.00260 | 0.10523 | 0.00000628 | 0.00 | 0.9803 |
| browser_Hisense_M20_M_LTE | -0.01100 | 0.10523 | 0.00011290 | 0.01 | 0.9167 |
| browser_IE_with_Chrome_Frame | 0.00307 | 0.10523 | 0.00000879 | 0.00 | 0.9767 |
| browser_Internet_Explorer | -0.00913 | 0.02735 | 0.00115 | 0.11 | 0.7384 |
| browser_Iron | -0.00933 | 0.03255 | 0.00084838 | 0.08 | 0.7744 |
| browser_Konqueror | -0.00514 | 0.10523 | 0.00002464 | 0.00 | 0.9610 |
| browser_LYF_LS_4002_12 | -0.00841 | 0.03507 | 0.00059370 | 0.06 | 0.8105 |
| browser_Lunascape | -0.00302 | 0.05303 | 0.00003355 | 0.00 | 0.9545 |
| browser_M5 | -0.00301 | 0.10523 | 0.00000846 | 0.00 | 0.9772 |
| browser_MRCHROME | -0.00733 | 0.02803 | 0.00070690 | 0.07 | 0.7936 |
| browser_Maxthon | -0.01159 | 0.02808 | 0.00176 | 0.17 | 0.6799 |
| browser_Mozilla | -0.01244 | 0.04105 | 0.00094811 | 0.09 | 0.7619 |
| browser_Mozilla_Compatible_Agent | -0.00667 | 0.02767 | 0.00060050 | 0.06 | 0.8094 |
| browser_Nichrome | -0.00527 | 0.04714 | 0.00012907 | 0.01 | 0.9110 |
| browser_Nintendo_Browser | -0.00881 | 0.05768 | 0.00024117 | 0.02 | 0.8785 |
| browser_Nokia_Browser | -0.00411 | 0.02995 | 0.00019448 | 0.02 | 0.8908 |
| browser_NokiaE52_1 | -0.01399 | 0.07685 | 0.00034238 | 0.03 | 0.8555 |
| browser_Opera | -0.00948 | 0.02736 | 0.00124 | 0.12 | 0.7290 |
| browser_Opera_Mini | -0.00374 | 0.02728 | 0.00019404 | 0.02 | 0.8910 |
| browser_Puffin | -0.00943 | 0.02929 | 0.00107 | 0.10 | 0.7475 |
| browser_Reddit | -0.00363 | 0.10523 | 0.00001226 | 0.00 | 0.9725 |
| browser_Safari | -0.01454 | 0.02733 | 0.00292 | 0.28 | 0.5946 |
| browser_Safari__in_app_ | -0.01360 | 0.02735 | 0.00255 | 0.25 | 0.6191 |
| browser_SeaMonkey | -0.01488 | 0.03788 | 0.00159 | 0.15 | 0.6945 |
| browser_Seznam | -0.00410 | 0.04105 | 0.00010292 | 0.01 | 0.9205 |
| browser_TCL_P500M | 0.00729 | 0.10523 | 0.00004953 | 0.00 | 0.9448 |
| browser_ThumbSniper | 0.00381 | 0.06466 | 0.00003577 | 0.00 | 0.9531 |
| browser_UC_Browser | -0.00073445 | 0.02740 | 0.00000742 | 0.00 | 0.9786 |
| browser_YE | -0.02052 | 0.07692 | 0.00073492 | 0.07 | 0.7896 |
| browser_YaBrowser | -0.01012 | 0.02741 | 0.00141 | 0.14 | 0.7121 |
| browser__Use_default_User_agent | 0.01051 | 0.10519 | 0.00010314 | 0.01 | 0.9204 |
| browser_no_ua | -0.00288 | 0.06465 | 0.00002045 | 0.00 | 0.9645 |
| browser_osee2unifiedRelease | -0.01762 | 0.05303 | 0.00114 | 0.11 | 0.7397 |
| browser_subjectAgent__NoticiasBo | -0.00636 | 0.10519 | 0.00003776 | 0.00 | 0.9518 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00352 | 0.34 | 0.5595 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014922 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16638 | 16.11 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01114 | 0.00257 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | | | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | 0.00938 | 0.03405 | 0.00078378 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00353 | 0.02489 | 2.41 | 0.1205 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20530 | 19.88 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003990 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004463 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001182 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063263 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006022 | 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 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042146 | 0.04 | 0.8399 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03919 | 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 | 0.4120 |
| 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 14060, 3877593**

**Backward Elimination: Step 9**

**Variable browser_Android_Runtime Removed: R-Square = 0.1792 and C(p) = 92.0008**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 96 | 2037.59258 | 21.22492 | 2055.36 | <.0001 |
| Error | 903556 | 9330.67497 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

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

| | | | | | |
|---|---|---|---|---|---|
| **Intercept** | -7.62797 | 0.49209 | 2.48138 | 240.29 | <.0001 |
| **date** | 3.768581E-7 | 2.436183E-8 | 2.47112 | 239.30 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10796 | 10178.4 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05396 | 30412.1 | <.0001 |
| **bounces** | 0.01916 | 0.00024245 | 64.48849 | 6244.88 | <.0001 |
| **newVisits** | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| **isMobileBool** | 0.00332 | 0.00663 | 0.00260 | 0.25 | 0.6160 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_0** | -0.00168 | 0.04606 | 0.00001376 | 0.00 | 0.9709 |
| **browser_ADM** | -0.02075 | 0.10475 | 0.00040529 | 0.04 | 0.8430 |
| **browser_Amazon_Silk** | -0.01066 | 0.02590 | 0.00175 | 0.17 | 0.6807 |
| **browser_Android_Browser** | -0.00522 | 0.02590 | 0.00042012 | 0.04 | 0.8402 |
| **browser_Android_Webview** | -0.01056 | 0.02556 | 0.00176 | 0.17 | 0.6796 |
| **browser_Apple_iPhone7C2** | -0.00517 | 0.04235 | 0.00015390 | 0.01 | 0.9028 |
| **browser_BlackBerry** | -0.00407 | 0.03178 | 0.00016943 | 0.02 | 0.8981 |
| **browser_CSM_Click** | -0.00307 | 0.10475 | 0.00000888 | 0.00 | 0.9766 |
| **browser_Changa_99695759** | -0.00987 | 0.10475 | 0.00009163 | 0.01 | 0.9250 |
| **browser_Chrome** | -0.01065 | 0.02554 | 0.00180 | 0.17 | 0.6767 |
| **browser_Coc_Coc** | -0.00988 | 0.02582 | 0.00151 | 0.15 | 0.7019 |
| **browser_DASH_JR_3G** | -0.03189 | 0.05682 | 0.00325 | 0.32 | 0.5746 |
| **browser_DoCoMo** | -0.06588 | 0.10477 | 0.00408 | 0.40 | 0.5295 |
| **browser_Edge** | -0.01164 | 0.02557 | 0.00214 | 0.21 | 0.6488 |
| **browser_Firefox** | -0.01107 | 0.02555 | 0.00194 | 0.19 | 0.6648 |
| **browser_HTC802t_TD** | -0.00242 | 0.10478 | 0.00000549 | 0.00 | 0.9816 |
| **browser_Hisense_M20_M_LTE** | -0.01082 | 0.10478 | 0.00011018 | 0.01 | 0.9177 |
| **browser_IE_with_Chrome_Frame** | 0.00325 | 0.10478 | 0.00000993 | 0.00 | 0.9753 |
| **browser_Internet_Explorer** | -0.00895 | 0.02556 | 0.00127 | 0.12 | 0.7261 |
| **browser_Iron** | -0.00915 | 0.03107 | 0.00089577 | 0.09 | 0.7684 |
| **browser_Konqueror** | -0.00496 | 0.10478 | 0.00002315 | 0.00 | 0.9622 |
| **browser_LYF_LS_4002_12** | -0.00823 | 0.03373 | 0.00061481 | 0.06 | 0.8072 |
| **browser_Lunascape** | -0.00284 | 0.05213 | 0.00003072 | 0.00 | 0.9565 |
| **browser_M5** | -0.00283 | 0.10478 | 0.00000755 | 0.00 | 0.9784 |
| **browser_MRCHROME** | -0.00716 | 0.02630 | 0.00076444 | 0.07 | 0.7856 |
| **browser_Maxthon** | -0.01141 | 0.02635 | 0.00193 | 0.19 | 0.6651 |
| **browser_Mozilla** | -0.01226 | 0.03989 | 0.00097552 | 0.09 | 0.7586 |
| **browser_Mozilla_Compatible_Agent** | -0.00649 | 0.02595 | 0.00064660 | 0.06 | 0.8024 |
| **browser_Nichrome** | -0.00509 | 0.04613 | 0.00012576 | 0.01 | 0.9121 |
| **browser_Nintendo_Browser** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00863 | 0.05686 | 0.00023819 | 0.02 | 0.8793 |
| browser_Nokia_Browser | -0.00393 | 0.02834 | 0.00019869 | 0.02 | 0.8897 |
| browser_NokiaE52_1 | -0.01382 | 0.07624 | 0.00033905 | 0.03 | 0.8562 |
| browser_Opera | -0.00930 | 0.02558 | 0.00136 | 0.13 | 0.7162 |
| browser_Opera_Mini | -0.00356 | 0.02551 | 0.00020118 | 0.02 | 0.8890 |
| browser_Puffin | -0.00925 | 0.02763 | 0.00116 | 0.11 | 0.7378 |
| browser_Reddit | -0.00345 | 0.10478 | 0.00001117 | 0.00 | 0.9738 |
| browser_Safari | -0.01436 | 0.02554 | 0.00327 | 0.32 | 0.5739 |
| browser_Safari__in_app_ | -0.01342 | 0.02557 | 0.00284 | 0.28 | 0.5998 |
| browser_SeaMonkey | -0.01470 | 0.03662 | 0.00166 | 0.16 | 0.6881 |
| browser_Seznam | -0.00392 | 0.03989 | 0.00009968 | 0.01 | 0.9217 |
| browser_TCL_P500M | 0.00747 | 0.10478 | 0.00005245 | 0.01 | 0.9432 |
| browser_ThumbSniper | 0.00398 | 0.06394 | 0.00004006 | 0.00 | 0.9503 |
| browser_UC_Browser | -0.00055493 | 0.02562 | 0.00000484 | 0.00 | 0.9827 |
| browser_YE | -0.02034 | 0.07630 | 0.00073385 | 0.07 | 0.7898 |
| browser_YaBrowser | -0.00994 | 0.02564 | 0.00155 | 0.15 | 0.6983 |
| browser__Use_default_User_agent | 0.01069 | 0.10475 | 0.00010754 | 0.01 | 0.9187 |
| browser_no_ua | -0.00270 | 0.06394 | 0.00001842 | 0.00 | 0.9663 |
| browser_osee2unifiedRelease | -0.01744 | 0.05213 | 0.00116 | 0.11 | 0.7380 |
| browser_subjectAgent__NoticiasBo | -0.00618 | 0.10475 | 0.00003598 | 0.00 | 0.9529 |
| operatingSystem_Android | 0.00160 | 0.00275 | 0.00351 | 0.34 | 0.5597 |
| operatingSystem_BlackBerry | 0.00210 | 0.01750 | 0.00014916 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00354 | 0.16656 | 16.13 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00256 | 0.25 | 0.6182 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078338 | 0.08 | 0.7830 |
| operatingSystem_Linux | 0.00547 | 0.00352 | 0.02490 | 2.41 | 0.1204 |
| operatingSystem_Macintosh | 0.01558 | 0.00349 | 0.20554 | 19.90 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003989 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004457 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001181 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063281 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058314 | 0.00628 | 0.00008910 | 0.01 | 0.9260 |
| operatingSystem_SunOS | -0.00777 | 0.10168 | 0.00006026 | 0.01 | 0.9391 |
| operatingSystem_Windows | 0.00744 | 0.00349 | 0.04706 | 4.56 | 0.0328 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00400 | 0.04908 | 4.75 | 0.0293 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00042069 | 0.04 | 0.8400 |
| operatingSystem_iOS | 0.00548 | 0.00281 | 0.03920 | 3.80 | 0.0514 |
| 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 | 0.04571 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 12284, 3452857**

**Backward Elimination: Step 10**

**Variable browser_UC_Browser Removed: R-Square = 0.1792 and C(p) = 90.0013**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 95 | 2037.59257 | 21.44834 | 2077.00 | <.0001 |
| Error | 903557 | 9330.67497 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62848 | 0.49151 | 2.48749 | 240.88 | <.0001 |
| date | 3.768566E-7 | 2.436171E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10802 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05412 | 30412.1 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48849 | 6244.89 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00662 | 0.00259 | 0.25 | 0.6163 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00114 | 0.03862 | 0.00000896 | 0.00 | 0.9765 |
| browser_ADM | -0.02021 | 0.10170 | 0.00040775 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01011 | 0.00481 | 0.04566 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00981 | 0.95 | 0.3297 |
| browser_Android_Webview | -0.01001 | 0.00238 | 0.18329 | 17.75 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Apple_iPhone7C2 | -0.00463 | 0.03411 | 0.00018997 | 0.02 | 0.8921 |
| browser_BlackBerry | -0.00352 | 0.01921 | 0.00034728 | 0.03 | 0.8545 |
| browser_CSM_Click | -0.00253 | 0.10170 | 0.00000638 | 0.00 | 0.9802 |
| browser_Changa_99695759 | -0.00932 | 0.10170 | 0.00008679 | 0.01 | 0.9270 |
| browser_Chrome | -0.01010 | 0.00208 | 0.24225 | 23.46 | <.0001 |
| browser_Coc_Coc | -0.00933 | 0.00431 | 0.04848 | 4.70 | 0.0302 |
| browser_DASH_JR_3G | -0.03134 | 0.05097 | 0.00391 | 0.38 | 0.5386 |
| browser_DoCoMo | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5205 |
| browser_Edge | -0.01109 | 0.00233 | 0.23436 | 22.69 | <.0001 |
| browser_Firefox | -0.01052 | 0.00215 | 0.24666 | 23.89 | <.0001 |
| browser_HTC802t_TD | -0.00186 | 0.10164 | 0.00000347 | 0.00 | 0.9854 |
| browser_Hisense_M20_M_LTE | -0.01027 | 0.10164 | 0.00010547 | 0.01 | 0.9195 |
| browser_IE_with_Chrome_Frame | 0.00380 | 0.10164 | 0.00001444 | 0.00 | 0.9702 |
| browser_Internet_Explorer | -0.00840 | 0.00223 | 0.14712 | 14.25 | 0.0002 |
| browser_Iron | -0.00860 | 0.01782 | 0.00241 | 0.23 | 0.6293 |
| browser_Konqueror | -0.00441 | 0.10164 | 0.00001943 | 0.00 | 0.9654 |
| browser_LYF_LS_4002_12 | -0.00769 | 0.02254 | 0.00120 | 0.12 | 0.7330 |
| browser_Lunascape | -0.00229 | 0.04549 | 0.00002621 | 0.00 | 0.9598 |
| browser_M5 | -0.00228 | 0.10164 | 0.00000520 | 0.00 | 0.9821 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01030 | 1.00 | 0.3179 |
| browser_Maxthon | -0.01085 | 0.00681 | 0.02625 | 2.54 | 0.1109 |
| browser_Mozilla | -0.01171 | 0.03071 | 0.00150 | 0.15 | 0.7030 |
| browser_Mozilla_Compatible_Agent | -0.00595 | 0.00653 | 0.00858 | 0.83 | 0.3622 |
| browser_Nichrome | -0.00454 | 0.03847 | 0.00014378 | 0.01 | 0.9061 |
| browser_Nintendo_Browser | -0.00808 | 0.05086 | 0.00026093 | 0.03 | 0.8737 |
| browser_Nokia_Browser | -0.00338 | 0.01261 | 0.00074281 | 0.07 | 0.7885 |
| browser_NokiaE52_1 | -0.01327 | 0.07194 | 0.00035128 | 0.03 | 0.8537 |
| browser_Opera | -0.00875 | 0.00249 | 0.12724 | 12.32 | 0.0004 |
| browser_Opera_Mini | -0.00301 | 0.00313 | 0.00957 | 0.93 | 0.3358 |
| browser_Puffin | -0.00870 | 0.01074 | 0.00677 | 0.66 | 0.4182 |
| browser_Reddit | -0.00289 | 0.10164 | 0.00000838 | 0.00 | 0.9773 |
| browser_Safari | -0.01381 | 0.00212 | 0.43943 | 42.55 | <.0001 |
| browser_Safari__in_app_ | -0.01287 | 0.00247 | 0.27940 | 27.06 | <.0001 |
| browser_SeaMonkey | -0.01415 | 0.02632 | 0.00298 | 0.29 | 0.5909 |
| browser_Seznam | -0.00337 | 0.03071 | 0.00012417 | 0.01 | 0.9127 |
| browser_TCL_P500M | 0.00802 | 0.10164 | 0.00006427 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00453 | 0.05881 | 0.00006117 | 0.01 | 0.9387 |
| browser_YE | -0.01979 | 0.07190 | 0.00078207 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00939 | 0.00306 | 0.09710 | 9.40 | 0.0022 |
| browser__Use_default_User_agent | 0.01123 | 0.10170 | 0.00012599 | 0.01 | 0.9120 |
| browser_no_ua | -0.00216 | 0.05881 | 0.00001389 | 0.00 | 0.9707 |
| browser_osee2unifiedRelease | -0.01689 | 0.04550 | 0.00142 | 0.14 | 0.7105 |
| browser_subjectAgent__NoticiasBo | -0.00564 | 0.10170 | 0.00003176 | 0.00 | 0.9558 |
| operatingSystem_Android | 0.00160 | 0.00274 | 0.00351 | 0.34 | 0.5597 |
| operatingSystem_BlackBerry | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00210 | 0.01749 | 0.00014897 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | 0.01420 | 0.00352 | 0.16805 | 16.27 | <.0001 |
| operatingSystem_Firefox_OS | 0.00554 | 0.01113 | 0.00256 | 0.25 | 0.6185 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078218 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00351 | 0.02509 | 2.43 | 0.1191 |
| operatingSystem_Macintosh | 0.01557 | 0.00347 | 0.20745 | 20.09 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003985 | 0.00 | 0.9505 |
| operatingSystem_Nintendo_Wii | 0.00340 | 0.05191 | 0.00004439 | 0.00 | 0.9477 |
| operatingSystem_Nintendo_WiiU | 0.00181 | 0.05372 | 0.00001177 | 0.00 | 0.9731 |
| operatingSystem_OpenBSD | -0.01782 | 0.07194 | 0.00063337 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058187 | 0.00628 | 0.00008872 | 0.01 | 0.9262 |
| operatingSystem_SunOS | -0.00778 | 0.10168 | 0.00006038 | 0.01 | 0.9390 |
| operatingSystem_Windows | 0.00743 | 0.00347 | 0.04745 | 4.60 | 0.0321 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00399 | 0.04915 | 4.76 | 0.0291 |
| operatingSystem_Xbox | 0.00262 | 0.01303 | 0.00041853 | 0.04 | 0.8404 |
| operatingSystem_iOS | 0.00547 | 0.00280 | 0.03933 | 3.81 | 0.0510 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041012 | 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 | 0.4119 |
| continent_Asia | -0.00449 | 0.00267 | 0.02918 | 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 | -0.00033274 | 0.00213 | 0.00025280 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 801284**

**Backward Elimination: Step 11**

**Variable browser_HTC802t_TD Removed: R-Square = 0.1792 and C(p) = 88.0016**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 94 | 2037.59257 | 21.67652 | 2099.10 | <.0001 |
| Error | 903558 | 9330.67498 | 0.01033 | | |
| | | | | | |

| | Corrected Total | 903652 | 11368 | | | |
|---|---|---|---|---|---|---|

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62850 | 0.49151 | 2.48751 | 240.88 | <.0001 |
| date | 3.768574E-7 | 2.436166E-8 | 2.47114 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10802 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05412 | 30412.2 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48864 | 6244.91 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00662 | 0.00259 | 0.25 | 0.6163 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00114 | 0.03862 | 0.00000895 | 0.00 | 0.9765 |
| browser_ADM | -0.02021 | 0.10170 | 0.00040772 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01011 | 0.00481 | 0.04565 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00981 | 0.95 | 0.3298 |
| browser_Android_Webview | -0.01001 | 0.00237 | 0.18332 | 17.75 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00463 | 0.03411 | 0.00018991 | 0.02 | 0.8921 |
| browser_BlackBerry | -0.00352 | 0.01921 | 0.00034712 | 0.03 | 0.8545 |
| browser_CSM_Click | -0.00253 | 0.10170 | 0.00000638 | 0.00 | 0.9802 |
| browser_Changa_99695759 | -0.00932 | 0.10170 | 0.00008678 | 0.01 | 0.9270 |
| browser_Chrome | -0.01010 | 0.00208 | 0.24232 | 23.47 | <.0001 |
| browser_Coc_Coc | -0.00933 | 0.00431 | 0.04848 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03134 | 0.05097 | 0.00391 | 0.38 | 0.5386 |
| browser_DoCoMo | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| browser_Edge | -0.01109 | 0.00233 | 0.23441 | 22.70 | <.0001 |
| browser_Firefox | -0.01052 | 0.00215 | 0.24672 | 23.89 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01027 | 0.10164 | 0.00010545 | 0.01 | 0.9195 |
| browser_IE_with_Chrome_Frame | 0.00380 | 0.10164 | 0.00001445 | 0.00 | 0.9702 |
| browser_Internet_Explorer | -0.00840 | 0.00223 | 0.14715 | 14.25 | 0.0002 |
| browser_Iron | -0.00860 | 0.01782 | 0.00241 | 0.23 | 0.6293 |
| browser_Konqueror | -0.00441 | 0.10164 | 0.00001943 | 0.00 | 0.9654 |
| browser_LYF_LS_4002_12 | -0.00769 | 0.02254 | 0.00120 | 0.12 | 0.7331 |
| browser_Lunascape | -0.00229 | 0.04549 | 0.00002619 | 0.00 | 0.9598 |
| browser_M5 | -0.00228 | 0.10164 | 0.00000520 | 0.00 | 0.9821 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01030 | 1.00 | 0.3180 |
| browser_Maxthon | -0.01085 | 0.00681 | 0.02624 | 2.54 | 0.1109 |
| browser_Mozilla | -0.01171 | 0.03071 | 0.00150 | 0.15 | 0.7030 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla_Compatible_Agent | -0.00595 | 0.00653 | 0.00857 | 0.83 | 0.3622 |
| browser_Nichrome | -0.00454 | 0.03847 | 0.00014373 | 0.01 | 0.9061 |
| browser_Nintendo_Browser | -0.00808 | 0.05086 | 0.00026088 | 0.03 | 0.8737 |
| browser_Nokia_Browser | -0.00338 | 0.01261 | 0.00074248 | 0.07 | 0.7886 |
| browser_NokiaE52_1 | -0.01327 | 0.07194 | 0.00035123 | 0.03 | 0.8537 |
| browser_Opera | -0.00875 | 0.00249 | 0.12725 | 12.32 | 0.0004 |
| browser_Opera_Mini | -0.00301 | 0.00313 | 0.00956 | 0.93 | 0.3359 |
| browser_Puffin | -0.00870 | 0.01074 | 0.00677 | 0.66 | 0.4182 |
| browser_Reddit | -0.00289 | 0.10164 | 0.00000837 | 0.00 | 0.9773 |
| browser_Safari | -0.01381 | 0.00212 | 0.43956 | 42.57 | <.0001 |
| browser_Safari__in_app_ | -0.01287 | 0.00247 | 0.27945 | 27.06 | <.0001 |
| browser_SeaMonkey | -0.01415 | 0.02632 | 0.00298 | 0.29 | 0.5909 |
| browser_Seznam | -0.00337 | 0.03071 | 0.00012412 | 0.01 | 0.9127 |
| browser_TCL_P500M | 0.00802 | 0.10164 | 0.00006428 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00453 | 0.05881 | 0.00006119 | 0.01 | 0.9386 |
| browser_YE | -0.01979 | 0.07190 | 0.00078201 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09711 | 9.40 | 0.0022 |
| browser__Use_default_User_agent | 0.01123 | 0.10170 | 0.00012601 | 0.01 | 0.9120 |
| browser_no_ua | -0.00216 | 0.05881 | 0.00001388 | 0.00 | 0.9708 |
| browser_osee2unifiedRelease | -0.01689 | 0.04550 | 0.00142 | 0.14 | 0.7105 |
| browser_subjectAgent__NoticiasBo | -0.00564 | 0.10170 | 0.00003175 | 0.00 | 0.9558 |
| operatingSystem_Android | 0.00160 | 0.00274 | 0.00351 | 0.34 | 0.5597 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014897 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | 0.01420 | 0.00352 | 0.16805 | 16.27 | <.0001 |
| operatingSystem_Firefox_OS | 0.00554 | 0.01113 | 0.00256 | 0.25 | 0.6185 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078219 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00351 | 0.02509 | 2.43 | 0.1191 |
| operatingSystem_Macintosh | 0.01557 | 0.00347 | 0.20745 | 20.09 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003985 | 0.00 | 0.9505 |
| operatingSystem_Nintendo_Wii | 0.00340 | 0.05191 | 0.00004439 | 0.00 | 0.9477 |
| operatingSystem_Nintendo_WiiU | 0.00181 | 0.05372 | 0.00001177 | 0.00 | 0.9731 |
| operatingSystem_OpenBSD | -0.01782 | 0.07194 | 0.00063337 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058186 | 0.00628 | 0.00008872 | 0.01 | 0.9262 |
| operatingSystem_SunOS | -0.00778 | 0.10168 | 0.00006038 | 0.01 | 0.9390 |
| operatingSystem_Windows | 0.00743 | 0.00347 | 0.04745 | 4.60 | 0.0321 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00399 | 0.04915 | 4.76 | 0.0291 |
| operatingSystem_Xbox | 0.00262 | 0.01303 | 0.00041853 | 0.04 | 0.8404 |
| operatingSystem_iOS | 0.00547 | 0.00280 | 0.03933 | 3.81 | 0.0510 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041013 | 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 | 0.4119 |
| continent_Asia | -0.00449 | 0.00267 | 0.02918 | 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 | -0.00033275 | 0.00213 | 0.00025281 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 792748**

**Backward Elimination: Step 12**

**Variable browser_M5 Removed: R-Square = 0.1792 and C(p) = 86.0021**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 93 | 2037.59256 | 21.90960 | 2121.67 | <.0001 |
| Error | 903559 | 9330.67498 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62850 | 0.49151 | 2.48751 | 240.88 | <.0001 |
| date | 3.768571E-7 | 2.436164E-8 | 2.47114 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10802 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05412 | 30412.2 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48867 | 6244.92 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25684 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00662 | 0.00259 | 0.25 | 0.6163 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00114 | 0.03862 | 0.00000893 | 0.00 | 0.9765 |
| browser_ADM | -0.02021 | 0.10170 | 0.00040768 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01011 | 0.00481 | 0.04565 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00981 | 0.95 | 0.3298 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18335 | 17.75 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00462 | 0.03411 | 0.00018983 | 0.02 | 0.8922 |
| browser_BlackBerry | -0.00352 | 0.01921 | 0.00034694 | 0.03 | 0.8546 |
| browser_CSM_Click | -0.00253 | 0.10170 | 0.00000638 | 0.00 | 0.9802 |
| browser_Changa_99695759 | -0.00932 | 0.10170 | 0.00008676 | 0.01 | 0.9270 |
| browser_Chrome | -0.01010 | 0.00208 | 0.24237 | 23.47 | <.0001 |
| browser_Coc_Coc | -0.00933 | 0.00431 | 0.04848 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03134 | 0.05097 | 0.00390 | 0.38 | 0.5386 |
| browser_DoCoMo | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| browser_Edge | -0.01109 | 0.00233 | 0.23444 | 22.70 | <.0001 |
| browser_Firefox | -0.01052 | 0.00215 | 0.24677 | 23.90 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01027 | 0.10164 | 0.00010543 | 0.01 | 0.9195 |
| browser_IE_with_Chrome_Frame | 0.00380 | 0.10164 | 0.00001445 | 0.00 | 0.9702 |
| browser_Internet_Explorer | -0.00840 | 0.00223 | 0.14717 | 14.25 | 0.0002 |
| browser_Iron | -0.00860 | 0.01782 | 0.00241 | 0.23 | 0.6294 |
| browser_Konqueror | -0.00441 | 0.10164 | 0.00001942 | 0.00 | 0.9654 |
| browser_LYF_LS_4002_12 | -0.00769 | 0.02254 | 0.00120 | 0.12 | 0.7331 |
| browser_Lunascape | -0.00229 | 0.04549 | 0.00002617 | 0.00 | 0.9599 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01030 | 1.00 | 0.3180 |
| browser_Maxthon | -0.01085 | 0.00681 | 0.02624 | 2.54 | 0.1109 |
| browser_Mozilla | -0.01171 | 0.03071 | 0.00150 | 0.15 | 0.7031 |
| browser_Mozilla_Compatible_Agent | -0.00595 | 0.00653 | 0.00857 | 0.83 | 0.3623 |
| browser_Nichrome | -0.00454 | 0.03847 | 0.00014367 | 0.01 | 0.9061 |
| browser_Nintendo_Browser | -0.00808 | 0.05086 | 0.00026082 | 0.03 | 0.8737 |
| browser_Nokia_Browser | -0.00338 | 0.01261 | 0.00074207 | 0.07 | 0.7886 |
| browser_NokiaE52_1 | -0.01327 | 0.07194 | 0.00035118 | 0.03 | 0.8537 |
| browser_Opera | -0.00874 | 0.00249 | 0.12726 | 12.32 | 0.0004 |
| browser_Opera_Mini | -0.00301 | 0.00313 | 0.00956 | 0.93 | 0.3360 |
| browser_Puffin | -0.00870 | 0.01074 | 0.00677 | 0.66 | 0.4183 |
| browser_Reddit | -0.00289 | 0.10164 | 0.00000837 | 0.00 | 0.9773 |
| browser_Safari | -0.01381 | 0.00212 | 0.43967 | 42.58 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.27948 | 27.06 | <.0001 |
| browser_SeaMonkey | -0.01415 | 0.02632 | 0.00298 | 0.29 | 0.5910 |
| browser_Seznam | -0.00337 | 0.03071 | 0.00012404 | 0.01 | 0.9127 |
| browser_TCL_P500M | 0.00802 | 0.10164 | 0.00006430 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00453 | 0.05881 | 0.00006121 | 0.01 | 0.9386 |
| browser_YE | -0.01978 | 0.07190 | 0.00078193 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09711 | 9.40 | 0.0022 |
| browser__Use_default_User_agent | 0.01124 | 0.10170 | 0.00012603 | 0.01 | 0.9120 |
| browser_no_ua | -0.00216 | 0.05881 | 0.00001387 | 0.00 | 0.9708 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7106 |
| browser_subjectAgent__NoticiasBo | -0.00564 | 0.10170 | 0.00003174 | 0.00 | 0.9558 |
| operatingSystem_Android | 0.00160 | 0.00274 | 0.00351 | 0.34 | 0.5597 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014897 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.01420 | 0.00352 | 0.16805 | 16.27 | <.0001 |
| operatingSystem_Firefox_OS | 0.00554 | 0.01113 | 0.00256 | 0.25 | 0.6185 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078219 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00351 | 0.02509 | 2.43 | 0.1190 |
| operatingSystem_Macintosh | 0.01557 | 0.00347 | 0.20745 | 20.09 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003985 | 0.00 | 0.9505 |
| operatingSystem_Nintendo_Wii | 0.00340 | 0.05191 | 0.00004439 | 0.00 | 0.9477 |
| operatingSystem_Nintendo_WiiU | 0.00181 | 0.05372 | 0.00001177 | 0.00 | 0.9731 |
| operatingSystem_OpenBSD | -0.01782 | 0.07194 | 0.00063337 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058186 | 0.00628 | 0.00008871 | 0.01 | 0.9262 |
| operatingSystem_SunOS | -0.00778 | 0.10168 | 0.00006038 | 0.01 | 0.9390 |
| operatingSystem_Windows | 0.00743 | 0.00347 | 0.04745 | 4.60 | 0.0321 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00399 | 0.04915 | 4.76 | 0.0291 |
| operatingSystem_Xbox | 0.00262 | 0.01303 | 0.00041853 | 0.04 | 0.8404 |
| operatingSystem_iOS | 0.00547 | 0.00280 | 0.03933 | 3.81 | 0.0510 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041013 | 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 | 0.4119 |
| continent_Asia | -0.00449 | 0.00267 | 0.02918 | 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 | -0.00033275 | 0.00213 | 0.00025281 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 784215**

**Backward Elimination: Step 13**

**Variable browser_CSM_Click Removed: R-Square = 0.1792 and C(p) = 84.0027**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 92 | 2037.59256 | 22.14775 | 2144.73 | <.0001 |
| Error | 903560 | 9330.67499 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62849 | 0.49151 | 2.48750 | 240.88 | <.0001 |
| date | 3.768565E-7 | 2.436162E-8 | 2.47113 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10801 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05412 | 30412.2 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48866 | 6244.93 | <.0001 |
| newVisits | -0.00985 | 0.00043641 | 5.25683 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00662 | 0.00260 | 0.25 | 0.6161 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00113 | 0.03862 | 0.00000887 | 0.00 | 0.9766 |
| browser_ADM | -0.02020 | 0.10170 | 0.00040752 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01010 | 0.00481 | 0.04564 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00980 | 0.95 | 0.3299 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18336 | 17.76 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00462 | 0.03411 | 0.00018951 | 0.02 | 0.8922 |
| browser_BlackBerry | -0.00352 | 0.01921 | 0.00034652 | 0.03 | 0.8547 |
| browser_Changa_99695759 | -0.00932 | 0.10170 | 0.00008669 | 0.01 | 0.9270 |
| browser_Chrome | -0.01009 | 0.00208 | 0.24242 | 23.48 | <.0001 |
| browser_Coc_Coc | -0.00933 | 0.00431 | 0.04847 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03134 | 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 | 0.23447 | 22.71 | <.0001 |
| browser_Firefox | -0.01052 | 0.00215 | 0.24682 | 23.90 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01027 | 0.10164 | 0.00010541 | 0.01 | 0.9195 |
| browser_IE_with_Chrome_Frame | 0.00380 | 0.10164 | 0.00001446 | 0.00 | 0.9701 |
| browser_Internet_Explorer | -0.00840 | 0.00222 | 0.14718 | 14.25 | 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_12 | -0.00768 | 0.02254 | 0.00120 | 0.12 | 0.7332 |
| browser_Lunascape | -0.00229 | 0.04549 | 0.00002615 | 0.00 | 0.9599 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01029 | 1.00 | 0.3181 |
| browser_Maxthon | -0.01085 | 0.00681 | 0.02624 | 2.54 | 0.1109 |
| browser_Mozilla | -0.01171 | 0.03071 | 0.00150 | 0.15 | 0.7031 |
| browser_Mozilla_Compatible_Agent | -0.00594 | 0.00653 | 0.00856 | 0.83 | 0.3624 |
| browser_Nichrome | -0.00454 | 0.03847 | 0.00014361 | 0.01 | 0.9061 |
| browser_Nintendo_Browser | -0.00808 | 0.05086 | 0.00026073 | 0.03 | 0.8737 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Nokia_Browser | -0.00338 | 0.01261 | 0.00074137 | 0.07 | 0.7887 |
| browser_NokiaE52_1 | -0.01326 | 0.07194 | 0.00035104 | 0.03 | 0.8537 |
| browser_Opera | -0.00874 | 0.00249 | 0.12727 | 12.32 | 0.0004 |
| browser_Opera_Mini | -0.00301 | 0.00313 | 0.00955 | 0.93 | 0.3362 |
| 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 | 0.43977 | 42.59 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.27952 | 27.07 | <.0001 |
| browser_SeaMonkey | -0.01415 | 0.02632 | 0.00298 | 0.29 | 0.5910 |
| browser_Seznam | -0.00337 | 0.03071 | 0.00012397 | 0.01 | 0.9128 |
| browser_TCL_P500M | 0.00802 | 0.10164 | 0.00006431 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00453 | 0.05881 | 0.00006132 | 0.01 | 0.9386 |
| browser_YE | -0.01978 | 0.07190 | 0.00078190 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09710 | 9.40 | 0.0022 |
| browser__Use_default_User_agent | 0.01124 | 0.10170 | 0.00012612 | 0.01 | 0.9120 |
| browser_no_ua | -0.00215 | 0.05881 | 0.00001382 | 0.00 | 0.9708 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7106 |
| browser_subjectAgent__NoticiasBo | -0.00563 | 0.10170 | 0.00003169 | 0.00 | 0.9558 |
| operatingSystem_Android | 0.00160 | 0.00274 | 0.00352 | 0.34 | 0.5592 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014904 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00352 | 0.16831 | 16.30 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00256 | 0.25 | 0.6183 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078268 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00350 | 0.02515 | 2.44 | 0.1186 |
| operatingSystem_Macintosh | 0.01557 | 0.00347 | 0.20777 | 20.12 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00706 | 0.11365 | 0.00003986 | 0.00 | 0.9505 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004446 | 0.00 | 0.9477 |
| operatingSystem_Nintendo_WiiU | 0.00181 | 0.05372 | 0.00001178 | 0.00 | 0.9731 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063317 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058235 | 0.00628 | 0.00008886 | 0.01 | 0.9261 |
| operatingSystem_SunOS | -0.00777 | 0.10168 | 0.00006033 | 0.01 | 0.9391 |
| operatingSystem_Windows | 0.00744 | 0.00347 | 0.04754 | 4.60 | 0.0319 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00399 | 0.04918 | 4.76 | 0.0291 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00041951 | 0.04 | 0.8403 |
| operatingSystem_iOS | 0.00547 | 0.00280 | 0.03938 | 3.81 | 0.0508 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041012 | 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 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04571 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033275 | 0.00213 | 0.00025281 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 775616**

**Backward Elimination: Step 14**

**Variable browser_Reddit Removed: R-Square = 0.1792 and C(p) = 82.0035**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 91 | 2037.59255 | 22.39113 | 2168.30 | <.0001 |
| Error | 903561 | 9330.67500 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62848 | 0.49151 | 2.48750 | 240.88 | <.0001 |
| date | 3.768562E-7 | 2.43616E-8 | 2.47113 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53785 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10801 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05413 | 30412.3 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48884 | 6244.95 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25686 | 509.06 | <.0001 |
| isMobileBool | 0.00332 | 0.00662 | 0.00260 | 0.25 | 0.6161 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_0 | -0.00113 | 0.03862 | 0.00000885 | 0.00 | 0.9766 |
| browser_ADM | -0.02020 | 0.10170 | 0.00040747 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01010 | 0.00481 | 0.04564 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00980 | 0.95 | 0.3300 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18338 | 17.76 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00462 | 0.03411 | 0.00018942 | 0.02 | 0.8923 |
| browser_BlackBerry | -0.00352 | 0.01921 | 0.00034629 | 0.03 | 0.8547 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Changa_99695759 | -0.00932 | 0.10170 | 0.00008667 | 0.01 | 0.9270 |
| browser_Chrome | -0.01009 | 0.00208 | 0.24246 | 23.48 | <.0001 |
| browser_Coc_Coc | -0.00933 | 0.00431 | 0.04846 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03134 | 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 | 0.23450 | 22.71 | <.0001 |
| browser_Firefox | -0.01052 | 0.00215 | 0.24686 | 23.90 | <.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 | 0.00222 | 0.14719 | 14.25 | 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_12 | -0.00768 | 0.02254 | 0.00120 | 0.12 | 0.7332 |
| browser_Lunascape | -0.00229 | 0.04549 | 0.00002612 | 0.00 | 0.9599 |
| 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 | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7031 |
| browser_Mozilla_Compatible_Agent | -0.00594 | 0.00653 | 0.00856 | 0.83 | 0.3625 |
| browser_Nichrome | -0.00454 | 0.03847 | 0.00014353 | 0.01 | 0.9062 |
| browser_Nintendo_Browser | -0.00808 | 0.05086 | 0.00026065 | 0.03 | 0.8738 |
| browser_Nokia_Browser | -0.00338 | 0.01261 | 0.00074086 | 0.07 | 0.7888 |
| browser_NokiaE52_1 | -0.01326 | 0.07194 | 0.00035098 | 0.03 | 0.8537 |
| browser_Opera | -0.00874 | 0.00249 | 0.12727 | 12.32 | 0.0004 |
| browser_Opera_Mini | -0.00301 | 0.00313 | 0.00955 | 0.92 | 0.3363 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4184 |
| browser_Safari | -0.01381 | 0.00212 | 0.43988 | 42.60 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.27956 | 27.07 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5910 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012388 | 0.01 | 0.9128 |
| browser_TCL_P500M | 0.00802 | 0.10164 | 0.00006433 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00453 | 0.05881 | 0.00006135 | 0.01 | 0.9386 |
| browser_YE | -0.01978 | 0.07190 | 0.00078180 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09710 | 9.40 | 0.0022 |
| browser__Use_default_User_agent | 0.01124 | 0.10170 | 0.00012614 | 0.01 | 0.9120 |
| browser_no_ua | -0.00215 | 0.05881 | 0.00001380 | 0.00 | 0.9708 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7106 |
| browser_subjectAgent__NoticiasBo | -0.00563 | 0.10170 | 0.00003168 | 0.00 | 0.9558 |
| operatingSystem_Android | 0.00160 | 0.00274 | 0.00352 | 0.34 | 0.5592 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014904 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00352 | 0.16831 | 16.30 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00256 | 0.25 | 0.6184 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078268 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00350 | 0.02515 | 2.44 | 0.1186 |
| operatingSystem_Macintosh | 0.01557 | 0.00347 | 0.20777 | 20.12 | <.0001 |
| operatingSystem_Nintendo_3DS | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00706 | 0.11365 | 0.00003986 | 0.00 | 0.9505 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004446 | 0.00 | 0.9477 |
| operatingSystem_Nintendo_WiiU | 0.00181 | 0.05372 | 0.00001178 | 0.00 | 0.9731 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063317 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058234 | 0.00628 | 0.00008886 | 0.01 | 0.9261 |
| operatingSystem_SunOS | -0.00777 | 0.10168 | 0.00006034 | 0.01 | 0.9391 |
| operatingSystem_Windows | 0.00744 | 0.00347 | 0.04754 | 4.60 | 0.0319 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00399 | 0.04918 | 4.76 | 0.0291 |
| operatingSystem_Xbox | 0.00263 | 0.01303 | 0.00041950 | 0.04 | 0.8403 |
| operatingSystem_iOS | 0.00547 | 0.00280 | 0.03938 | 3.81 | 0.0508 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041013 | 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 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04571 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033274 | 0.00213 | 0.00025280 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 767087**

**Backward Elimination: Step 15**

**Variable browser_0 Removed: R-Square = 0.1792 and C(p) = 80.0044**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 90 | 2037.59254 | 22.63992 | 2192.40 | <.0001 |
| Error | 903562 | 9330.67500 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62848 | 0.49151 | 2.48750 | 240.88 | <.0001 |
| date | 3.768555E-7 | 2.436158E-8 | 2.47112 | 239.30 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **hits** | -0.00622 | 0.00006163 | 105.10800 | 10178.4 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05412 | 30412.3 | <.0001 |
| **bounces** | 0.01916 | 0.00024245 | 64.48896 | 6244.97 | <.0001 |
| **newVisits** | -0.00985 | 0.00043640 | 5.25691 | 509.07 | <.0001 |
| **isMobileBool** | 0.00332 | 0.00662 | 0.00260 | 0.25 | 0.6157 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49815 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_ADM** | -0.02019 | 0.10170 | 0.00040699 | 0.04 | 0.8426 |
| **browser_Amazon_Silk** | -0.01010 | 0.00480 | 0.04563 | 4.42 | 0.0355 |
| **browser_Android_Browser** | -0.00467 | 0.00479 | 0.00979 | 0.95 | 0.3302 |
| **browser_Android_Webview** | -0.01000 | 0.00237 | 0.18365 | 17.78 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00461 | 0.03411 | 0.00018844 | 0.02 | 0.8925 |
| **browser_BlackBerry** | -0.00351 | 0.01921 | 0.00034503 | 0.03 | 0.8550 |
| **browser_Changa_99695759** | -0.00930 | 0.10170 | 0.00008644 | 0.01 | 0.9271 |
| **browser_Chrome** | -0.01009 | 0.00208 | 0.24298 | 23.53 | <.0001 |
| **browser_Coc_Coc** | -0.00932 | 0.00430 | 0.04846 | 4.69 | 0.0303 |
| **browser_DASH_JR_3G** | -0.03133 | 0.05097 | 0.00390 | 0.38 | 0.5388 |
| **browser_DoCoMo** | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01108 | 0.00232 | 0.23485 | 22.74 | <.0001 |
| **browser_Firefox** | -0.01051 | 0.00215 | 0.24734 | 23.95 | <.0001 |
| **browser_Hisense_M20_M_LTE** | -0.01026 | 0.10164 | 0.00010532 | 0.01 | 0.9196 |
| **browser_IE_with_Chrome_Frame** | 0.00381 | 0.10164 | 0.00001449 | 0.00 | 0.9701 |
| **browser_Internet_Explorer** | -0.00840 | 0.00222 | 0.14739 | 14.27 | 0.0002 |
| **browser_Iron** | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| **browser_Konqueror** | -0.00440 | 0.10164 | 0.00001937 | 0.00 | 0.9655 |
| **browser_LYF_LS_4002_12** | -0.00767 | 0.02253 | 0.00120 | 0.12 | 0.7336 |
| **browser_Lunascape** | -0.00228 | 0.04549 | 0.00002605 | 0.00 | 0.9599 |
| **browser_MRCHROME** | -0.00660 | 0.00661 | 0.01028 | 1.00 | 0.3183 |
| **browser_Maxthon** | -0.01085 | 0.00681 | 0.02622 | 2.54 | 0.1110 |
| **browser_Mozilla** | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| **browser_Mozilla_Compatible_Agent** | -0.00593 | 0.00652 | 0.00856 | 0.83 | 0.3626 |
| **browser_Nichrome** | -0.00453 | 0.03847 | 0.00014333 | 0.01 | 0.9062 |
| **browser_Nintendo_Browser** | -0.00808 | 0.05086 | 0.00026038 | 0.03 | 0.8738 |
| **browser_Nokia_Browser** | -0.00337 | 0.01261 | 0.00073878 | 0.07 | 0.7891 |
| **browser_NokiaE52_1** | -0.01325 | 0.07194 | 0.00035055 | 0.03 | 0.8538 |
| **browser_Opera** | -0.00874 | 0.00249 | 0.12742 | 12.34 | 0.0004 |
| **browser_Opera_Mini** | -0.00300 | 0.00312 | 0.00956 | 0.93 | 0.3361 |
| **browser_Puffin** | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4185 |
| **browser_Safari** | -0.01380 | 0.00211 | 0.44084 | 42.69 | <.0001 |
| **browser_Safari__in_app** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.01286 | 0.00247 | 0.27996 | 27.11 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012364 | 0.01 | 0.9129 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006438 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00455 | 0.05881 | 0.00006169 | 0.01 | 0.9384 |
| browser_YE | -0.01978 | 0.07190 | 0.00078170 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09715 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01125 | 0.10170 | 0.00012642 | 0.01 | 0.9119 |
| browser_no_ua | -0.00214 | 0.05881 | 0.00001365 | 0.00 | 0.9710 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7106 |
| browser_subjectAgent__NoticiasBo | -0.00562 | 0.10170 | 0.00003154 | 0.00 | 0.9559 |
| operatingSystem_Android | 0.00161 | 0.00274 | 0.00356 | 0.34 | 0.5572 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014926 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00351 | 0.16981 | 16.44 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078424 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00548 | 0.00349 | 0.02543 | 2.46 | 0.1166 |
| operatingSystem_Macintosh | 0.01558 | 0.00346 | 0.20964 | 20.30 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00707 | 0.11365 | 0.00003991 | 0.00 | 0.9504 |
| operatingSystem_Nintendo_Wii | 0.00341 | 0.05191 | 0.00004467 | 0.00 | 0.9476 |
| operatingSystem_Nintendo_WiiU | 0.00182 | 0.05372 | 0.00001183 | 0.00 | 0.9730 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063254 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058384 | 0.00628 | 0.00008933 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006020 | 0.01 | 0.9391 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04803 | 4.65 | 0.0310 |
| operatingSystem_Windows_Phone | 0.00872 | 0.00399 | 0.04933 | 4.78 | 0.0288 |
| operatingSystem_Xbox | 0.00263 | 0.01302 | 0.00042265 | 0.04 | 0.8397 |
| operatingSystem_iOS | 0.00548 | 0.00280 | 0.03960 | 3.84 | 0.0502 |
| 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 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02919 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04572 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033274 | 0.00213 | 0.00025280 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 758063**

**Backward Elimination: Step 16**

**Variable operatingSystem_Nintendo_WiiU Removed: R-Square = 0.1792 and C(p) = 78.0055**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 89 | 2037.59253 | 22.89430 | 2217.04 | <.0001 |
| Error | 903563 | 9330.67502 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62854 | 0.49151 | 2.48756 | 240.89 | <.0001 |
| date | 3.768585E-7 | 2.436141E-8 | 2.47119 | 239.31 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10799 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05412 | 30412.3 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48941 | 6245.02 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25692 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6153 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_ADM | -0.02019 | 0.10170 | 0.00040712 | 0.04 | 0.8426 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04563 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00979 | 0.95 | 0.3302 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18365 | 17.78 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00461 | 0.03411 | 0.00018872 | 0.02 | 0.8925 |
| browser_BlackBerry | -0.00351 | 0.01921 | 0.00034566 | 0.03 | 0.8548 |
| browser_Changa_99695759 | -0.00931 | 0.10170 | 0.00008650 | 0.01 | 0.9271 |
| browser_Chrome | -0.01009 | 0.00208 | 0.24297 | 23.53 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04846 | 4.69 | 0.0303 |
| 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 | -0.01108 | 0.00232 | 0.23485 | 22.74 | <.0001 |
| browser_Firefox | -0.01051 | 0.00215 | 0.24734 | 23.95 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010532 | 0.01 | 0.9196 |

| | | | | | |
|---|---|---|---|---|---|
| browser_IE_with_Chrome_Frame | 0.00381 | 0.10164 | 0.00001449 | 0.00 | 0.9701 |
| browser_Internet_Explorer | -0.00840 | 0.00222 | 0.14739 | 14.27 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| browser_Konqueror | -0.00440 | 0.10164 | 0.00001937 | 0.00 | 0.9655 |
| browser_LYF_LS_4002_12 | -0.00767 | 0.02253 | 0.00120 | 0.12 | 0.7335 |
| browser_Lunascape | -0.00228 | 0.04549 | 0.00002604 | 0.00 | 0.9599 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01028 | 1.00 | 0.3183 |
| browser_Maxthon | -0.01085 | 0.00681 | 0.02622 | 2.54 | 0.1110 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| browser_Mozilla_Compatible_Agent | -0.00594 | 0.00651 | 0.00857 | 0.83 | 0.3623 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014332 | 0.01 | 0.9062 |
| browser_Nintendo_Browser | -0.00645 | 0.01658 | 0.00156 | 0.15 | 0.6974 |
| browser_Nokia_Browser | -0.00337 | 0.01261 | 0.00073907 | 0.07 | 0.7891 |
| browser_NokiaE52_1 | -0.01326 | 0.07194 | 0.00035081 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00249 | 0.12742 | 12.34 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00312 | 0.00959 | 0.93 | 0.3353 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4185 |
| browser_Safari | -0.01380 | 0.00211 | 0.44083 | 42.69 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.27995 | 27.11 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012364 | 0.01 | 0.9129 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006438 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00454 | 0.05881 | 0.00006160 | 0.01 | 0.9384 |
| browser_YE | -0.01978 | 0.07190 | 0.00078176 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09715 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01125 | 0.10170 | 0.00012634 | 0.01 | 0.9119 |
| browser_no_ua | -0.00214 | 0.05881 | 0.00001369 | 0.00 | 0.9710 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7106 |
| browser_subjectAgent__NoticiasBo | -0.00562 | 0.10170 | 0.00003158 | 0.00 | 0.9559 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00355 | 0.34 | 0.5579 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014903 | 0.01 | 0.9044 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00350 | 0.16987 | 16.45 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00256 | 0.25 | 0.6183 |
| operatingSystem_FreeBSD | 0.00938 | 0.03405 | 0.00078368 | 0.08 | 0.7829 |
| operatingSystem_Linux | 0.00547 | 0.00349 | 0.02542 | 2.46 | 0.1167 |
| operatingSystem_Macintosh | 0.01558 | 0.00346 | 0.20973 | 20.31 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00543 | 0.10292 | 0.00002878 | 0.00 | 0.9579 |
| operatingSystem_Nintendo_Wii | 0.00178 | 0.01933 | 0.00008786 | 0.01 | 0.9265 |
| operatingSystem_OpenBSD | -0.01781 | 0.07194 | 0.00063279 | 0.06 | 0.8045 |
| operatingSystem_Samsung | 0.00058239 | 0.00628 | 0.00008889 | 0.01 | 0.9261 |
| operatingSystem_SunOS | -0.00777 | 0.10168 | 0.00006025 | 0.01 | 0.9391 |
| operatingSystem_Windows | 0.00744 | 0.00345 | 0.04803 | 4.65 | 0.0310 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04934 | 4.78 | 0.0288 |
| operatingSystem_Xbox | 0.00263 | 0.01302 | 0.00042160 | 0.04 | 0.8399 |
| operatingSystem_iOS | | | | | |

| | 0.00547 | 0.00279 | 0.03964 | 3.84 | 0.0501 |
|---|---|---|---|---|---|
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041098 | 0.04 | 0.8419 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| 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 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04572 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033274 | 0.00213 | 0.00025280 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 743869**

**Backward Elimination: Step 17**

**Variable browser_no_ua Removed: R-Square = 0.1792 and C(p) = 76.0068**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 88 | 2037.59251 | 23.15446 | 2242.23 | <.0001 |
| Error | 903564 | 9330.67503 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62861 | 0.49151 | 2.48764 | 240.90 | <.0001 |
| date | 3.768614E-7 | 2.436126E-8 | 2.47126 | 239.31 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10799 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05413 | 30412.4 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48954 | 6245.04 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25690 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49817 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |

| | | | | | |
|---|---|---|---|---|---|
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_ADM** | -0.02018 | 0.10170 | 0.00040673 | 0.04 | 0.8427 |
| **browser_Amazon_Silk** | -0.01010 | 0.00480 | 0.04562 | 4.42 | 0.0356 |
| **browser_Android_Browser** | -0.00466 | 0.00479 | 0.00978 | 0.95 | 0.3305 |
| **browser_Android_Webview** | -0.01000 | 0.00237 | 0.18372 | 17.79 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00460 | 0.03411 | 0.00018792 | 0.02 | 0.8927 |
| **browser_BlackBerry** | -0.00351 | 0.01920 | 0.00034463 | 0.03 | 0.8550 |
| **browser_Changa_99695759** | -0.00930 | 0.10170 | 0.00008632 | 0.01 | 0.9272 |
| **browser_Chrome** | -0.01009 | 0.00208 | 0.24313 | 23.54 | <.0001 |
| **browser_Coc_Coc** | -0.00932 | 0.00430 | 0.04845 | 4.69 | 0.0303 |
| **browser_DASH_JR_3G** | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| **browser_DoCoMo** | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01108 | 0.00232 | 0.23495 | 22.75 | <.0001 |
| **browser_Firefox** | -0.01051 | 0.00215 | 0.24749 | 23.97 | <.0001 |
| **browser_Hisense_M20_M_LTE** | -0.01026 | 0.10164 | 0.00010527 | 0.01 | 0.9196 |
| **browser_IE_with_Chrome_Frame** | 0.00381 | 0.10164 | 0.00001451 | 0.00 | 0.9701 |
| **browser_Internet_Explorer** | -0.00839 | 0.00222 | 0.14743 | 14.28 | 0.0002 |
| **browser_Iron** | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6297 |
| **browser_Konqueror** | -0.00440 | 0.10164 | 0.00001935 | 0.00 | 0.9655 |
| **browser_LYF_LS_4002_12** | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7338 |
| **browser_Lunascape** | -0.00228 | 0.04549 | 0.00002598 | 0.00 | 0.9600 |
| **browser_MRCHROME** | -0.00659 | 0.00661 | 0.01028 | 1.00 | 0.3185 |
| **browser_Maxthon** | -0.01084 | 0.00681 | 0.02621 | 2.54 | 0.1111 |
| **browser_Mozilla** | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| **browser_Mozilla_Compatible_Agent** | -0.00593 | 0.00651 | 0.00856 | 0.83 | 0.3626 |
| **browser_Nichrome** | -0.00453 | 0.03847 | 0.00014316 | 0.01 | 0.9063 |
| **browser_Nintendo_Browser** | -0.00644 | 0.01658 | 0.00156 | 0.15 | 0.6977 |
| **browser_Nokia_Browser** | -0.00337 | 0.01260 | 0.00073734 | 0.07 | 0.7893 |
| **browser_NokiaE52_1** | -0.01325 | 0.07194 | 0.00035045 | 0.03 | 0.8538 |
| **browser_Opera** | -0.00874 | 0.00249 | 0.12745 | 12.34 | 0.0004 |
| **browser_Opera_Mini** | -0.00300 | 0.00311 | 0.00957 | 0.93 | 0.3356 |
| **browser_Puffin** | -0.00869 | 0.01074 | 0.00675 | 0.65 | 0.4186 |
| **browser_Safari** | -0.01380 | 0.00211 | 0.44116 | 42.72 | <.0001 |
| **browser_Safari__in_app_** | -0.01286 | 0.00247 | 0.28007 | 27.12 | <.0001 |
| **browser_SeaMonkey** | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5912 |
| **browser_Seznam** | -0.00336 | 0.03071 | 0.00012345 | 0.01 | 0.9129 |
| **browser_TCL_P500M** | 0.00803 | 0.10164 | 0.00006443 | 0.01 | 0.9370 |
| **browser_ThumbSniper** | 0.00455 | 0.05881 | 0.00006186 | 0.01 | 0.9383 |
| **browser_YE** | -0.01978 | 0.07190 | 0.00078168 | 0.08 | 0.7832 |
| **browser_YaBrowser** | -0.00938 | 0.00306 | 0.09715 | 9.41 | 0.0022 |
| **browser__Use_default_User_agent** | 0.01126 | 0.10170 | 0.00012657 | 0.01 | 0.9118 |
| **browser_osee2unifiedRelease** | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| **browser_subjectAgent__NoticiasBo** | | | | | |

| | -0.00561 | 0.10170 | 0.00003147 | 0.00 | 0.9560 |
|---|---|---|---|---|---|
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00357 | 0.35 | 0.5565 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014921 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00350 | 0.17060 | 16.52 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078491 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00348 | 0.02557 | 2.48 | 0.1156 |
| operatingSystem_Macintosh | 0.01558 | 0.00345 | 0.21063 | 20.40 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00543 | 0.10292 | 0.00002878 | 0.00 | 0.9579 |
| operatingSystem_Nintendo_Wii | 0.00179 | 0.01933 | 0.00008821 | 0.01 | 0.9264 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063228 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058360 | 0.00628 | 0.00008926 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006014 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04828 | 4.68 | 0.0306 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04943 | 4.79 | 0.0287 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042406 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03977 | 3.85 | 0.0497 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041093 | 0.04 | 0.8419 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| 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 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033276 | 0.00213 | 0.00025283 | 0.02 | 0.8757 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085436 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 735215**

**Backward Elimination: Step 18**

**Variable browser_IE_with_Chrome_Frame Removed: R-Square = 0.1792 and C(p) = 74.0083**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 87 | 2037.59250 | 23.42060 | 2268.01 | <.0001 |
| | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| **Error** | 903565 | 9330.67504 | 0.01033 | | |
| **Corrected Total** | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| **Intercept** | -7.62862 | 0.49150 | 2.48766 | 240.90 | <.0001 |
| **date** | 3.768622E-7 | 2.436124E-8 | 2.47127 | 239.31 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10800 | 10178.5 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05413 | 30412.4 | <.0001 |
| **bounces** | 0.01916 | 0.00024245 | 64.48962 | 6245.05 | <.0001 |
| **newVisits** | -0.00985 | 0.00043640 | 5.25689 | 509.07 | <.0001 |
| **isMobileBool** | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| **isTrueDirectBool** | 0.00614 | 0.00050986 | 1.49818 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| **channelGrouping_Display** | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| **channelGrouping_Organic_Search** | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| **channelGrouping_Paid_Search** | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| **channelGrouping_Referral** | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| **channelGrouping_Social** | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| **browser_ADM** | -0.02018 | 0.10170 | 0.00040679 | 0.04 | 0.8427 |
| **browser_Amazon_Silk** | -0.01010 | 0.00480 | 0.04563 | 4.42 | 0.0355 |
| **browser_Android_Browser** | -0.00466 | 0.00479 | 0.00979 | 0.95 | 0.3303 |
| **browser_Android_Webview** | -0.01000 | 0.00237 | 0.18384 | 17.80 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00460 | 0.03411 | 0.00018805 | 0.02 | 0.8927 |
| **browser_BlackBerry** | -0.00351 | 0.01920 | 0.00034493 | 0.03 | 0.8550 |
| **browser_Changa_99695759** | -0.00930 | 0.10170 | 0.00008635 | 0.01 | 0.9271 |
| **browser_Chrome** | -0.01009 | 0.00208 | 0.24331 | 23.56 | <.0001 |
| **browser_Coc_Coc** | -0.00932 | 0.00430 | 0.04847 | 4.69 | 0.0303 |
| **browser_DASH_JR_3G** | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| **browser_DoCoMo** | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01108 | 0.00232 | 0.23509 | 22.77 | <.0001 |
| **browser_Firefox** | -0.01051 | 0.00215 | 0.24766 | 23.98 | <.0001 |
| **browser_Hisense_M20_M_LTE** | -0.01026 | 0.10164 | 0.00010530 | 0.01 | 0.9196 |
| **browser_Internet_Explorer** | -0.00839 | 0.00222 | 0.14754 | 14.29 | 0.0002 |
| **browser_Iron** | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| **browser_Konqueror** | -0.00440 | 0.10164 | 0.00001936 | 0.00 | 0.9655 |
| **browser_LYF_LS_4002_12** | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7338 |
| **browser_Lunascape** | -0.00228 | 0.04549 | 0.00002602 | 0.00 | 0.9600 |
| **browser_MRCHROME** | -0.00660 | 0.00661 | 0.01028 | 1.00 | 0.3184 |
| **browser_Maxthon** | -0.01085 | 0.00681 | 0.02622 | 2.54 | 0.1110 |
| **browser_Mozilla** | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| **browser_Mozilla_Compatible_Agent** | -0.00593 | 0.00651 | 0.00856 | 0.83 | 0.3625 |
| **browser_Nichrome** | -0.00453 | 0.03847 | 0.00014326 | 0.01 | 0.9062 |
| **browser_Nintendo_Browser** | -0.00644 | 0.01658 | 0.00156 | 0.15 | 0.6976 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00073803 | 0.07 | 0.7892 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035054 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00249 | 0.12753 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00311 | 0.00959 | 0.93 | 0.3353 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4186 |
| browser_Safari | -0.01380 | 0.00211 | 0.44143 | 42.75 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.28022 | 27.14 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012357 | 0.01 | 0.9129 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006440 | 0.01 | 0.9371 |
| browser_ThumbSniper | 0.00455 | 0.05881 | 0.00006182 | 0.01 | 0.9383 |
| browser_YE | -0.01978 | 0.07190 | 0.00078180 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09720 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012653 | 0.01 | 0.9119 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| browser_subjectAgent__NoticiasBo | -0.00562 | 0.10170 | 0.00003149 | 0.00 | 0.9560 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00357 | 0.35 | 0.5565 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014921 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00350 | 0.17060 | 16.52 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078493 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00348 | 0.02557 | 2.48 | 0.1156 |
| operatingSystem_Macintosh | 0.01558 | 0.00345 | 0.21064 | 20.40 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00543 | 0.10292 | 0.00002878 | 0.00 | 0.9579 |
| operatingSystem_Nintendo_Wii | 0.00179 | 0.01933 | 0.00008821 | 0.01 | 0.9264 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063227 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058361 | 0.00628 | 0.00008926 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006014 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04828 | 4.68 | 0.0306 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04943 | 4.79 | 0.0287 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042409 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03977 | 3.85 | 0.0497 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041092 | 0.04 | 0.8419 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| 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 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 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 | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 726767**

**Backward Elimination: Step 19**

**Variable browser_Konqueror Removed: R-Square = 0.1792 and C(p) = 72.0101**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 86 | 2037.59248 | 23.69294 | 2294.38 | <.0001 |
| Error | 903566 | 9330.67506 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62864 | 0.49150 | 2.48767 | 240.90 | <.0001 |
| date | 3.768632E-7 | 2.436122E-8 | 2.47128 | 239.31 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10798 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05411 | 30412.4 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48960 | 6245.06 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25689 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49818 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_ADM | -0.02018 | 0.10170 | 0.00040672 | 0.04 | 0.8427 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04562 | 4.42 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00978 | 0.95 | 0.3304 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18382 | 17.80 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00460 | 0.03411 | 0.00018791 | 0.02 | 0.8927 |
| browser_BlackBerry | -0.00351 | 0.01920 | 0.00034459 | 0.03 | 0.8551 |
| browser_Changa_99695759 | -0.00930 | 0.10170 | 0.00008632 | 0.01 | 0.9272 |
| browser_Chrome | -0.01009 | 0.00208 | 0.24332 | 23.56 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04845 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |

| | | | | | |
|---|---|---|---|---|---|
| browser_DoCoMo | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| browser_Edge | -0.01108 | 0.00232 | 0.23509 | 22.77 | <.0001 |
| browser_Firefox | -0.01051 | 0.00215 | 0.24767 | 23.98 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010526 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14753 | 14.29 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6297 |
| browser_LYF_LS_4002_12 | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7338 |
| browser_Lunascape | -0.00228 | 0.04549 | 0.00002598 | 0.00 | 0.9600 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01028 | 1.00 | 0.3185 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02621 | 2.54 | 0.1111 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7033 |
| browser_Mozilla_Compatible_Agent | -0.00593 | 0.00651 | 0.00856 | 0.83 | 0.3626 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014315 | 0.01 | 0.9063 |
| browser_Nintendo_Browser | -0.00644 | 0.01658 | 0.00156 | 0.15 | 0.6977 |
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00073727 | 0.07 | 0.7893 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035044 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00249 | 0.12751 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00311 | 0.00958 | 0.93 | 0.3356 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00675 | 0.65 | 0.4186 |
| browser_Safari | -0.01380 | 0.00211 | 0.44149 | 42.75 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00247 | 0.28022 | 27.14 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5912 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012344 | 0.01 | 0.9129 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006443 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00455 | 0.05881 | 0.00006187 | 0.01 | 0.9383 |
| browser_YE | -0.01978 | 0.07190 | 0.00078166 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00306 | 0.09718 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012657 | 0.01 | 0.9118 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| browser_subjectAgent__NoticiasBo | -0.00561 | 0.10170 | 0.00003147 | 0.00 | 0.9560 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00357 | 0.35 | 0.5565 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014921 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00350 | 0.17060 | 16.52 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078492 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00348 | 0.02557 | 2.48 | 0.1156 |
| operatingSystem_Macintosh | 0.01558 | 0.00345 | 0.21063 | 20.40 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00543 | 0.10292 | 0.00002878 | 0.00 | 0.9579 |
| operatingSystem_Nintendo_Wii | 0.00179 | 0.01933 | 0.00008821 | 0.01 | 0.9264 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063228 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058360 | 0.00628 | 0.00008926 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006014 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04828 | 4.68 | 0.0306 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04943 | 4.79 | 0.0287 |
| operatingSystem_Xbox | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00264 | 0.01302 | 0.00042408 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03977 | 3.85 | 0.0497 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041090 | 0.04 | 0.8419 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| 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 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033278 | 0.00213 | 0.00025285 | 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 718321**

**Backward Elimination: Step 20**

**Variable browser_Lunascape Removed: R-Square = 0.1792 and C(p) = 70.0126**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 85 | 2037.59245 | 23.97168 | 2321.38 | <.0001 |
| Error | 903567 | 9330.67509 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62871 | 0.49150 | 2.48774 | 240.91 | <.0001 |
| date | 3.768663E-7 | 2.436112E-8 | 2.47134 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05410 | 30412.5 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48957 | 6245.06 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25690 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| isTrueDirectBool | 0.00614 | 0.00050986 | 1.49818 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |

| | | | | | |
|---|---|---|---|---|---|
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_ADM | -0.02018 | 0.10170 | 0.00040654 | 0.04 | 0.8427 |
| browser_Amazon_Silk | -0.01009 | 0.00480 | 0.04560 | 4.42 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00976 | 0.95 | 0.3308 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18394 | 17.81 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00460 | 0.03411 | 0.00018754 | 0.02 | 0.8928 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034369 | 0.03 | 0.8552 |
| browser_Changa_99695759 | -0.00929 | 0.10170 | 0.00008623 | 0.01 | 0.9272 |
| browser_Chrome | -0.01008 | 0.00208 | 0.24359 | 23.59 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04843 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03131 | 0.05097 | 0.00390 | 0.38 | 0.5390 |
| browser_DoCoMo | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01108 | 0.00232 | 0.23528 | 22.78 | <.0001 |
| browser_Firefox | -0.01050 | 0.00214 | 0.24792 | 24.01 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010516 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14763 | 14.30 | 0.0002 |
| browser_Iron | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6299 |
| browser_LYF_LS_4002_12 | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7340 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3188 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02620 | 2.54 | 0.1112 |
| browser_Mozilla | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| browser_Mozilla_Compatible_Agent | -0.00592 | 0.00651 | 0.00855 | 0.83 | 0.3630 |
| browser_Nichrome | -0.00452 | 0.03847 | 0.00014284 | 0.01 | 0.9064 |
| browser_Nintendo_Browser | -0.00644 | 0.01658 | 0.00156 | 0.15 | 0.6979 |
| browser_Nokia_Browser | -0.00336 | 0.01260 | 0.00073527 | 0.07 | 0.7896 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035020 | 0.03 | 0.8539 |
| browser_Opera | -0.00873 | 0.00248 | 0.12756 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00956 | 0.93 | 0.3361 |
| browser_Puffin | -0.00868 | 0.01074 | 0.00675 | 0.65 | 0.4189 |
| browser_Safari | -0.01380 | 0.00211 | 0.44209 | 42.81 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00247 | 0.28044 | 27.16 | <.0001 |
| browser_SeaMonkey | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5913 |
| browser_Seznam | -0.00335 | 0.03071 | 0.00012309 | 0.01 | 0.9131 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006451 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00456 | 0.05881 | 0.00006199 | 0.01 | 0.9382 |
| browser_YE | -0.01978 | 0.07190 | 0.00078129 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09718 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012667 | 0.01 | 0.9118 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| browser_subjectAgent__NoticiasBo | -0.00561 | 0.10170 | 0.00003142 | 0.00 | 0.9560 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00357 | 0.35 | 0.5566 |
| operatingSystem_BlackBerry | | | | | |

| | 0.00210 | 0.01749 | 0.00014920 | 0.01 | 0.9043 |
|---|---|---|---|---|---|
| operatingSystem_Chrome_OS | 0.01422 | 0.00350 | 0.17060 | 16.52 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078489 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00348 | 0.02557 | 2.48 | 0.1156 |
| operatingSystem_Macintosh | 0.01558 | 0.00345 | 0.21063 | 20.40 | <.0001 |
| operatingSystem_Nintendo_3DS | 0.00543 | 0.10292 | 0.00002878 | 0.00 | 0.9579 |
| operatingSystem_Nintendo_Wii | 0.00179 | 0.01933 | 0.00008821 | 0.01 | 0.9264 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063229 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008926 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006014 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04828 | 4.68 | 0.0306 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04942 | 4.79 | 0.0287 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042402 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03976 | 3.85 | 0.0497 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041093 | 0.04 | 0.8419 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033281 | 0.00213 | 0.00025290 | 0.02 | 0.8756 |
| 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 709851**

**Backward Elimination: Step 21**

**Variable operatingSystem_Nintendo_3DS Removed: R-Square = 0.1792 and C(p) = 68.0154**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 84 | 2037.59242 | 24.25705 | 2349.02 | <.0001 |
| Error | 903568 | 9330.67512 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62870 | 0.49150 | 2.48773 | 240.91 | <.0001 |
| date | 3.768659E-7 | 2.436111E-8 | 2.47134 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05410 | 30412.5 | <.0001 |
| bounces | 0.01916 | 0.00024245 | 64.48962 | 6245.07 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25689 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6151 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49818 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_ADM | -0.02018 | 0.10170 | 0.00040655 | 0.04 | 0.8427 |
| browser_Amazon_Silk | -0.01009 | 0.00480 | 0.04560 | 4.42 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00976 | 0.95 | 0.3308 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18394 | 17.81 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00460 | 0.03411 | 0.00018757 | 0.02 | 0.8928 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034374 | 0.03 | 0.8552 |
| browser_Changa_99695759 | -0.00929 | 0.10170 | 0.00008624 | 0.01 | 0.9272 |
| browser_Chrome | -0.01008 | 0.00208 | 0.24359 | 23.59 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04843 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03131 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| browser_DoCoMo | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01108 | 0.00232 | 0.23528 | 22.78 | <.0001 |
| browser_Firefox | -0.01050 | 0.00214 | 0.24792 | 24.01 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010516 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14763 | 14.30 | 0.0002 |
| browser_Iron | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6299 |
| browser_LYF_LS_4002_12 | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7340 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3188 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02620 | 2.54 | 0.1112 |
| browser_Mozilla | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| browser_Mozilla_Compatible_Agent | -0.00592 | 0.00651 | 0.00855 | 0.83 | 0.3629 |
| browser_Nichrome | -0.00452 | 0.03847 | 0.00014284 | 0.01 | 0.9064 |
| browser_Nintendo_Browser | -0.00630 | 0.01638 | 0.00153 | 0.15 | 0.7005 |
| browser_Nokia_Browser | -0.00336 | 0.01260 | 0.00073530 | 0.07 | 0.7896 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035022 | 0.03 | 0.8539 |
| browser_Opera | -0.00873 | 0.00248 | 0.12756 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00956 | 0.93 | 0.3360 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Puffin | -0.00868 | 0.01074 | 0.00675 | 0.65 | 0.4189 |
| browser_Safari | -0.01380 | 0.00211 | 0.44209 | 42.81 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00247 | 0.28044 | 27.16 | <.0001 |
| browser_SeaMonkey | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5913 |
| browser_Seznam | -0.00335 | 0.03071 | 0.00012310 | 0.01 | 0.9131 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006451 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00456 | 0.05881 | 0.00006198 | 0.01 | 0.9382 |
| browser_YE | -0.01978 | 0.07190 | 0.00078130 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09718 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012666 | 0.01 | 0.9118 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| browser_subjectAgent__NoticiasBo | -0.00561 | 0.10170 | 0.00003142 | 0.00 | 0.9560 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00357 | 0.35 | 0.5567 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014918 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00350 | 0.17059 | 16.52 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078485 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00348 | 0.02557 | 2.48 | 0.1156 |
| operatingSystem_Macintosh | 0.01558 | 0.00345 | 0.21062 | 20.40 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007667 | 0.01 | 0.9313 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063230 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058347 | 0.00628 | 0.00008922 | 0.01 | 0.9259 |
| operatingSystem_SunOS | -0.00776 | 0.10168 | 0.00006014 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00745 | 0.00345 | 0.04828 | 4.68 | 0.0306 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04942 | 4.79 | 0.0287 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042394 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03976 | 3.85 | 0.0497 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041026 | 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 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033280 | 0.00213 | 0.00025289 | 0.02 | 0.8756 |
| 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 701399**

**Backward Elimination: Step 22**

**Variable browser_subjectAgent__NoticiasBo Removed: R-Square = 0.1792 and C(p) = 66.0185**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 83 | 2037.59239 | 24.54931 | 2377.32 | <.0001 |
| Error | 903569 | 9330.67515 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62870 | 0.49150 | 2.48773 | 240.91 | <.0001 |
| date | 3.768655E-7 | 2.436109E-8 | 2.47133 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10794 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05408 | 30412.5 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.48959 | 6245.08 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25691 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00262 | 0.25 | 0.6148 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49817 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00661 | 0.00934 | 0.00517 | 0.50 | 0.4791 |
| channelGrouping_Display | 0.00508 | 0.00941 | 0.00301 | 0.29 | 0.5893 |
| channelGrouping_Organic_Search | 0.00770 | 0.00932 | 0.00705 | 0.68 | 0.4088 |
| channelGrouping_Paid_Search | 0.00817 | 0.00948 | 0.00768 | 0.74 | 0.3886 |
| channelGrouping_Referral | 0.02591 | 0.00933 | 0.07973 | 7.72 | 0.0055 |
| channelGrouping_Social | 0.01624 | 0.00933 | 0.03133 | 3.03 | 0.0815 |
| browser_ADM | -0.02017 | 0.10170 | 0.00040621 | 0.04 | 0.8428 |
| browser_Amazon_Silk | -0.01009 | 0.00480 | 0.04558 | 4.41 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00976 | 0.94 | 0.3311 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18391 | 17.81 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00459 | 0.03411 | 0.00018687 | 0.02 | 0.8930 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034283 | 0.03 | 0.8554 |
| browser_Changa_99695759 | -0.00928 | 0.10170 | 0.00008608 | 0.01 | 0.9273 |
| browser_Chrome | -0.01008 | 0.00208 | 0.24357 | 23.59 | <.0001 |
| browser_Coc_Coc | -0.00931 | 0.00430 | 0.04841 | 4.69 | 0.0304 |
| browser_DASH_JR_3G | -0.03131 | 0.05097 | 0.00390 | 0.38 | 0.5391 |
| browser_DoCoMo | -0.06530 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01107 | 0.00232 | 0.23526 | 22.78 | <.0001 |
| browser_Firefox | -0.01050 | 0.00214 | 0.24790 | 24.01 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010512 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14760 | 14.29 | 0.0002 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Iron | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6300 |
| browser_LYF_LS_4002_12 | -0.00765 | 0.02253 | 0.00119 | 0.12 | 0.7342 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3190 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02619 | 2.54 | 0.1113 |
| browser_Mozilla | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| browser_Mozilla_Compatible_Agent | -0.00591 | 0.00651 | 0.00853 | 0.83 | 0.3635 |
| browser_Nichrome | -0.00452 | 0.03847 | 0.00014270 | 0.01 | 0.9064 |
| browser_Nintendo_Browser | -0.00630 | 0.01638 | 0.00153 | 0.15 | 0.7007 |
| browser_Nokia_Browser | -0.00336 | 0.01260 | 0.00073376 | 0.07 | 0.7898 |
| browser_NokiaE52_1 | -0.01324 | 0.07194 | 0.00034992 | 0.03 | 0.8540 |
| browser_Opera | -0.00873 | 0.00248 | 0.12753 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00953 | 0.92 | 0.3366 |
| browser_Puffin | -0.00868 | 0.01074 | 0.00674 | 0.65 | 0.4190 |
| browser_Safari | -0.01379 | 0.00211 | 0.44211 | 42.81 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00247 | 0.28042 | 27.16 | <.0001 |
| browser_SeaMonkey | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5914 |
| browser_Seznam | -0.00335 | 0.03071 | 0.00012293 | 0.01 | 0.9131 |
| browser_TCL_P500M | 0.00804 | 0.10164 | 0.00006454 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00456 | 0.05881 | 0.00006222 | 0.01 | 0.9381 |
| browser_YE | -0.01978 | 0.07190 | 0.00078123 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09715 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01127 | 0.10170 | 0.00012686 | 0.01 | 0.9117 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| operatingSystem_Android | 0.00161 | 0.00273 | 0.00359 | 0.35 | 0.5557 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014934 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01423 | 0.00350 | 0.17093 | 16.55 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6178 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078591 | 0.08 | 0.7826 |
| operatingSystem_Linux | 0.00549 | 0.00348 | 0.02566 | 2.48 | 0.1150 |
| operatingSystem_Macintosh | 0.01559 | 0.00345 | 0.21103 | 20.44 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007695 | 0.01 | 0.9312 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063186 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058453 | 0.00628 | 0.00008954 | 0.01 | 0.9258 |
| operatingSystem_SunOS | -0.00775 | 0.10168 | 0.00006005 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00746 | 0.00344 | 0.04841 | 4.69 | 0.0304 |
| operatingSystem_Windows_Phone | 0.00872 | 0.00398 | 0.04947 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042604 | 0.04 | 0.8390 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03983 | 3.86 | 0.0495 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041022 | 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 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00694 | 0.67 | 0.4122 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03045 | 2.95 | 0.0860 |
| continent_Oceania | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0353 |
| campaign_AW___Accessories | -0.00033280 | 0.00213 | 0.00025288 | 0.02 | 0.8756 |
| 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 | 0.00692 | 0.10205 | 0.00004755 | 0.00 | 0.9459 |
| campaign_Data_Share_Promo | 0.00698 | 0.00935 | 0.00575 | 0.56 | 0.4554 |
| 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 |

**Bounds on condition number: 1855.1, 692902**

**Backward Elimination: Step 23**

**Variable campaign_Data_Share Removed: R-Square = 0.1792 and C(p) = 64.0231**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 82 | 2037.59235 | 24.84869 | 2406.31 | <.0001 |
| Error | 903570 | 9330.67520 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62866 | 0.49150 | 2.48771 | 240.91 | <.0001 |
| date | 3.768663E-7 | 2.436108E-8 | 2.47134 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10796 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05408 | 30412.6 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.48955 | 6245.08 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25686 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00262 | 0.25 | 0.6148 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49821 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00763 | 0.74 | 0.3900 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| browser_ADM | -0.02017 | 0.10170 | 0.00040621 | 0.04 | 0.8428 |
| browser_Amazon_Silk | -0.01009 | 0.00480 | 0.04558 | 4.41 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00976 | 0.94 | 0.3311 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18391 | 17.81 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Apple_iPhone7C2 | -0.00459 | 0.03411 | 0.00018687 | 0.02 | 0.8930 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034283 | 0.03 | 0.8554 |
| browser_Changa_99695759 | -0.00928 | 0.10170 | 0.00008608 | 0.01 | 0.9273 |
| browser_Chrome | -0.01008 | 0.00208 | 0.24358 | 23.59 | <.0001 |
| browser_Coc_Coc | -0.00931 | 0.00430 | 0.04841 | 4.69 | 0.0304 |
| browser_DASH_JR_3G | -0.03131 | 0.05097 | 0.00390 | 0.38 | 0.5391 |
| browser_DoCoMo | -0.06530 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01107 | 0.00232 | 0.23526 | 22.78 | <.0001 |
| browser_Firefox | -0.01050 | 0.00214 | 0.24791 | 24.01 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010512 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14760 | 14.29 | 0.0002 |
| browser_Iron | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6300 |
| browser_LYF_LS_4002_12 | -0.00765 | 0.02253 | 0.00119 | 0.12 | 0.7342 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3190 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02619 | 2.54 | 0.1113 |
| browser_Mozilla | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| browser_Mozilla_Compatible_Agent | -0.00591 | 0.00651 | 0.00853 | 0.83 | 0.3635 |
| browser_Nichrome | -0.00452 | 0.03847 | 0.00014270 | 0.01 | 0.9064 |
| browser_Nintendo_Browser | -0.00630 | 0.01638 | 0.00153 | 0.15 | 0.7007 |
| browser_Nokia_Browser | -0.00336 | 0.01260 | 0.00073376 | 0.07 | 0.7898 |
| browser_NokiaE52_1 | -0.01324 | 0.07194 | 0.00034992 | 0.03 | 0.8540 |
| browser_Opera | -0.00873 | 0.00248 | 0.12753 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00953 | 0.92 | 0.3366 |
| browser_Puffin | -0.00868 | 0.01074 | 0.00674 | 0.65 | 0.4190 |
| browser_Safari | -0.01379 | 0.00211 | 0.44210 | 42.81 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00247 | 0.28042 | 27.16 | <.0001 |
| browser_SeaMonkey | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5914 |
| browser_Seznam | -0.00335 | 0.03071 | 0.00012293 | 0.01 | 0.9131 |
| browser_TCL_P500M | 0.00804 | 0.10164 | 0.00006454 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00456 | 0.05881 | 0.00006222 | 0.01 | 0.9381 |
| browser_YE | -0.01978 | 0.07190 | 0.00078123 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09715 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01127 | 0.10170 | 0.00012686 | 0.01 | 0.9117 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| operatingSystem_Android | 0.00161 | 0.00273 | 0.00359 | 0.35 | 0.5557 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014934 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01423 | 0.00350 | 0.17092 | 16.55 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6178 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078591 | 0.08 | 0.7826 |
| operatingSystem_Linux | 0.00549 | 0.00348 | 0.02566 | 2.48 | 0.1150 |
| operatingSystem_Macintosh | 0.01559 | 0.00345 | 0.21103 | 20.44 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007695 | 0.01 | 0.9312 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063186 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058452 | 0.00628 | 0.00008954 | 0.01 | 0.9258 |
| operatingSystem_SunOS | | | | | |

| | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | -0.00775 | 0.10168 | 0.00006005 | 0.01 | 0.9392 |
| operatingSystem_Windows | 0.00746 | 0.00344 | 0.04841 | 4.69 | 0.0304 |
| operatingSystem_Windows_Phone | 0.00872 | 0.00398 | 0.04947 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042604 | 0.04 | 0.8390 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03983 | 3.86 | 0.0495 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041036 | 0.04 | 0.8420 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00694 | 0.67 | 0.4122 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03045 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0353 |
| campaign_AW___Accessories | -0.00033282 | 0.00213 | 0.00025292 | 0.02 | 0.8756 |
| 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_Promo | 0.00693 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 680730**

**Backward Elimination: Step 24**

**Variable operatingSystem_SunOS Removed: R-Square = 0.1792 and C(p) = 62.0289**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 81 | 2037.59229 | 25.15546 | 2436.02 | <.0001 |
| Error | 903571 | 9330.67526 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62873 | 0.49150 | 2.48776 | 240.91 | <.0001 |
| date | 3.768694E-7 | 2.436103E-8 | 2.47139 | 239.33 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53783 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10801 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05417 | 30412.6 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.48973 | 6245.11 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25686 | 509.07 | <.0001 |
| isMobileBool | 0.00334 | 0.00662 | 0.00262 | 0.25 | 0.6143 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49822 | 145.09 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00763 | 0.74 | 0.3900 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| browser_ADM | -0.02016 | 0.10170 | 0.00040586 | 0.04 | 0.8429 |
| browser_Amazon_Silk | -0.01009 | 0.00480 | 0.04558 | 4.41 | 0.0356 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00976 | 0.94 | 0.3310 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18391 | 17.81 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00458 | 0.03411 | 0.00018616 | 0.02 | 0.8932 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034217 | 0.03 | 0.8556 |
| browser_Changa_99695759 | -0.00928 | 0.10170 | 0.00008592 | 0.01 | 0.9273 |
| browser_Chrome | -0.01008 | 0.00208 | 0.24358 | 23.59 | <.0001 |
| browser_Coc_Coc | -0.00931 | 0.00430 | 0.04841 | 4.69 | 0.0304 |
| browser_DASH_JR_3G | -0.03130 | 0.05097 | 0.00389 | 0.38 | 0.5392 |
| browser_DoCoMo | -0.06530 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01107 | 0.00232 | 0.23527 | 22.78 | <.0001 |
| browser_Firefox | -0.01050 | 0.00214 | 0.24792 | 24.01 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010512 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14762 | 14.30 | 0.0002 |
| browser_Iron | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6300 |
| browser_LYF_LS_4002_12 | -0.00764 | 0.02253 | 0.00119 | 0.12 | 0.7345 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3189 |
| browser_Maxthon | -0.01084 | 0.00681 | 0.02619 | 2.54 | 0.1113 |
| browser_Mozilla | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| browser_Mozilla_Compatible_Agent | -0.00590 | 0.00651 | 0.00851 | 0.82 | 0.3641 |
| browser_Nichrome | -0.00452 | 0.03847 | 0.00014271 | 0.01 | 0.9064 |
| browser_Nintendo_Browser | -0.00629 | 0.01638 | 0.00152 | 0.15 | 0.7009 |
| browser_Nokia_Browser | -0.00336 | 0.01260 | 0.00073300 | 0.07 | 0.7899 |
| browser_NokiaE52_1 | -0.01324 | 0.07194 | 0.00034966 | 0.03 | 0.8540 |
| browser_Opera | -0.00873 | 0.00248 | 0.12753 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00951 | 0.92 | 0.3371 |
| browser_Puffin | -0.00868 | 0.01074 | 0.00674 | 0.65 | 0.4190 |
| browser_Safari | -0.01379 | 0.00211 | 0.44211 | 42.81 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00247 | 0.28042 | 27.16 | <.0001 |
| browser_SeaMonkey | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5914 |
| browser_Seznam | -0.00335 | 0.03071 | 0.00012294 | 0.01 | 0.9131 |
| browser_TCL_P500M | 0.00804 | 0.10164 | 0.00006454 | 0.01 | 0.9370 |
| browser_ThumbSniper | 0.00457 | 0.05881 | 0.00006246 | 0.01 | 0.9380 |
| browser_YE | -0.01978 | 0.07190 | 0.00078139 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09715 | 9.41 | 0.0022 |
| browser__Use_default_User_agent | 0.01128 | 0.10170 | 0.00012705 | 0.01 | 0.9117 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| operatingSystem_Android | | | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
|  | 0.00161 | 0.00273 | 0.00361 | 0.35 | 0.5544 |
| operatingSystem_BlackBerry | 0.00211 | 0.01749 | 0.00014956 | 0.01 | 0.9042 |
| operatingSystem_Chrome_OS | 0.01424 | 0.00349 | 0.17133 | 16.59 | <.0001 |
| operatingSystem_Firefox_OS | 0.00556 | 0.01113 | 0.00258 | 0.25 | 0.6175 |
| operatingSystem_FreeBSD | 0.00940 | 0.03405 | 0.00078743 | 0.08 | 0.7824 |
| operatingSystem_Linux | 0.00550 | 0.00348 | 0.02577 | 2.50 | 0.1142 |
| operatingSystem_Macintosh | 0.01560 | 0.00345 | 0.21151 | 20.48 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00166 | 0.01916 | 0.00007735 | 0.01 | 0.9310 |
| operatingSystem_OpenBSD | -0.01779 | 0.07194 | 0.00063121 | 0.06 | 0.8047 |
| operatingSystem_Samsung | 0.00058601 | 0.00628 | 0.00009000 | 0.01 | 0.9256 |
| operatingSystem_Windows | 0.00746 | 0.00344 | 0.04858 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00872 | 0.00398 | 0.04954 | 4.80 | 0.0285 |
| operatingSystem_Xbox | 0.00265 | 0.01302 | 0.00042898 | 0.04 | 0.8385 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03992 | 3.87 | 0.0493 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041030 | 0.04 | 0.8420 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2856 |
| continent_Americas | 0.00219 | 0.00267 | 0.00694 | 0.67 | 0.4123 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03045 | 2.95 | 0.0859 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04574 | 4.43 | 0.0353 |
| campaign_AW___Accessories | -0.00033282 | 0.00213 | 0.00025292 | 0.02 | 0.8756 |
| 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_Promo | 0.00693 | 0.00932 | 0.00571 | 0.55 | 0.4572 |
| 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 |

**Bounds on condition number: 1839.6, 672288**

**Backward Elimination: Step 25**

**Variable browser_ThumbSniper Removed: R-Square = 0.1792 and C(p) = 60.0349**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 80 | 2037.59222 | 25.46990 | 2466.48 | <.0001 |
| Error | 903572 | 9330.67532 | 0.01033 |  |  |
| Corrected Total | 903652 | 11368 |  |  |  |

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

| | | | | | |
|---|---|---|---|---|---|
| **Intercept** | -7.62858 | 0.49150 | 2.48770 | 240.91 | <.0001 |
| **date** | 3.76863E-7 | 2.436087E-8 | 2.47133 | 239.32 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10809 | 10178.5 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05435 | 30412.7 | <.0001 |
| **bounces** | 0.01916 | 0.00024244 | 64.48993 | 6245.13 | <.0001 |
| **newVisits** | -0.00985 | 0.00043640 | 5.25682 | 509.06 | <.0001 |
| **isMobileBool** | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49825 | 145.09 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00763 | 0.74 | 0.3900 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| **browser_ADM** | -0.02018 | 0.10170 | 0.00040670 | 0.04 | 0.8427 |
| **browser_Amazon_Silk** | -0.01010 | 0.00480 | 0.04564 | 4.42 | 0.0355 |
| **browser_Android_Browser** | -0.00466 | 0.00479 | 0.00978 | 0.95 | 0.3304 |
| **browser_Android_Webview** | -0.00999 | 0.00237 | 0.18428 | 17.85 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00460 | 0.03411 | 0.00018788 | 0.02 | 0.8927 |
| **browser_BlackBerry** | -0.00351 | 0.01920 | 0.00034443 | 0.03 | 0.8551 |
| **browser_Changa_99695759** | -0.00930 | 0.10170 | 0.00008630 | 0.01 | 0.9272 |
| **browser_Chrome** | -0.01009 | 0.00207 | 0.24413 | 23.64 | <.0001 |
| **browser_Coc_Coc** | -0.00932 | 0.00430 | 0.04848 | 4.69 | 0.0303 |
| **browser_DASH_JR_3G** | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| **browser_DoCoMo** | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01108 | 0.00232 | 0.23570 | 22.82 | <.0001 |
| **browser_Firefox** | -0.01051 | 0.00214 | 0.24845 | 24.06 | <.0001 |
| **browser_Hisense_M20_M_LTE** | -0.01026 | 0.10164 | 0.00010523 | 0.01 | 0.9196 |
| **browser_Internet_Explorer** | -0.00839 | 0.00222 | 0.14792 | 14.32 | 0.0002 |
| **browser_Iron** | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6297 |
| **browser_LYF_LS_4002_12** | -0.00766 | 0.02253 | 0.00119 | 0.12 | 0.7338 |
| **browser_MRCHROME** | -0.00659 | 0.00661 | 0.01028 | 1.00 | 0.3185 |
| **browser_Maxthon** | -0.01084 | 0.00681 | 0.02622 | 2.54 | 0.1111 |
| **browser_Mozilla** | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7033 |
| **browser_Mozilla_Compatible_Agent** | -0.00592 | 0.00650 | 0.00858 | 0.83 | 0.3621 |
| **browser_Nichrome** | -0.00453 | 0.03847 | 0.00014306 | 0.01 | 0.9063 |
| **browser_Nintendo_Browser** | -0.00631 | 0.01638 | 0.00153 | 0.15 | 0.7003 |
| **browser_Nokia_Browser** | -0.00337 | 0.01260 | 0.00073685 | 0.07 | 0.7894 |
| **browser_NokiaE52_1** | -0.01325 | 0.07194 | 0.00035041 | 0.03 | 0.8538 |
| **browser_Opera** | -0.00874 | 0.00248 | 0.12780 | 12.38 | 0.0004 |
| **browser_Opera_Mini** | -0.00300 | 0.00311 | 0.00961 | 0.93 | 0.3347 |
| **browser_Puffin** | -0.00869 | 0.01074 | 0.00675 | 0.65 | 0.4187 |
| **browser_Safari** | -0.01380 | 0.00211 | 0.44295 | 42.89 | <.0001 |
| browser_Safari__in_app | | | | | |

| | -0.01285 | 0.00246 | 0.28089 | 27.20 | <.0001 |
|---|---|---|---|---|---|
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5912 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012335 | 0.01 | 0.9130 |
| browser_TCL_P500M | 0.00803 | 0.10164 | 0.00006445 | 0.01 | 0.9370 |
| browser_YE | -0.01978 | 0.07190 | 0.00078156 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09732 | 9.42 | 0.0021 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012658 | 0.01 | 0.9118 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00358 | 0.35 | 0.5561 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014917 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00349 | 0.17151 | 16.61 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078488 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00347 | 0.02571 | 2.49 | 0.1146 |
| operatingSystem_Macintosh | 0.01558 | 0.00344 | 0.21179 | 20.51 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007666 | 0.01 | 0.9313 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063231 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058346 | 0.00628 | 0.00008922 | 0.01 | 0.9259 |
| operatingSystem_Windows | 0.00745 | 0.00344 | 0.04855 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04948 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042406 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03986 | 3.86 | 0.0494 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041039 | 0.04 | 0.8420 |
| deviceCategory_tablet | -0.00334 | 0.00621 | 0.00299 | 0.29 | 0.5903 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033278 | 0.00213 | 0.00025285 | 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_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 663722**

**Backward Elimination: Step 26**

**Variable browser_TCL_P500M Removed: R-Square = 0.1792 and C(p) = 58.0412**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 79 | 2037.59216 | 25.79231 | 2497.70 | <.0001 |
| Error | 903573 | 9330.67538 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62851 | 0.49149 | 2.48767 | 240.90 | <.0001 |
| date | 3.768597E-7 | 2.436082E-8 | 2.47130 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53784 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10813 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05441 | 30412.7 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49008 | 6245.15 | <.0001 |
| newVisits | -0.00985 | 0.00043640 | 5.25682 | 509.07 | <.0001 |
| isMobileBool | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49825 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00763 | 0.74 | 0.3900 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| browser_ADM | -0.02019 | 0.10170 | 0.00040683 | 0.04 | 0.8427 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04568 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00467 | 0.00479 | 0.00980 | 0.95 | 0.3301 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18446 | 17.86 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00460 | 0.03411 | 0.00018815 | 0.02 | 0.8926 |
| browser_BlackBerry | -0.00351 | 0.01920 | 0.00034507 | 0.03 | 0.8550 |
| browser_Changa_99695759 | -0.00930 | 0.10170 | 0.00008636 | 0.01 | 0.9271 |
| browser_Chrome | -0.01009 | 0.00207 | 0.24439 | 23.67 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04852 | 4.70 | 0.0302 |
| browser_DASH_JR_3G | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| browser_DoCoMo | -0.06532 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| browser_Edge | -0.01108 | 0.00232 | 0.23591 | 22.85 | <.0001 |
| browser_Firefox | -0.01051 | 0.00214 | 0.24870 | 24.08 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010531 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14809 | 14.34 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| browser_LYF_LS_4002_12 | -0.00766 | 0.02253 | 0.00120 | 0.12 | 0.7337 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01029 | 1.00 | 0.3183 |
| browser_Maxthon | -0.01085 | 0.00680 | 0.02623 | 2.54 | 0.1110 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla_Compatible_Agent | -0.00593 | 0.00650 | 0.00859 | 0.83 | 0.3618 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014326 | 0.01 | 0.9062 |
| browser_Nintendo_Browser | -0.00631 | 0.01638 | 0.00153 | 0.15 | 0.7002 |
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00073828 | 0.07 | 0.7892 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035059 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00248 | 0.12793 | 12.39 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00311 | 0.00963 | 0.93 | 0.3341 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4185 |
| browser_Safari | -0.01380 | 0.00211 | 0.44333 | 42.93 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00246 | 0.28111 | 27.22 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012360 | 0.01 | 0.9129 |
| browser_YE | -0.01978 | 0.07190 | 0.00078183 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00305 | 0.09741 | 9.43 | 0.0021 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012651 | 0.01 | 0.9119 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00358 | 0.35 | 0.5561 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014918 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00349 | 0.17151 | 16.61 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078488 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00347 | 0.02571 | 2.49 | 0.1146 |
| operatingSystem_Macintosh | 0.01558 | 0.00344 | 0.21179 | 20.51 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007665 | 0.01 | 0.9313 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063231 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058347 | 0.00628 | 0.00008922 | 0.01 | 0.9259 |
| operatingSystem_Windows | 0.00745 | 0.00344 | 0.04855 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04948 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042407 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03986 | 3.86 | 0.0494 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041038 | 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 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | -0.00033274 | 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_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01857 | 0.01448 | 0.01699 | 1.65 | 0.1996 |
| campaign_test_livuhz | | | | | |

| | -0.00347 | 0.00542 | 0.00424 | 0.41 | 0.5218 |
|---|---|---|---|---|---|

**Bounds on condition number: 1839.6, 655340**

**Backward Elimination: Step 27**

**Variable campaign_All_Products Removed: R-Square = 0.1792 and C(p) = 56.0476**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| **Source** | **DF** | **Sum of Squares** | **Mean Square** | **F Value** | **Pr > F** |
| **Model** | 78 | 2037.59209 | 26.12298 | 2529.72 | <.0001 |
| **Error** | 903574 | 9330.67545 | 0.01033 | | |
| **Corrected Total** | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| **Intercept** | -7.62860 | 0.49149 | 2.48774 | 240.91 | <.0001 |
| **date** | 3.768641E-7 | 2.436075E-8 | 2.47137 | 239.33 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53781 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10810 | 10178.6 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05438 | 30412.7 | <.0001 |
| **bounces** | 0.01916 | 0.00024244 | 64.49005 | 6245.16 | <.0001 |
| **newVisits** | -0.00985 | 0.00043640 | 5.25699 | 509.08 | <.0001 |
| **isMobileBool** | 0.00333 | 0.00662 | 0.00261 | 0.25 | 0.6150 |
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49821 | 145.09 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| **browser_ADM** | -0.02019 | 0.10170 | 0.00040684 | 0.04 | 0.8427 |
| **browser_Amazon_Silk** | -0.01010 | 0.00480 | 0.04568 | 4.42 | 0.0355 |
| **browser_Android_Browser** | -0.00467 | 0.00479 | 0.00980 | 0.95 | 0.3301 |
| **browser_Android_Webview** | -0.01000 | 0.00237 | 0.18446 | 17.86 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00460 | 0.03411 | 0.00018815 | 0.02 | 0.8926 |
| **browser_BlackBerry** | -0.00351 | 0.01920 | 0.00034507 | 0.03 | 0.8550 |
| **browser_Changa_99695759** | -0.00930 | 0.10170 | 0.00008636 | 0.01 | 0.9271 |
| **browser_Chrome** | -0.01009 | 0.00207 | 0.24439 | 23.67 | <.0001 |
| **browser_Coc_Coc** | -0.00932 | 0.00430 | 0.04852 | 4.70 | 0.0302 |
| **browser_DASH_JR_3G** | -0.03132 | 0.05097 | 0.00390 | 0.38 | 0.5389 |
| **browser_DoCoMo** | -0.06532 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01108 | 0.00232 | 0.23591 | 22.85 | <.0001 |
| **browser_Firefox** | -0.01051 | 0.00214 | 0.24870 | 24.08 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010531 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14809 | 14.34 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| browser_LYF_LS_4002_12 | -0.00766 | 0.02253 | 0.00120 | 0.12 | 0.7337 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01029 | 1.00 | 0.3183 |
| browser_Maxthon | -0.01085 | 0.00680 | 0.02623 | 2.54 | 0.1110 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| browser_Mozilla_Compatible_Agent | -0.00593 | 0.00650 | 0.00859 | 0.83 | 0.3618 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014326 | 0.01 | 0.9062 |
| browser_Nintendo_Browser | -0.00631 | 0.01638 | 0.00153 | 0.15 | 0.7002 |
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00073830 | 0.07 | 0.7892 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035059 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00248 | 0.12793 | 12.39 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00311 | 0.00963 | 0.93 | 0.3341 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4185 |
| browser_Safari | -0.01380 | 0.00211 | 0.44333 | 42.93 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00246 | 0.28111 | 27.22 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012361 | 0.01 | 0.9129 |
| browser_YE | -0.01978 | 0.07190 | 0.00078183 | 0.08 | 0.7832 |
| browser_YaBrowser | -0.00938 | 0.00305 | 0.09741 | 9.43 | 0.0021 |
| browser__Use_default_User_agent | 0.01126 | 0.10170 | 0.00012651 | 0.01 | 0.9119 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00358 | 0.35 | 0.5561 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014918 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01422 | 0.00349 | 0.17151 | 16.61 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00939 | 0.03405 | 0.00078488 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00347 | 0.02571 | 2.49 | 0.1146 |
| operatingSystem_Macintosh | 0.01558 | 0.00344 | 0.21179 | 20.51 | <.0001 |
| operatingSystem_Nintendo_Wii | 0.00165 | 0.01916 | 0.00007665 | 0.01 | 0.9313 |
| operatingSystem_OpenBSD | -0.01780 | 0.07194 | 0.00063231 | 0.06 | 0.8046 |
| operatingSystem_Samsung | 0.00058347 | 0.00628 | 0.00008923 | 0.01 | 0.9259 |
| operatingSystem_Windows | 0.00745 | 0.00344 | 0.04855 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04948 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00264 | 0.01302 | 0.00042406 | 0.04 | 0.8394 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03986 | 3.86 | 0.0494 |
| deviceCategory_mobile | -0.00123 | 0.00618 | 0.00041036 | 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 | 0.2857 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0927 |
| continent_Europe | -0.00459 | 0.00267 | 0.03044 | 2.95 | 0.0860 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04573 | 4.43 | 0.0354 |
| campaign_AW___Accessories | | | | | |

| | -0.00032795 | 0.00213 | 0.00024576 | 0.02 | 0.8774 |
|---|---|---|---|---|---|
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085627 | 0.08 | 0.7734 |
| campaign_AW___Dynamic_Search_Ads | -0.00262 | 0.00194 | 0.01877 | 1.82 | 0.1776 |
| campaign_AW___Electronics | -0.03584 | 0.01052 | 0.11988 | 11.61 | 0.0007 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 | 0.5224 |

**Bounds on condition number: 1839.6, 646966**

**Backward Elimination: Step 28**

**Variable operatingSystem_Nintendo_Wii Removed: R-Square = 0.1792 and C(p) = 54.0550**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 77 | 2037.59202 | 26.46223 | 2562.58 | <.0001 |
| Error | 903575 | 9330.67553 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62828 | 0.49148 | 2.48767 | 240.90 | <.0001 |
| date | 3.768495E-7 | 2.436014E-8 | 2.47130 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53781 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10814 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05448 | 30412.8 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.48998 | 6245.16 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25708 | 509.09 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00257 | 0.25 | 0.6180 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49818 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| browser_ADM | -0.02021 | 0.10170 | 0.00040786 | 0.04 | 0.8425 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04568 | 4.42 | 0.0354 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00980 | 0.95 | 0.3301 |
| browser_Android_Webview | -0.01000 | 0.00237 | 0.18445 | 17.86 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00463 | 0.03410 | 0.00019022 | 0.02 | 0.8920 |
| browser_BlackBerry | -0.00351 | 0.01920 | 0.00034511 | 0.03 | 0.8549 |
| browser_Changa_99695759 | -0.00933 | 0.10170 | 0.00008683 | 0.01 | 0.9269 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Chrome | -0.01009 | 0.00207 | 0.24437 | 23.67 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04851 | 4.70 | 0.0302 |
| browser_DASH_JR_3G | -0.03135 | 0.05096 | 0.00391 | 0.38 | 0.5385 |
| browser_DoCoMo | -0.06531 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| browser_Edge | -0.01108 | 0.00232 | 0.23587 | 22.84 | <.0001 |
| browser_Firefox | -0.01051 | 0.00214 | 0.24869 | 24.08 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010531 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14804 | 14.34 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6296 |
| browser_LYF_LS_4002_12 | -0.00769 | 0.02253 | 0.00120 | 0.12 | 0.7328 |
| browser_MRCHROME | -0.00660 | 0.00661 | 0.01029 | 1.00 | 0.3183 |
| browser_Maxthon | -0.01085 | 0.00680 | 0.02623 | 2.54 | 0.1110 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7032 |
| browser_Mozilla_Compatible_Agent | -0.00595 | 0.00649 | 0.00867 | 0.84 | 0.3594 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014325 | 0.01 | 0.9062 |
| browser_Nintendo_Browser | -0.00515 | 0.00931 | 0.00316 | 0.31 | 0.5804 |
| browser_Nokia_Browser | -0.00338 | 0.01260 | 0.00074055 | 0.07 | 0.7889 |
| browser_NokiaE52_1 | -0.01325 | 0.07194 | 0.00035056 | 0.03 | 0.8538 |
| browser_Opera | -0.00874 | 0.00248 | 0.12792 | 12.39 | 0.0004 |
| browser_Opera_Mini | -0.00300 | 0.00311 | 0.00963 | 0.93 | 0.3342 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00676 | 0.65 | 0.4185 |
| browser_Safari | -0.01380 | 0.00211 | 0.44331 | 42.93 | <.0001 |
| browser_Safari__in_app_ | -0.01286 | 0.00246 | 0.28109 | 27.22 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5911 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012359 | 0.01 | 0.9129 |
| browser_YE | -0.01977 | 0.07190 | 0.00078081 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00938 | 0.00305 | 0.09740 | 9.43 | 0.0021 |
| browser__Use_default_User_agent | 0.01123 | 0.10170 | 0.00012595 | 0.01 | 0.9121 |
| browser_osee2unifiedRelease | -0.01688 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00160 | 0.00273 | 0.00358 | 0.35 | 0.5560 |
| operatingSystem_BlackBerry | 0.00210 | 0.01749 | 0.00014930 | 0.01 | 0.9043 |
| operatingSystem_Chrome_OS | 0.01419 | 0.00348 | 0.17213 | 16.67 | <.0001 |
| operatingSystem_Firefox_OS | 0.00555 | 0.01113 | 0.00257 | 0.25 | 0.6180 |
| operatingSystem_FreeBSD | 0.00936 | 0.03405 | 0.00078068 | 0.08 | 0.7834 |
| operatingSystem_Linux | 0.00546 | 0.00346 | 0.02565 | 2.48 | 0.1150 |
| operatingSystem_Macintosh | 0.01556 | 0.00343 | 0.21267 | 20.59 | <.0001 |
| operatingSystem_OpenBSD | -0.01783 | 0.07194 | 0.00063413 | 0.06 | 0.8043 |
| operatingSystem_Samsung | 0.00058359 | 0.00628 | 0.00008926 | 0.01 | 0.9259 |
| operatingSystem_Windows | 0.00742 | 0.00342 | 0.04857 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00871 | 0.00398 | 0.04948 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00261 | 0.01301 | 0.00041584 | 0.04 | 0.8410 |
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03986 | 3.86 | 0.0494 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040528 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5913 |
| continent_Africa | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2859 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4118 |
| continent_Asia | -0.00449 | 0.00267 | 0.02918 | 2.83 | 0.0928 |
| 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 | -0.00032788 | 0.00213 | 0.00024566 | 0.02 | 0.8774 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085625 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 | 0.5224 |

**Bounds on condition number: 1839.6, 637695**

**Backward Elimination: Step 29**

**Variable browser_Changa_99695759 Removed: R-Square = 0.1792 and C(p) = 52.0634**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 76 | 2037.59193 | 26.81042 | 2596.30 | <.0001 |
| Error | 903576 | 9330.67561 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62825 | 0.49148 | 2.48765 | 240.90 | <.0001 |
| date | 3.768471E-7 | 2.436011E-8 | 2.47127 | 239.32 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53781 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10812 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05443 | 30412.8 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.48991 | 6245.16 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25708 | 509.09 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6175 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49818 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| browser_ADM | -0.02020 | 0.10170 | 0.00040729 | 0.04 | 0.8426 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04565 | 4.42 | 0.0355 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00978 | 0.95 | 0.3305 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18436 | 17.85 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00461 | 0.03410 | 0.00018907 | 0.02 | 0.8924... |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034360 | 0.03 | 0.8553 |
| browser_Chrome | -0.01009 | 0.00207 | 0.24429 | 23.66 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04848 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03133 | 0.05096 | 0.00390 | 0.38 | 0.5387 |
| browser_DoCoMo | -0.06530 | 0.10168 | 0.00426 | 0.41 | 0.5207 |
| browser_Edge | -0.01108 | 0.00232 | 0.23579 | 22.83 | <.0001 |
| browser_Firefox | -0.01051 | 0.00214 | 0.24860 | 24.07 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010524 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14796 | 14.33 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6298 |
| browser_LYF_LS_4002_12 | -0.00768 | 0.02253 | 0.00120 | 0.12 | 0.7333 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01027 | 0.99 | 0.3185 |
| browser_Maxthon | -0.01084 | 0.00680 | 0.02622 | 2.54 | 0.1111 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7033 |
| browser_Mozilla_Compatible_Agent | -0.00594 | 0.00649 | 0.00864 | 0.84 | 0.3604 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014301 | 0.01 | 0.9063 |
| browser_Nintendo_Browser | -0.00513 | 0.00931 | 0.00314 | 0.30 | 0.5813 |
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00073799 | 0.07 | 0.7892 |
| browser_NokiaE52_1 | -0.01324 | 0.07194 | 0.00035005 | 0.03 | 0.8539 |
| browser_Opera | -0.00873 | 0.00248 | 0.12784 | 12.38 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00959 | 0.93 | 0.3353 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00675 | 0.65 | 0.4187 |
| browser_Safari | -0.01380 | 0.00211 | 0.44324 | 42.92 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00246 | 0.28100 | 27.21 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5912 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012332 | 0.01 | 0.9130 |
| browser_YE | -0.01977 | 0.07190 | 0.00078069 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09734 | 9.43 | 0.0021 |
| browser__Use_default_User_agent | 0.01125 | 0.10170 | 0.00012626 | 0.01 | 0.9120 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00161 | 0.00272 | 0.00361 | 0.35 | 0.5545 |
| operatingSystem_BlackBerry | 0.00211 | 0.01749 | 0.00014956 | 0.01 | 0.9042 |
| operatingSystem_Chrome_OS | 0.01420 | 0.00347 | 0.17257 | 16.71 | <.0001 |
| operatingSystem_Firefox_OS | 0.00556 | 0.01113 | 0.00257 | 0.25 | 0.6176 |
| operatingSystem_FreeBSD | 0.00937 | 0.03405 | 0.00078243 | 0.08 | 0.7831 |
| operatingSystem_Linux | 0.00547 | 0.00346 | 0.02578 | 2.50 | 0.1141 |
| operatingSystem_Macintosh | 0.01557 | 0.00343 | 0.21319 | 20.64 | <.0001 |
| operatingSystem_OpenBSD | -0.01782 | 0.07194 | 0.00063339 | 0.06 | 0.8044 |
| operatingSystem_Samsung | 0.00058534 | 0.00628 | 0.00008980 | 0.01 | 0.9257 |
| operatingSystem_Windows | 0.00743 | 0.00342 | 0.04876 | 4.72 | 0.0298 |
| operatingSystem_Windows_Phone | 0.00872 | 0.00398 | 0.04956 | 4.80 | 0.0285 |
| operatingSystem_Xbox | | | | | |

| | 0.00262 | 0.01301 | 0.00041924 | 0.04 | 0.8403 |
|---|---|---|---|---|---|
| operatingSystem_iOS | 0.00548 | 0.00279 | 0.03997 | 3.87 | 0.0491 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040520 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5913 |
| continent_Africa | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4119 |
| 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 | -0.00032786 | 0.00213 | 0.00024563 | 0.02 | 0.8774 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085626 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 | 0.5224 |

**Bounds on condition number: 1839.6, 629280**

**Backward Elimination: Step 30**

**Variable operatingSystem_Samsung Removed: R-Square = 0.1792 and C(p) = 50.0721**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 75 | 2037.59184 | 27.16789 | 2630.92 | <.0001 |
| Error | 903577 | 9330.67570 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62834 | 0.49148 | 2.48772 | 240.91 | <.0001 |
| date | 3.768531E-7 | 2.436002E-8 | 2.47137 | 239.33 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53781 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10806 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05438 | 30412.8 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49062 | 6245.23 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25711 | 509.10 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6171 |
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49816 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |

| | | | | | |
|---|---|---|---|---|---|
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.02023 | 0.10170 | 0.00040846 | 0.04 | 0.8424 |
| browser_Amazon_Silk | -0.01010 | 0.00480 | 0.04564 | 4.42 | 0.0355 |
| browser_Android_Browser | -0.00466 | 0.00479 | 0.00978 | 0.95 | 0.3305 |
| browser_Android_Webview | -0.00999 | 0.00237 | 0.18434 | 17.85 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00464 | 0.03410 | 0.00019144 | 0.02 | 0.8917 |
| browser_BlackBerry | -0.00350 | 0.01920 | 0.00034304 | 0.03 | 0.8554 |
| browser_Chrome | -0.01008 | 0.00207 | 0.24426 | 23.65 | <.0001 |
| browser_Coc_Coc | -0.00932 | 0.00430 | 0.04848 | 4.69 | 0.0303 |
| browser_DASH_JR_3G | -0.03136 | 0.05096 | 0.00391 | 0.38 | 0.5383 |
| browser_DoCoMo | -0.06534 | 0.10168 | 0.00426 | 0.41 | 0.5205 |
| browser_Edge | -0.01108 | 0.00232 | 0.23577 | 22.83 | <.0001 |
| browser_Firefox | -0.01051 | 0.00214 | 0.24858 | 24.07 | <.0001 |
| browser_Hisense_M20_M_LTE | -0.01026 | 0.10164 | 0.00010523 | 0.01 | 0.9196 |
| browser_Internet_Explorer | -0.00839 | 0.00222 | 0.14795 | 14.33 | 0.0002 |
| browser_Iron | -0.00859 | 0.01781 | 0.00240 | 0.23 | 0.6298 |
| browser_LYF_LS_4002_12 | -0.00770 | 0.02252 | 0.00121 | 0.12 | 0.7323 |
| browser_MRCHROME | -0.00659 | 0.00661 | 0.01027 | 0.99 | 0.3186 |
| browser_Maxthon | -0.01084 | 0.00680 | 0.02621 | 2.54 | 0.1111 |
| browser_Mozilla | -0.01170 | 0.03071 | 0.00150 | 0.15 | 0.7033 |
| browser_Mozilla_Compatible_Agent | -0.00597 | 0.00649 | 0.00874 | 0.85 | 0.3577 |
| browser_Nichrome | -0.00453 | 0.03847 | 0.00014297 | 0.01 | 0.9063 |
| browser_Nintendo_Browser | -0.00516 | 0.00930 | 0.00318 | 0.31 | 0.5789 |
| browser_Nokia_Browser | -0.00337 | 0.01260 | 0.00074023 | 0.07 | 0.7889 |
| browser_NokiaE52_1 | -0.01328 | 0.07194 | 0.00035177 | 0.03 | 0.8536 |
| browser_Opera | -0.00873 | 0.00248 | 0.12783 | 12.38 | 0.0004 |
| browser_Opera_Mini | -0.00299 | 0.00311 | 0.00956 | 0.93 | 0.3361 |
| browser_Puffin | -0.00869 | 0.01074 | 0.00675 | 0.65 | 0.4188 |
| browser_Safari | -0.01380 | 0.00211 | 0.44321 | 42.92 | <.0001 |
| browser_Safari__in_app_ | -0.01285 | 0.00246 | 0.28098 | 27.21 | <.0001 |
| browser_SeaMonkey | -0.01414 | 0.02632 | 0.00298 | 0.29 | 0.5912 |
| browser_Seznam | -0.00336 | 0.03071 | 0.00012327 | 0.01 | 0.9130 |
| browser_YE | -0.01977 | 0.07190 | 0.00078080 | 0.08 | 0.7833 |
| browser_YaBrowser | -0.00937 | 0.00305 | 0.09733 | 9.43 | 0.0021 |
| browser__Use_default_User_agent | 0.01122 | 0.10170 | 0.00012562 | 0.01 | 0.9122 |
| browser_osee2unifiedRelease | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7107 |
| operatingSystem_Android | 0.00158 | 0.00270 | 0.00352 | 0.34 | 0.5593 |
| operatingSystem_BlackBerry | 0.00207 | 0.01749 | 0.00014471 | 0.01 | 0.9058 |
| operatingSystem_Chrome_OS | 0.01418 | 0.00346 | 0.17327 | 16.78 | <.0001 |
| operatingSystem_Firefox_OS | 0.00553 | 0.01112 | 0.00255 | 0.25 | 0.6194 |
| operatingSystem_FreeBSD | 0.00934 | 0.03405 | 0.00077761 | 0.08 | 0.7838 |
| operatingSystem_Linux | 0.00544 | 0.00345 | 0.02572 | 2.49 | 0.1146 |
| operatingSystem_Macintosh | 0.01554 | 0.00341 | 0.21418 | 20.74 | <.0001 |
| operatingSystem_OpenBSD | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.01785 | 0.07194 | 0.00063549 | 0.06 | 0.8041 |
| **operatingSystem_Windows** | 0.00740 | 0.00341 | 0.04879 | 4.72 | 0.0297 |
| **operatingSystem_Windows_Phone** | 0.00869 | 0.00396 | 0.04958 | 4.80 | 0.0284 |
| **operatingSystem_Xbox** | 0.00259 | 0.01301 | 0.00041021 | 0.04 | 0.8420 |
| **operatingSystem_iOS** | 0.00545 | 0.00276 | 0.04014 | 3.89 | 0.0487 |
| **deviceCategory_mobile** | -0.00122 | 0.00618 | 0.00040514 | 0.04 | 0.8430 |
| **deviceCategory_tablet** | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5913 |
| **continent_Africa** | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2858 |
| **continent_Americas** | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4112 |
| **continent_Asia** | -0.00449 | 0.00267 | 0.02914 | 2.82 | 0.0930 |
| **continent_Europe** | -0.00458 | 0.00267 | 0.03039 | 2.94 | 0.0862 |
| **continent_Oceania** | -0.00587 | 0.00279 | 0.04567 | 4.42 | 0.0355 |
| **campaign_AW___Accessories** | -0.00032788 | 0.00213 | 0.00024566 | 0.02 | 0.8774 |
| **campaign_AW___Apparel** | 0.00434 | 0.01509 | 0.00085625 | 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_Data_Share_Promo** | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| **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 |

**Bounds on condition number: 1839.6, 620400**

**Backward Elimination: Step 31**

**Variable browser_Hisense_M20_M_LTE Removed: R-Square = 0.1792 and C(p) = 48.0823**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| **Source** | **DF** | **Sum of Squares** | **Mean Square** | **F Value** | **Pr > F** |
| **Model** | 74 | 2037.59173 | 27.53502 | 2666.48 | <.0001 |
| **Error** | 903578 | 9330.67581 | 0.01033 | | |
| **Corrected Total** | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| **Intercept** | -7.62843 | 0.49148 | 2.48778 | 240.92 | <.0001 |
| **date** | 3.768571E-7 | 2.435997E-8 | 2.47142 | 239.33 | <.0001 |
| **visitNumber** | -0.00014625 | 0.00001198 | 1.53781 | 148.92 | <.0001 |
| **hits** | -0.00622 | 0.00006163 | 105.10803 | 10178.6 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05434 | 30412.9 | <.0001 |
| **bounces** | 0.01916 | 0.00024244 | 64.49052 | 6245.23 | <.0001 |
| **newVisits** | -0.00985 | 0.00043639 | 5.25713 | 509.10 | <.0001 |
| **isMobileBool** | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6171 |
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49816 | 145.08 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |

| | | | | | |
|---|---|---|---|---|---|
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0813 |
| **browser_ADM** | -0.02022 | 0.10170 | 0.00040829 | 0.04 | 0.8424 |
| **browser_Amazon_Silk** | -0.01009 | 0.00480 | 0.04560 | 4.42 | 0.0356 |
| **browser_Android_Browser** | -0.00466 | 0.00479 | 0.00976 | 0.95 | 0.3310 |
| **browser_Android_Webview** | -0.00999 | 0.00236 | 0.18424 | 17.84 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00464 | 0.03410 | 0.00019109 | 0.02 | 0.8918 |
| **browser_BlackBerry** | -0.00350 | 0.01920 | 0.00034223 | 0.03 | 0.8555 |
| **browser_Chrome** | -0.01008 | 0.00207 | 0.24416 | 23.64 | <.0001 |
| **browser_Coc_Coc** | -0.00931 | 0.00430 | 0.04844 | 4.69 | 0.0303 |
| **browser_DASH_JR_3G** | -0.03136 | 0.05096 | 0.00391 | 0.38 | 0.5384 |
| **browser_DoCoMo** | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5205 |
| **browser_Edge** | -0.01107 | 0.00232 | 0.23567 | 22.82 | <.0001 |
| **browser_Firefox** | -0.01050 | 0.00214 | 0.24847 | 24.06 | <.0001 |
| **browser_Internet_Explorer** | -0.00838 | 0.00222 | 0.14785 | 14.32 | 0.0002 |
| **browser_Iron** | -0.00858 | 0.01781 | 0.00240 | 0.23 | 0.6300 |
| **browser_LYF_LS_4002_12** | -0.00770 | 0.02252 | 0.00121 | 0.12 | 0.7324 |
| **browser_MRCHROME** | -0.00659 | 0.00661 | 0.01026 | 0.99 | 0.3189 |
| **browser_Maxthon** | -0.01084 | 0.00680 | 0.02619 | 2.54 | 0.1112 |
| **browser_Mozilla** | -0.01169 | 0.03071 | 0.00150 | 0.14 | 0.7034 |
| **browser_Mozilla_Compatible_Agent** | -0.00596 | 0.00649 | 0.00872 | 0.84 | 0.3580 |
| **browser_Nichrome** | -0.00452 | 0.03847 | 0.00014271 | 0.01 | 0.9064 |
| **browser_Nintendo_Browser** | -0.00516 | 0.00930 | 0.00317 | 0.31 | 0.5792 |
| **browser_Nokia_Browser** | -0.00337 | 0.01260 | 0.00073840 | 0.07 | 0.7892 |
| **browser_NokiaE52_1** | -0.01327 | 0.07194 | 0.00035155 | 0.03 | 0.8536 |
| **browser_Opera** | -0.00873 | 0.00248 | 0.12774 | 12.37 | 0.0004 |
| **browser_Opera_Mini** | -0.00298 | 0.00310 | 0.00953 | 0.92 | 0.3367 |
| **browser_Puffin** | -0.00868 | 0.01074 | 0.00675 | 0.65 | 0.4190 |
| **browser_Safari** | -0.01379 | 0.00211 | 0.44311 | 42.91 | <.0001 |
| **browser_Safari__in_app_** | -0.01285 | 0.00246 | 0.28088 | 27.20 | <.0001 |
| **browser_SeaMonkey** | -0.01413 | 0.02632 | 0.00298 | 0.29 | 0.5913 |
| **browser_Seznam** | -0.00335 | 0.03071 | 0.00012295 | 0.01 | 0.9131 |
| **browser_YE** | -0.01977 | 0.07190 | 0.00078045 | 0.08 | 0.7834 |
| **browser_YaBrowser** | -0.00937 | 0.00305 | 0.09726 | 9.42 | 0.0021 |
| **browser__Use_default_User_agent** | 0.01122 | 0.10170 | 0.00012571 | 0.01 | 0.9121 |
| **browser_osee2unifiedRelease** | -0.01687 | 0.04550 | 0.00142 | 0.14 | 0.7108 |
| **operatingSystem_Android** | 0.00158 | 0.00270 | 0.00352 | 0.34 | 0.5593 |
| **operatingSystem_BlackBerry** | 0.00207 | 0.01749 | 0.00014471 | 0.01 | 0.9058 |
| **operatingSystem_Chrome_OS** | 0.01418 | 0.00346 | 0.17327 | 16.78 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00552 | 0.01112 | 0.00255 | 0.25 | 0.6194 |
| **operatingSystem_FreeBSD** | 0.00934 | 0.03405 | 0.00077760 | 0.08 | 0.7838 |
| **operatingSystem_Linux** | | | | | |

| | 0.00544 | 0.00345 | 0.02572 | 2.49 | 0.1145 |
|---|---|---|---|---|---|
| operatingSystem_Macintosh | 0.01554 | 0.00341 | 0.21418 | 20.74 | <.0001 |
| operatingSystem_OpenBSD | -0.01785 | 0.07194 | 0.00063550 | 0.06 | 0.8041... |
| operatingSystem_Windows | 0.00740 | 0.00341 | 0.04879 | 4.72 | 0.0297 |
| operatingSystem_Windows_Phone | 0.00869 | 0.00396 | 0.04958 | 4.80 | 0.0284 |
| operatingSystem_Xbox | 0.00259 | 0.01301 | 0.00041020 | 0.04 | 0.8420 |
| operatingSystem_iOS | 0.00545 | 0.00276 | 0.04014 | 3.89 | 0.0487 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040517 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5912 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4112 |
| continent_Asia | -0.00449 | 0.00267 | 0.02914 | 2.82 | 0.0930 |
| continent_Europe | -0.00458 | 0.00267 | 0.03039 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04567 | 4.42 | 0.0355 |
| campaign_AW___Accessories | -0.00032794 | 0.00213 | 0.00024575 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 612049**

**Backward Elimination: Step 32**

**Variable browser_Seznam Removed: R-Square = 0.1792 and C(p) = 46.0942**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 73 | 2037.59161 | 27.91221 | 2703.01 | <.0001 |
| Error | 903579 | 9330.67593 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62832 | 0.49147 | 2.48773 | 240.91 | <.0001 |
| date | 3.768512E-7 | 2.43599E-8 | 2.47136 | 239.33 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53780 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10798 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05428 | 30412.9 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49055 | 6245.24 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25701 | 509.09 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6171 |

| | | | | | |
|---|---|---|---|---|---|
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49822 | 145.09 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00512 | 0.50 | 0.4811 |
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| **browser_ADM** | -0.02021 | 0.10170 | 0.00040771 | 0.04 | 0.8425 |
| **browser_Amazon_Silk** | -0.01008 | 0.00480 | 0.04550 | 4.41 | 0.0358 |
| **browser_Android_Browser** | -0.00464 | 0.00479 | 0.00970 | 0.94 | 0.3323 |
| **browser_Android_Webview** | -0.00997 | 0.00236 | 0.18432 | 17.85 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00462 | 0.03410 | 0.00018988 | 0.02 | 0.8921 |
| **browser_BlackBerry** | -0.00348 | 0.01920 | 0.00033936 | 0.03 | 0.8561 |
| **browser_Chrome** | -0.01007 | 0.00207 | 0.24452 | 23.68 | <.0001 |
| **browser_Coc_Coc** | -0.00930 | 0.00430 | 0.04833 | 4.68 | 0.0305 |
| **browser_DASH_JR_3G** | -0.03134 | 0.05096 | 0.00391 | 0.38 | 0.5386 |
| **browser_DoCoMo** | -0.06532 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01106 | 0.00231 | 0.23587 | 22.84 | <.0001 |
| **browser_Firefox** | -0.01049 | 0.00214 | 0.24880 | 24.09 | <.0001 |
| **browser_Internet_Explorer** | -0.00837 | 0.00221 | 0.14790 | 14.32 | 0.0002 |
| **browser_Iron** | -0.00857 | 0.01781 | 0.00239 | 0.23 | 0.6306 |
| **browser_LYF_LS_4002_12** | -0.00769 | 0.02252 | 0.00120 | 0.12 | 0.7329 |
| **browser_MRCHROME** | -0.00657 | 0.00661 | 0.01022 | 0.99 | 0.3199 |
| **browser_Maxthon** | -0.01082 | 0.00680 | 0.02613 | 2.53 | 0.1117 |
| **browser_Mozilla** | -0.01168 | 0.03071 | 0.00149 | 0.14 | 0.7038 |
| **browser_Mozilla_Compatible_Agent** | -0.00595 | 0.00648 | 0.00868 | 0.84 | 0.3591 |
| **browser_Nichrome** | -0.00451 | 0.03847 | 0.00014176 | 0.01 | 0.9067 |
| **browser_Nintendo_Browser** | -0.00514 | 0.00930 | 0.00316 | 0.31 | 0.5803 |
| **browser_Nokia_Browser** | -0.00336 | 0.01260 | 0.00073196 | 0.07 | 0.7901 |
| **browser_NokiaE52_1** | -0.01326 | 0.07194 | 0.00035076 | 0.03 | 0.8538 |
| **browser_Opera** | -0.00871 | 0.00248 | 0.12770 | 12.37 | 0.0004 |
| **browser_Opera_Mini** | -0.00297 | 0.00310 | 0.00945 | 0.92 | 0.3386 |
| **browser_Puffin** | -0.00867 | 0.01074 | 0.00672 | 0.65 | 0.4197 |
| **browser_Safari** | -0.01378 | 0.00210 | 0.44405 | 43.00 | <.0001 |
| **browser_Safari__in_app_** | -0.01283 | 0.00246 | 0.28110 | 27.22 | <.0001 |
| **browser_SeaMonkey** | -0.01412 | 0.02632 | 0.00297 | 0.29 | 0.5917 |
| **browser_YE** | -0.01975 | 0.07190 | 0.00077924 | 0.08 | 0.7835 |
| **browser_YaBrowser** | -0.00935 | 0.00305 | 0.09715 | 9.41 | 0.0022 |
| **browser__Use_default_User_agent** | 0.01124 | 0.10170 | 0.00012604 | 0.01 | 0.9120 |
| **browser_osee2unifiedRelease** | -0.01685 | 0.04550 | 0.00142 | 0.14 | 0.7110 |
| **operatingSystem_Android** | 0.00158 | 0.00270 | 0.00352 | 0.34 | 0.5594 |
| **operatingSystem_BlackBerry** | 0.00207 | 0.01749 | 0.00014469 | 0.01 | 0.9058 |
| **operatingSystem_Chrome_OS** | 0.01417 | 0.00346 | 0.17326 | 16.78 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00552 | 0.01112 | 0.00255 | 0.25 | 0.6194 |
| **operatingSystem_FreeBSD** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00934 | 0.03405 | 0.00077756 | 0.08 | 0.7838 |
| operatingSystem_Linux | 0.00544 | 0.00345 | 0.02572 | 2.49 | 0.1146 |
| operatingSystem_Macintosh | 0.01554 | 0.00341 | 0.21417 | 20.74 | <.0001 |
| operatingSystem_OpenBSD | -0.01785 | 0.07194 | 0.00063550 | 0.06 | 0.8041 |
| operatingSystem_Windows | 0.00740 | 0.00341 | 0.04878 | 4.72 | 0.0297 |
| operatingSystem_Windows_Phone | 0.00869 | 0.00396 | 0.04957 | 4.80 | 0.0284 |
| operatingSystem_Xbox | 0.00259 | 0.01301 | 0.00041008 | 0.04 | 0.8420 |
| operatingSystem_iOS | 0.00545 | 0.00276 | 0.04014 | 3.89 | 0.0487 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040520 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4112 |
| continent_Asia | -0.00449 | 0.00267 | 0.02914 | 2.82 | 0.0930 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04567 | 4.42 | 0.0355 |
| campaign_AW___Accessories | -0.00032802 | 0.00213 | 0.00024586 | 0.02 | 0.8774 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085619 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 603645**

**Backward Elimination: Step 33**

**Variable browser__Use_default_User_agent Removed: R-Square = 0.1792 and C(p) = 44.1064**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 72 | 2037.59148 | 28.29988 | 2740.55 | <.0001 |
| Error | 903580 | 9330.67606 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62833 | 0.49147 | 2.48773 | 240.91 | <.0001 |
| date | 3.768523E-7 | 2.435988E-8 | 2.47137 | 239.33 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53780 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10787 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05416 | 30412.9 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49043 | 6245.23 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25702 | 509.09 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **isMobileBool** | 0.00330 | 0.00661 | 0.00257 | 0.25 | 0.6177 |
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49822 | 145.09 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00512 | 0.50 | 0.4811 |
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| **browser_ADM** | -0.02022 | 0.10170 | 0.00040838 | 0.04 | 0.8424 |
| **browser_Amazon_Silk** | -0.01008 | 0.00480 | 0.04555 | 4.41 | 0.0357 |
| **browser_Android_Browser** | -0.00465 | 0.00479 | 0.00972 | 0.94 | 0.3319 |
| **browser_Android_Webview** | -0.00998 | 0.00236 | 0.18454 | 17.87 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00464 | 0.03410 | 0.00019127 | 0.02 | 0.8917 |
| **browser_BlackBerry** | -0.00349 | 0.01920 | 0.00034118 | 0.03 | 0.8558 |
| **browser_Chrome** | -0.01007 | 0.00207 | 0.24483 | 23.71 | <.0001 |
| **browser_Coc_Coc** | -0.00930 | 0.00430 | 0.04838 | 4.69 | 0.0304 |
| **browser_DASH_JR_3G** | -0.03136 | 0.05096 | 0.00391 | 0.38 | 0.5383 |
| **browser_DoCoMo** | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5205 |
| **browser_Edge** | -0.01106 | 0.00231 | 0.23612 | 22.87 | <.0001 |
| **browser_Firefox** | -0.01049 | 0.00214 | 0.24910 | 24.12 | <.0001 |
| **browser_Internet_Explorer** | -0.00837 | 0.00221 | 0.14809 | 14.34 | 0.0002 |
| **browser_Iron** | -0.00857 | 0.01781 | 0.00239 | 0.23 | 0.6304 |
| **browser_LYF_LS_4002_12** | -0.00770 | 0.02252 | 0.00121 | 0.12 | 0.7324 |
| **browser_MRCHROME** | -0.00658 | 0.00661 | 0.01023 | 0.99 | 0.3196 |
| **browser_Maxthon** | -0.01083 | 0.00680 | 0.02615 | 2.53 | 0.1115 |
| **browser_Mozilla** | -0.01168 | 0.03071 | 0.00149 | 0.14 | 0.7037 |
| **browser_Mozilla_Compatible_Agent** | -0.00596 | 0.00648 | 0.00874 | 0.85 | 0.3577 |
| **browser_Nichrome** | -0.00451 | 0.03847 | 0.00014204 | 0.01 | 0.9066 |
| **browser_Nintendo_Browser** | -0.00516 | 0.00930 | 0.00318 | 0.31 | 0.5791 |
| **browser_Nokia_Browser** | -0.00336 | 0.01260 | 0.00073503 | 0.07 | 0.7896 |
| **browser_NokiaE52_1** | -0.01327 | 0.07194 | 0.00035137 | 0.03 | 0.8537 |
| **browser_Opera** | -0.00872 | 0.00248 | 0.12786 | 12.38 | 0.0004 |
| **browser_Opera_Mini** | -0.00298 | 0.00310 | 0.00952 | 0.92 | 0.3369 |
| **browser_Puffin** | -0.00867 | 0.01074 | 0.00673 | 0.65 | 0.4195 |
| **browser_Safari** | -0.01378 | 0.00210 | 0.44450 | 43.04 | <.0001 |
| **browser_Safari__in_app_** | -0.01284 | 0.00246 | 0.28137 | 27.25 | <.0001 |
| **browser_SeaMonkey** | -0.01412 | 0.02632 | 0.00297 | 0.29 | 0.5916 |
| **browser_YE** | -0.01975 | 0.07190 | 0.00077938 | 0.08 | 0.7835 |
| **browser_YaBrowser** | -0.00936 | 0.00305 | 0.09726 | 9.42 | 0.0021 |
| **browser_osee2unifiedRelease** | -0.01686 | 0.04550 | 0.00142 | 0.14 | 0.7110 |
| **operatingSystem_Android** | 0.00157 | 0.00270 | 0.00349 | 0.34 | 0.5610 |
| **operatingSystem_BlackBerry** | 0.00207 | 0.01749 | 0.00014441 | 0.01 | 0.9059 |
| **operatingSystem_Chrome_OS** | 0.01416 | 0.00346 | 0.17314 | 16.77 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00552 | 0.01112 | 0.00254 | 0.25 | 0.6199 |
| **operatingSystem_FreeBSD** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00933 | 0.03405 | 0.00077550 | 0.08 | 0.7841 |
| operatingSystem_Linux | 0.00542 | 0.00344 | 0.02563 | 2.48 | 0.1152 |
| operatingSystem_Macintosh | 0.01553 | 0.00341 | 0.21406 | 20.73 | <.0001 |
| operatingSystem_OpenBSD | -0.01786 | 0.07194 | 0.00063639 | 0.06 | 0.8039 |
| operatingSystem_Windows | 0.00739 | 0.00340 | 0.04867 | 4.71 | 0.0299 |
| operatingSystem_Windows_Phone | 0.00868 | 0.00396 | 0.04951 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00258 | 0.01301 | 0.00040614 | 0.04 | 0.8428 |
| operatingSystem_iOS | 0.00544 | 0.00276 | 0.04006 | 3.88 | 0.0489 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040529 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00698 | 0.68 | 0.4111 |
| 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 | -0.00032802 | 0.00213 | 0.00024586 | 0.02 | 0.8774 |
| 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 595250**

**Backward Elimination: Step 34**

**Variable browser_Nichrome Removed: R-Square = 0.1792 and C(p) = 42.1202**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 71 | 2037.59134 | 28.69847 | 2779.15 | <.0001 |
| Error | 903581 | 9330.67620 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62847 | 0.49147 | 2.48784 | 240.92 | <.0001 |
| date | 3.768587E-7 | 2.435981E-8 | 2.47147 | 239.34 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53779 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10804 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05460 | 30413.0 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49131 | 6245.33 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25703 | 509.09 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **isMobileBool** | 0.00330 | 0.00661 | 0.00257 | 0.25 | 0.6177 |
| **isTrueDirectBool** | 0.00614 | 0.00050985 | 1.49821 | 145.09 | <.0001 |
| **channelGrouping_Direct** | 0.00655 | 0.00930 | 0.00512 | 0.50 | 0.4811 |
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| **browser_ADM** | -0.02021 | 0.10170 | 0.00040788 | 0.04 | 0.8425 |
| **browser_Amazon_Silk** | -0.01007 | 0.00480 | 0.04545 | 4.40 | 0.0359 |
| **browser_Android_Browser** | -0.00463 | 0.00479 | 0.00967 | 0.94 | 0.3331 |
| **browser_Android_Webview** | -0.00997 | 0.00236 | 0.18446 | 17.86 | <.0001 |
| **browser_Apple_iPhone7C2** | -0.00463 | 0.03410 | 0.00019023 | 0.02 | 0.8920 |
| **browser_BlackBerry** | -0.00348 | 0.01920 | 0.00033871 | 0.03 | 0.8563 |
| **browser_Chrome** | -0.01006 | 0.00207 | 0.24491 | 23.72 | <.0001 |
| **browser_Coc_Coc** | -0.00929 | 0.00430 | 0.04828 | 4.68 | 0.0306 |
| **browser_DASH_JR_3G** | -0.03135 | 0.05096 | 0.00391 | 0.38 | 0.5385 |
| **browser_DoCoMo** | -0.06532 | 0.10168 | 0.00426 | 0.41 | 0.5206 |
| **browser_Edge** | -0.01105 | 0.00231 | 0.23612 | 22.87 | <.0001 |
| **browser_Firefox** | -0.01048 | 0.00213 | 0.24916 | 24.13 | <.0001 |
| **browser_Internet_Explorer** | -0.00836 | 0.00221 | 0.14800 | 14.33 | 0.0002 |
| **browser_Iron** | -0.00856 | 0.01781 | 0.00238 | 0.23 | 0.6309 |
| **browser_LYF_LS_4002_12** | -0.00769 | 0.02252 | 0.00120 | 0.12 | 0.7328 |
| **browser_MRCHROME** | -0.00656 | 0.00661 | 0.01019 | 0.99 | 0.3205 |
| **browser_Maxthon** | -0.01081 | 0.00680 | 0.02610 | 2.53 | 0.1119 |
| **browser_Mozilla** | -0.01167 | 0.03071 | 0.00149 | 0.14 | 0.7040 |
| **browser_Mozilla_Compatible_Agent** | -0.00595 | 0.00648 | 0.00870 | 0.84 | 0.3586 |
| **browser_Nintendo_Browser** | -0.00515 | 0.00930 | 0.00316 | 0.31 | 0.5800 |
| **browser_Nokia_Browser** | -0.00335 | 0.01260 | 0.00072950 | 0.07 | 0.7904 |
| **browser_NokiaE52_1** | -0.01326 | 0.07194 | 0.00035069 | 0.03 | 0.8538 |
| **browser_Opera** | -0.00871 | 0.00248 | 0.12774 | 12.37 | 0.0004 |
| **browser_Opera_Mini** | -0.00296 | 0.00310 | 0.00945 | 0.92 | 0.3387 |
| **browser_Puffin** | -0.00866 | 0.01074 | 0.00671 | 0.65 | 0.4202 |
| **browser_Safari** | -0.01377 | 0.00210 | 0.44491 | 43.09 | <.0001 |
| **browser_Safari__in_app_** | -0.01282 | 0.00246 | 0.28138 | 27.25 | <.0001 |
| **browser_SeaMonkey** | -0.01411 | 0.02632 | 0.00297 | 0.29 | 0.5920 |
| **browser_YE** | -0.01974 | 0.07190 | 0.00077835 | 0.08 | 0.7837 |
| **browser_YaBrowser** | -0.00934 | 0.00305 | 0.09711 | 9.40 | 0.0022 |
| **browser_osee2unifiedRelease** | -0.01685 | 0.04550 | 0.00142 | 0.14 | 0.7112 |
| **operatingSystem_Android** | 0.00157 | 0.00270 | 0.00349 | 0.34 | 0.5611 |
| **operatingSystem_BlackBerry** | 0.00207 | 0.01749 | 0.00014439 | 0.01 | 0.9059 |
| **operatingSystem_Chrome_OS** | 0.01416 | 0.00346 | 0.17312 | 16.77 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00552 | 0.01112 | 0.00254 | 0.25 | 0.6199 |
| **operatingSystem_FreeBSD** | 0.00933 | 0.03405 | 0.00077542 | 0.08 | 0.7841 |
| operatingSystem_Linux | | | | | |

| | 0.00542 | 0.00344 | 0.02562 | 2.48 | 0.1152 |
|---|---|---|---|---|---|
| operatingSystem_Macintosh | 0.01553 | 0.00341 | 0.21404 | 20.73 | <.0001 |
| operatingSystem_OpenBSD | -0.01786 | 0.07194 | 0.00063642 | 0.06 | 0.8039 |
| operatingSystem_Windows | 0.00739 | 0.00340 | 0.04866 | 4.71 | 0.0299 |
| operatingSystem_Windows_Phone | 0.00868 | 0.00396 | 0.04950 | 4.79 | 0.0286 |
| operatingSystem_Xbox | 0.00258 | 0.01301 | 0.00040596 | 0.04 | 0.8428 |
| operatingSystem_iOS | 0.00544 | 0.00276 | 0.04005 | 3.88 | 0.0489 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040537 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00698 | 0.68 | 0.4111 |
| 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 | 0.04567 | 4.42 | 0.0355 |
| campaign_AW___Accessories | -0.00032801 | 0.00213 | 0.00024585 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 586874**

**Backward Elimination: Step 35**

**Variable operatingSystem_BlackBerry Removed: R-Square = 0.1792 and C(p) = 40.1342**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 70 | 2037.59120 | 29.10845 | 2818.86 | <.0001 |
| Error | 903582 | 9330.67634 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62841 | 0.49147 | 2.48780 | 240.92 | <.0001 |
| date | 3.768564E-7 | 2.435979E-8 | 2.47144 | 239.33 | <.0001 |
| visitNumber | -0.00014625 | 0.00001198 | 1.53779 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10803 | 10178.7 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05458 | 30413.0 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49200 | 6245.40 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25697 | 509.08 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6174 |

| | | | | | |
|---|---|---|---|---|---|
| isTrueDirectBool | 0.00614 | 0.00050985 | 1.49822 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4104 |
| channelGrouping_Paid_Search | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.02022 | 0.10169 | 0.00040840 | 0.04 | 0.8424 |
| browser_Amazon_Silk | -0.01007 | 0.00480 | 0.04545 | 4.40 | 0.0359 |
| browser_Android_Browser | -0.00463 | 0.00479 | 0.00967 | 0.94 | 0.3331 |
| browser_Android_Webview | -0.00997 | 0.00236 | 0.18445 | 17.86 | <.0001 |
| browser_Apple_iPhone7C2 | -0.00464 | 0.03410 | 0.00019129 | 0.02 | 0.8917 |
| browser_BlackBerry | -0.00143 | 0.00821 | 0.00031103 | 0.03 | 0.8622 |
| browser_Chrome | -0.01006 | 0.00207 | 0.24490 | 23.72 | <.0001 |
| browser_Coc_Coc | -0.00929 | 0.00430 | 0.04828 | 4.68 | 0.0306 |
| browser_DASH_JR_3G | -0.03136 | 0.05096 | 0.00391 | 0.38 | 0.5383 |
| browser_DoCoMo | -0.06533 | 0.10168 | 0.00426 | 0.41 | 0.5205 |
| browser_Edge | -0.01105 | 0.00231 | 0.23612 | 22.87 | <.0001 |
| browser_Firefox | -0.01048 | 0.00213 | 0.24916 | 24.13 | <.0001 |
| browser_Internet_Explorer | -0.00836 | 0.00221 | 0.14801 | 14.33 | 0.0002 |
| browser_Iron | -0.00856 | 0.01781 | 0.00238 | 0.23 | 0.6309 |
| browser_LYF_LS_4002_12 | -0.00770 | 0.02252 | 0.00121 | 0.12 | 0.7323 |
| browser_MRCHROME | -0.00656 | 0.00661 | 0.01019 | 0.99 | 0.3205 |
| browser_Maxthon | -0.01081 | 0.00680 | 0.02610 | 2.53 | 0.1119 |
| browser_Mozilla | -0.01167 | 0.03071 | 0.00149 | 0.14 | 0.7040 |
| browser_Mozilla_Compatible_Agent | -0.00596 | 0.00648 | 0.00872 | 0.84 | 0.3581 |
| browser_Nintendo_Browser | -0.00516 | 0.00930 | 0.00318 | 0.31 | 0.5791 |
| browser_Nokia_Browser | -0.00335 | 0.01260 | 0.00073060 | 0.07 | 0.7902 |
| browser_NokiaE52_1 | -0.01327 | 0.07194 | 0.00035153 | 0.03 | 0.8536 |
| browser_Opera | -0.00871 | 0.00248 | 0.12773 | 12.37 | 0.0004 |
| browser_Opera_Mini | -0.00297 | 0.00310 | 0.00946 | 0.92 | 0.3386 |
| browser_Puffin | -0.00866 | 0.01074 | 0.00671 | 0.65 | 0.4202 |
| browser_Safari | -0.01377 | 0.00210 | 0.44490 | 43.08 | <.0001 |
| browser_Safari__in_app_ | -0.01282 | 0.00246 | 0.28137 | 27.25 | <.0001 |
| browser_SeaMonkey | -0.01411 | 0.02632 | 0.00297 | 0.29 | 0.5920 |
| browser_YE | -0.01974 | 0.07190 | 0.00077845 | 0.08 | 0.7837 |
| browser_YaBrowser | -0.00934 | 0.00305 | 0.09711 | 9.40 | 0.0022 |
| browser_osee2unifiedRelease | -0.01685 | 0.04550 | 0.00142 | 0.14 | 0.7112 |
| operatingSystem_Android | 0.00155 | 0.00270 | 0.00343 | 0.33 | 0.5646 |
| operatingSystem_Chrome_OS | 0.01415 | 0.00346 | 0.17298 | 16.75 | <.0001 |
| operatingSystem_Firefox_OS | 0.00550 | 0.01112 | 0.00253 | 0.24 | 0.6209 |
| operatingSystem_FreeBSD | 0.00932 | 0.03405 | 0.00077328 | 0.07 | 0.7844 |
| operatingSystem_Linux | 0.00541 | 0.00344 | 0.02553 | 2.47 | 0.1159 |
| operatingSystem_Macintosh | 0.01551 | 0.00341 | 0.21391 | 20.71 | <.0001 |
| operatingSystem_OpenBSD | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.01787 | 0.07194 | 0.00063733 | 0.06 | 0.8038 |
| operatingSystem_Windows | 0.00738 | 0.00340 | 0.04854 | 4.70 | 0.0301 |
| operatingSystem_Windows_Phone | 0.00866 | 0.00396 | 0.04938 | 4.78 | 0.0288 |
| operatingSystem_Xbox | 0.00257 | 0.01301 | 0.00040200 | 0.04 | 0.8436 |
| operatingSystem_iOS | 0.00543 | 0.00276 | 0.03991 | 3.86 | 0.0493 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040530 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00297 | 0.00279 | 0.01175 | 1.14 | 0.2861 |
| continent_Americas | 0.00220 | 0.00267 | 0.00699 | 0.68 | 0.4107 |
| continent_Asia | -0.00448 | 0.00267 | 0.02912 | 2.82 | 0.0931 |
| continent_Europe | -0.00458 | 0.00267 | 0.03037 | 2.94 | 0.0864 |
| continent_Oceania | -0.00586 | 0.00279 | 0.04565 | 4.42 | 0.0355 |
| campaign_AW___Accessories | -0.00032799 | 0.00213 | 0.00024582 | 0.02 | 0.8774 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085621 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 577717**

**Backward Elimination: Step 36**

**Variable browser_Apple_iPhone7C2 Removed: R-Square = 0.1792 and C(p) = 38.1527**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 69 | 2037.59101 | 29.53030 | 2859.72 | <.0001 |
| Error | 903583 | 9330.67654 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62855 | 0.49147 | 2.48790 | 240.93 | <.0001 |
| date | 3.768601E-7 | 2.435976E-8 | 2.47149 | 239.34 | <.0001 |
| visitNumber | -0.00014624 | 0.00001198 | 1.53776 | 148.92 | <.0001 |
| hits | -0.00622 | 0.00006163 | 105.10792 | 10178.7 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05443 | 30413.0 | <.0001 |
| bounces | 0.01916 | 0.00024244 | 64.49186 | 6245.39 | <.0001 |
| newVisits | -0.00985 | 0.00043639 | 5.25716 | 509.10 | <.0001 |
| isMobileBool | 0.00332 | 0.00661 | 0.00261 | 0.25 | 0.6152 |
| isTrueDirectBool | 0.00614 | 0.00050984 | 1.49815 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00655 | 0.00930 | 0.00513 | 0.50 | 0.4811 |

| | | | | | |
|---|---|---|---|---|---|
| **channelGrouping_Display** | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| **channelGrouping_Organic_Search** | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| **channelGrouping_Paid_Search** | 0.00811 | 0.00944 | 0.00762 | 0.74 | 0.3903 |
| **channelGrouping_Referral** | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| **browser_ADM** | -0.02016 | 0.10169 | 0.00040592 | 0.04 | 0.8428 |
| **browser_Amazon_Silk** | -0.01005 | 0.00480 | 0.04533 | 4.39 | 0.0362 |
| **browser_Android_Browser** | -0.00462 | 0.00478 | 0.00961 | 0.93 | 0.3346 |
| **browser_Android_Webview** | -0.00995 | 0.00235 | 0.18433 | 17.85 | <.0001 |
| **browser_BlackBerry** | -0.00138 | 0.00821 | 0.00029356 | 0.03 | 0.8661 |
| **browser_Chrome** | -0.01004 | 0.00206 | 0.24493 | 23.72 | <.0001 |
| **browser_Coc_Coc** | -0.00927 | 0.00430 | 0.04814 | 4.66 | 0.0308 |
| **browser_DASH_JR_3G** | -0.03130 | 0.05096 | 0.00389 | 0.38 | 0.5391 |
| **browser_DoCoMo** | -0.06529 | 0.10167 | 0.00426 | 0.41 | 0.5208 |
| **browser_Edge** | -0.01103 | 0.00231 | 0.23604 | 22.86 | <.0001 |
| **browser_Firefox** | -0.01046 | 0.00213 | 0.24917 | 24.13 | <.0001 |
| **browser_Internet_Explorer** | -0.00835 | 0.00221 | 0.14784 | 14.32 | 0.0002 |
| **browser_Iron** | -0.00854 | 0.01781 | 0.00237 | 0.23 | 0.6316 |
| **browser_LYF_LS_4002_12** | -0.00764 | 0.02252 | 0.00119 | 0.12 | 0.7343 |
| **browser_MRCHROME** | -0.00655 | 0.00660 | 0.01014 | 0.98 | 0.3216 |
| **browser_Maxthon** | -0.01080 | 0.00680 | 0.02602 | 2.52 | 0.1124 |
| **browser_Mozilla** | -0.01165 | 0.03071 | 0.00149 | 0.14 | 0.7044 |
| **browser_Mozilla_Compatible_Agent** | -0.00590 | 0.00647 | 0.00859 | 0.83 | 0.3618 |
| **browser_Nintendo_Browser** | -0.00510 | 0.00929 | 0.00312 | 0.30 | 0.5828 |
| **browser_Nokia_Browser** | -0.00333 | 0.01260 | 0.00071961 | 0.07 | 0.7918 |
| **browser_NokiaE52_1** | -0.01323 | 0.07193 | 0.00034932 | 0.03 | 0.8541 |
| **browser_Opera** | -0.00869 | 0.00247 | 0.12755 | 12.35 | 0.0004 |
| **browser_Opera_Mini** | -0.00293 | 0.00309 | 0.00930 | 0.90 | 0.3426 |
| **browser_Puffin** | -0.00864 | 0.01074 | 0.00669 | 0.65 | 0.4210 |
| **browser_Safari** | -0.01375 | 0.00209 | 0.44528 | 43.12 | <.0001 |
| **browser_Safari__in_app_** | -0.01281 | 0.00245 | 0.28132 | 27.24 | <.0001 |
| **browser_SeaMonkey** | -0.01409 | 0.02632 | 0.00296 | 0.29 | 0.5924 |
| **browser_YE** | -0.01973 | 0.07190 | 0.00077793 | 0.08 | 0.7837 |
| **browser_YaBrowser** | -0.00933 | 0.00304 | 0.09692 | 9.39 | 0.0022 |
| **browser_osee2unifiedRelease** | -0.01683 | 0.04550 | 0.00141 | 0.14 | 0.7114 |
| **operatingSystem_Android** | 0.00158 | 0.00269 | 0.00356 | 0.34 | 0.5573 |
| **operatingSystem_Chrome_OS** | 0.01419 | 0.00344 | 0.17572 | 17.02 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00553 | 0.01112 | 0.00255 | 0.25 | 0.6192 |
| **operatingSystem_FreeBSD** | 0.00936 | 0.03404 | 0.00078089 | 0.08 | 0.7833 |
| **operatingSystem_Linux** | 0.00546 | 0.00343 | 0.02621 | 2.54 | 0.1111 |
| **operatingSystem_Macintosh** | 0.01556 | 0.00339 | 0.21723 | 21.04 | <.0001 |
| **operatingSystem_OpenBSD** | -0.01783 | 0.07194 | 0.00063413 | 0.06 | 0.8043 |
| **operatingSystem_Windows** | 0.00742 | 0.00339 | 0.04961 | 4.80 | 0.0284 |
| **operatingSystem_Windows_Phone** | 0.00869 | 0.00396 | 0.04978 | 4.82 | 0.0281 |
| operatingSystem_Xbox | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00261 | 0.01300 | 0.00041678 | 0.04 | 0.8408 |
| operatingSystem_iOS | 0.00545 | 0.00275 | 0.04047 | 3.92 | 0.0477 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040494 | 0.04 | 0.8430 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4112 |
| continent_Asia | -0.00449 | 0.00267 | 0.02914 | 2.82 | 0.0930 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04568 | 4.42 | 0.0354 |
| campaign_AW___Accessories | -0.00032797 | 0.00213 | 0.00024579 | 0.02 | 0.8774 |
| campaign_AW___Apparel | 0.00434 | 0.01509 | 0.00085625 | 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_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| 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 |

**Bounds on condition number: 1839.6, 568940**

**Backward Elimination: Step 37**

**Variable campaign_AW___Accessories Removed: R-Square = 0.1792 and C(p) = 36.1765**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 68 | 2037.59076 | 29.96457 | 2901.77 | <.0001 |
| Error | 903584 | 9330.67678 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62429 | 0.49070 | 2.49298 | 241.42 | <.0001 |
| date | 3.766491E-7 | 2.432134E-8 | 2.47653 | 239.83 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53855 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10900 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06311 | 30413.9 | <.0001 |
| bounces | 0.01916 | 0.00024238 | 64.53048 | 6249.14 | <.0001 |
| newVisits | -0.00985 | 0.00043606 | 5.26796 | 510.15 | <.0001 |
| isMobileBool | 0.00332 | 0.00661 | 0.00261 | 0.25 | 0.6153 |
| isTrueDirectBool | 0.00614 | 0.00050970 | 1.49809 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3979 |

| | | | | | |
|---|---|---|---|---|---|
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08005 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.02016 | 0.10169 | 0.00040600 | 0.04 | 0.8428 |
| browser_Amazon_Silk | -0.01005 | 0.00480 | 0.04534 | 4.39 | 0.0361 |
| browser_Android_Browser | -0.00462 | 0.00478 | 0.00962 | 0.93 | 0.3345 |
| browser_Android_Webview | -0.00995 | 0.00235 | 0.18430 | 17.85 | <.0001 |
| browser_BlackBerry | -0.00139 | 0.00821 | 0.00029418 | 0.03 | 0.8660 |
| browser_Chrome | -0.01004 | 0.00206 | 0.24497 | 23.72 | <.0001 |
| browser_Coc_Coc | -0.00927 | 0.00430 | 0.04815 | 4.66 | 0.0308 |
| browser_DASH_JR_3G | -0.03130 | 0.05096 | 0.00389 | 0.38 | 0.5391 |
| browser_DoCoMo | -0.06529 | 0.10167 | 0.00426 | 0.41 | 0.5208 |
| browser_Edge | -0.01103 | 0.00231 | 0.23605 | 22.86 | <.0001 |
| browser_Firefox | -0.01046 | 0.00213 | 0.24919 | 24.13 | <.0001 |
| browser_Internet_Explorer | -0.00835 | 0.00221 | 0.14785 | 14.32 | 0.0002 |
| browser_Iron | -0.00854 | 0.01781 | 0.00237 | 0.23 | 0.6316 |
| browser_LYF_LS_4002_12 | -0.00764 | 0.02252 | 0.00119 | 0.12 | 0.7343 |
| browser_MRCHROME | -0.00655 | 0.00660 | 0.01015 | 0.98 | 0.3216 |
| browser_Maxthon | -0.01080 | 0.00680 | 0.02602 | 2.52 | 0.1124 |
| browser_Mozilla | -0.01165 | 0.03071 | 0.00149 | 0.14 | 0.7044 |
| browser_Mozilla_Compatible_Agent | -0.00590 | 0.00647 | 0.00859 | 0.83 | 0.3617 |
| browser_Nintendo_Browser | -0.00511 | 0.00929 | 0.00312 | 0.30 | 0.5827 |
| browser_Nokia_Browser | -0.00333 | 0.01260 | 0.00072033 | 0.07 | 0.7917 |
| browser_NokiaE52_1 | -0.01323 | 0.07193 | 0.00034943 | 0.03 | 0.8540 |
| browser_Opera | -0.00869 | 0.00247 | 0.12756 | 12.35 | 0.0004 |
| browser_Opera_Mini | -0.00293 | 0.00309 | 0.00931 | 0.90 | 0.3424 |
| browser_Puffin | -0.00864 | 0.01074 | 0.00669 | 0.65 | 0.4210 |
| browser_Safari | -0.01376 | 0.00209 | 0.44532 | 43.12 | <.0001 |
| browser_Safari__in_app_ | -0.01281 | 0.00245 | 0.28128 | 27.24 | <.0001 |
| browser_SeaMonkey | -0.01409 | 0.02632 | 0.00296 | 0.29 | 0.5924 |
| browser_YE | -0.01973 | 0.07190 | 0.00077799 | 0.08 | 0.7837 |
| browser_YaBrowser | -0.00933 | 0.00304 | 0.09692 | 9.39 | 0.0022 |
| browser_osee2unifiedRelease | -0.01683 | 0.04550 | 0.00141 | 0.14 | 0.7114 |
| operatingSystem_Android | 0.00158 | 0.00269 | 0.00356 | 0.34 | 0.5572 |
| operatingSystem_Chrome_OS | 0.01419 | 0.00344 | 0.17571 | 17.02 | <.0001 |
| operatingSystem_Firefox_OS | 0.00553 | 0.01112 | 0.00255 | 0.25 | 0.6193 |
| operatingSystem_FreeBSD | 0.00936 | 0.03404 | 0.00078096 | 0.08 | 0.7833 |
| operatingSystem_Linux | 0.00546 | 0.00343 | 0.02621 | 2.54 | 0.1111 |
| operatingSystem_Macintosh | 0.01556 | 0.00339 | 0.21722 | 21.04 | <.0001 |
| operatingSystem_OpenBSD | -0.01783 | 0.07194 | 0.00063414 | 0.06 | 0.8043 |
| operatingSystem_Windows | 0.00742 | 0.00339 | 0.04961 | 4.80 | 0.0284 |
| operatingSystem_Windows_Phone | 0.00869 | 0.00396 | 0.04977 | 4.82 | 0.0281 |
| operatingSystem_Xbox | 0.00261 | 0.01300 | 0.00041692 | 0.04 | 0.8407 |
| operatingSystem_iOS | 0.00545 | 0.00275 | 0.04047 | 3.92 | 0.0477 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040434 | 0.04 | 0.8431 |
| deviceCategory_tablet | | | | | |

| | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5912 |
| continent_Africa | -0.00298 | 0.00279 | 0.01176 | 1.14 | 0.2859 |
| continent_Americas | 0.00219 | 0.00267 | 0.00696 | 0.67 | 0.4116 |
| continent_Asia | -0.00449 | 0.00267 | 0.02914 | 2.82 | 0.0930 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04569 | 4.42 | 0.0354 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095474 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5345 |

**Bounds on condition number: 1839.6, 559957**

**Backward Elimination: Step 38**

**Variable browser_BlackBerry Removed: R-Square = 0.1792 and C(p) = 34.2050**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 67 | 2037.59047 | 30.41180 | 2945.09 | <.0001 |
| Error | 903585 | 9330.67708 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62507 | 0.49067 | 2.49371 | 241.49 | <.0001 |
| date | 3.766776E-7 | 2.432074E-8 | 2.47702 | 239.88 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53854 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10879 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06353 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024238 | 64.53029 | 6249.13 | <.0001 |
| newVisits | -0.00985 | 0.00043606 | 5.26788 | 510.14 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6172 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49820 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3978 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.01995 | 0.10169 | 0.00039761 | 0.04 | 0.8444 |
| browser_Amazon_Silk | -0.00997 | 0.00477 | 0.04507 | 4.37 | 0.0367 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Android_Browser | -0.00453 | 0.00476 | 0.00937 | 0.91 | 0.3408 |
| browser_Android_Webview | -0.00986 | 0.00230 | 0.18967 | 18.37 | <.0001 |
| browser_Chrome | -0.00996 | 0.00200 | 0.25573 | 24.77 | <.0001 |
| browser_Coc_Coc | -0.00919 | 0.00427 | 0.04792 | 4.64 | 0.0312 |
| browser_DASH_JR_3G | -0.03109 | 0.05095 | 0.00384 | 0.37 | 0.5417 |
| browser_DoCoMo | -0.06506 | 0.10167 | 0.00423 | 0.41 | 0.5222 |
| browser_Edge | -0.01095 | 0.00225 | 0.24392 | 23.62 | <.0001 |
| browser_Firefox | -0.01038 | 0.00207 | 0.25928 | 25.11 | <.0001 |
| browser_Internet_Explorer | -0.00826 | 0.00215 | 0.15283 | 14.80 | 0.0001 |
| browser_Iron | -0.00846 | 0.01781 | 0.00233 | 0.23 | 0.6348 |
| browser_LYF_LS_4002_12 | -0.00743 | 0.02248 | 0.00113 | 0.11 | 0.7410 |
| browser_MRCHROME | -0.00646 | 0.00659 | 0.00994 | 0.96 | 0.3264 |
| browser_Maxthon | -0.01071 | 0.00678 | 0.02576 | 2.49 | 0.1143 |
| browser_Mozilla | -0.01157 | 0.03071 | 0.00147 | 0.14 | 0.7064 |
| browser_Mozilla_Compatible_Agent | -0.00569 | 0.00635 | 0.00830 | 0.80 | 0.3701 |
| browser_Nintendo_Browser | -0.00489 | 0.00921 | 0.00292 | 0.28 | 0.5951 |
| browser_Nokia_Browser | -0.00322 | 0.01258 | 0.00067508 | 0.07 | 0.7982 |
| browser_NokiaE52_1 | -0.01300 | 0.07192 | 0.00033744 | 0.03 | 0.8565 |
| browser_Opera | -0.00861 | 0.00242 | 0.13037 | 12.62 | 0.0004 |
| browser_Opera_Mini | -0.00274 | 0.00288 | 0.00939 | 0.91 | 0.3404 |
| browser_Puffin | -0.00856 | 0.01073 | 0.00657 | 0.64 | 0.4249 |
| browser_Safari | -0.01367 | 0.00204 | 0.46591 | 45.12 | <.0001 |
| browser_Safari__in_app_ | -0.01272 | 0.00240 | 0.28932 | 28.02 | <.0001 |
| browser_SeaMonkey | -0.01401 | 0.02631 | 0.00293 | 0.28 | 0.5945 |
| browser_YE | -0.01964 | 0.07189 | 0.00077069 | 0.07 | 0.7847 |
| browser_YaBrowser | -0.00924 | 0.00300 | 0.09778 | 9.47 | 0.0021 |
| browser_osee2unifiedRelease | -0.01675 | 0.04549 | 0.00140 | 0.14 | 0.7128 |
| operatingSystem_Android | 0.00173 | 0.00255 | 0.00474 | 0.46 | 0.4980 |
| operatingSystem_Chrome_OS | 0.01432 | 0.00336 | 0.18797 | 18.20 | <.0001 |
| operatingSystem_Firefox_OS | 0.00567 | 0.01109 | 0.00270 | 0.26 | 0.6089 |
| operatingSystem_FreeBSD | 0.00949 | 0.03403 | 0.00080279 | 0.08 | 0.7804 |
| operatingSystem_Linux | 0.00559 | 0.00334 | 0.02893 | 2.80 | 0.0942 |
| operatingSystem_Macintosh | 0.01569 | 0.00331 | 0.23235 | 22.50 | <.0001 |
| operatingSystem_OpenBSD | -0.01770 | 0.07193 | 0.00062517 | 0.06 | 0.8056 |
| operatingSystem_Windows | 0.00755 | 0.00330 | 0.05402 | 5.23 | 0.0222 |
| operatingSystem_Windows_Phone | 0.00883 | 0.00386 | 0.05398 | 5.23 | 0.0222 |
| operatingSystem_Xbox | 0.00274 | 0.01298 | 0.00045990 | 0.04 | 0.8329 |
| operatingSystem_iOS | 0.00560 | 0.00261 | 0.04746 | 4.60 | 0.0321 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040551 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01181 | 1.14 | 0.2849 |
| continent_Americas | 0.00219 | 0.00267 | 0.00693 | 0.67 | 0.4128 |
| continent_Asia | -0.00449 | 0.00267 | 0.02921 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03048 | 2.95 | 0.0858 |
| continent_Oceania | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00587 | 0.00279 | 0.04579 | 4.43 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095465 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03445 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5345 |

**Bounds on condition number: 1839.6, 548191**

**Backward Elimination: Step 39**

**Variable browser_NokiaE52_1 Removed: R-Square = 0.1792 and C(p) = 32.2377**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 66 | 2037.59013 | 30.87258 | 2989.71 | <.0001 |
| Error | 903586 | 9330.67741 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62531 | 0.49067 | 2.49389 | 241.51 | <.0001 |
| date | 3.766884E-7 | 2.432066E-8 | 2.47718 | 239.89 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53855 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10870 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06344 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024238 | 64.53025 | 6249.13 | <.0001 |
| newVisits | -0.00985 | 0.00043606 | 5.26793 | 510.15 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6173 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49822 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3978 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.01993 | 0.10169 | 0.00039675 | 0.04 | 0.8446 |
| browser_Amazon_Silk | -0.00996 | 0.00477 | 0.04500 | 4.36 | 0.0368 |
| browser_Android_Browser | -0.00452 | 0.00476 | 0.00934 | 0.90 | 0.3417 |
| browser_Android_Webview | -0.00986 | 0.00230 | 0.18942 | 18.34 | <.0001 |
| browser_Chrome | -0.00995 | 0.00200 | 0.25543 | 24.74 | <.0001 |
| browser_Coc_Coc | -0.00918 | 0.00427 | 0.04784 | 4.63 | 0.0314 |
| browser_DASH_JR_3G | -0.03106 | 0.05094 | 0.00384 | 0.37 | 0.5420 |

| | | | | | |
|---|---|---|---|---|---|
| browser_DoCoMo | -0.06504 | 0.10167 | 0.00423 | 0.41 | 0.5223 |
| browser_Edge | -0.01094 | 0.00225 | 0.24364 | 23.59 | <.0001 |
| browser_Firefox | -0.01037 | 0.00207 | 0.25899 | 25.08 | <.0001 |
| browser_Internet_Explorer | -0.00825 | 0.00215 | 0.15259 | 14.78 | 0.0001 |
| browser_Iron | -0.00845 | 0.01781 | 0.00232 | 0.23 | 0.6351 |
| browser_LYF_LS_4002_12 | -0.00741 | 0.02248 | 0.00112 | 0.11 | 0.7417 |
| browser_MRCHROME | -0.00645 | 0.00659 | 0.00992 | 0.96 | 0.3271 |
| browser_Maxthon | -0.01070 | 0.00678 | 0.02572 | 2.49 | 0.1146 |
| browser_Mozilla | -0.01156 | 0.03071 | 0.00146 | 0.14 | 0.7066 |
| browser_Mozilla_Compatible_Agent | -0.00567 | 0.00635 | 0.00824 | 0.80 | 0.3718 |
| browser_Nintendo_Browser | -0.00487 | 0.00921 | 0.00289 | 0.28 | 0.5967 |
| browser_Nokia_Browser | -0.00321 | 0.01258 | 0.00067037 | 0.06 | 0.7989 |
| browser_Opera | -0.00860 | 0.00242 | 0.13016 | 12.60 | 0.0004 |
| browser_Opera_Mini | -0.00272 | 0.00287 | 0.00927 | 0.90 | 0.3435 |
| browser_Puffin | -0.00855 | 0.01073 | 0.00656 | 0.64 | 0.4254 |
| browser_Safari | -0.01366 | 0.00203 | 0.46558 | 45.09 | <.0001 |
| browser_Safari__in_app_ | -0.01272 | 0.00240 | 0.28905 | 27.99 | <.0001 |
| browser_SeaMonkey | -0.01400 | 0.02631 | 0.00292 | 0.28 | 0.5947 |
| browser_YE | -0.01963 | 0.07189 | 0.00076994 | 0.07 | 0.7848 |
| browser_YaBrowser | -0.00924 | 0.00300 | 0.09762 | 9.45 | 0.0021 |
| browser_osee2unifiedRelease | -0.01674 | 0.04549 | 0.00140 | 0.14 | 0.7129 |
| operatingSystem_Android | 0.00174 | 0.00255 | 0.00483 | 0.47 | 0.4941 |
| operatingSystem_Chrome_OS | 0.01433 | 0.00336 | 0.18840 | 18.25 | <.0001 |
| operatingSystem_Firefox_OS | 0.00569 | 0.01109 | 0.00272 | 0.26 | 0.6080 |
| operatingSystem_FreeBSD | 0.00950 | 0.03403 | 0.00080500 | 0.08 | 0.7801 |
| operatingSystem_Linux | 0.00560 | 0.00334 | 0.02908 | 2.82 | 0.0933 |
| operatingSystem_Macintosh | 0.01570 | 0.00331 | 0.23285 | 22.55 | <.0001 |
| operatingSystem_OpenBSD | -0.01769 | 0.07193 | 0.00062425 | 0.06 | 0.8058 |
| operatingSystem_Windows | 0.00756 | 0.00330 | 0.05423 | 5.25 | 0.0219 |
| operatingSystem_Windows_Phone | 0.00885 | 0.00386 | 0.05419 | 5.25 | 0.0220 |
| operatingSystem_Xbox | 0.00275 | 0.01298 | 0.00046426 | 0.04 | 0.8321 |
| operatingSystem_iOS | 0.00561 | 0.00261 | 0.04776 | 4.63 | 0.0315 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040568 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01181 | 1.14 | 0.2848 |
| continent_Americas | 0.00218 | 0.00267 | 0.00692 | 0.67 | 0.4129 |
| continent_Asia | -0.00449 | 0.00267 | 0.02922 | 2.83 | 0.0925 |
| continent_Europe | -0.00459 | 0.00267 | 0.03049 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04580 | 4.44 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095464 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_jiyuhz | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5345 |

**Bounds on condition number: 1839.6, 539912**

**Backward Elimination: Step 40**

**Variable operatingSystem_Nokia Entered: R-Square = 0.1792 and C(p) = 34.2050**

**Note:** The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 67 | 2037.59047 | 30.41180 | 2945.09 | <.0001 |
| Error | 903585 | 9330.67708 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62507 | 0.49067 | 2.49371 | 241.49 | <.0001 |
| date | 3.766776E-7 | 2.432074E-8 | 2.47702 | 239.88 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53854 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10879 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06353 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024238 | 64.53029 | 6249.13 | <.0001 |
| newVisits | -0.00985 | 0.00043606 | 5.26788 | 510.14 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6172 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49820 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3978 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.01995 | 0.10169 | 0.00039761 | 0.04 | 0.8444 |
| browser_Amazon_Silk | -0.00997 | 0.00477 | 0.04507 | 4.37 | 0.0367 |
| browser_Android_Browser | -0.00453 | 0.00476 | 0.00937 | 0.91 | 0.3408 |
| browser_Android_Webview | -0.00986 | 0.00230 | 0.18967 | 18.37 | <.0001 |
| browser_Chrome | -0.00996 | 0.00200 | 0.25573 | 24.77 | <.0001 |
| browser_Coc_Coc | -0.00919 | 0.00427 | 0.04792 | 4.64 | 0.0312 |
| browser_DASH_JR_3G | -0.03109 | 0.05095 | 0.00384 | 0.37 | 0.5417 |
| browser_DoCoMo | -0.06506 | 0.10167 | 0.00423 | 0.41 | 0.5222 |
| browser_Edge | -0.01095 | 0.00225 | 0.24392 | 23.62 | <.0001 |
| browser_Firefox | -0.01038 | 0.00207 | 0.25928 | 25.11 | <.0001 |
| browser_Internet_Explorer | -0.00826 | 0.00215 | 0.15283 | 14.80 | 0.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Iron | -0.00846 | 0.01781 | 0.00233 | 0.23 | 0.6348 |
| browser_LYF_LS_4002_12 | -0.00743 | 0.02248 | 0.00113 | 0.11 | 0.7410 |
| browser_MRCHROME | -0.00646 | 0.00659 | 0.00994 | 0.96 | 0.3264 |
| browser_Maxthon | -0.01071 | 0.00678 | 0.02576 | 2.49 | 0.1143 |
| browser_Mozilla | -0.01157 | 0.03071 | 0.00147 | 0.14 | 0.7064 |
| browser_Mozilla_Compatible_Agent | -0.00569 | 0.00635 | 0.00830 | 0.80 | 0.3701 |
| browser_Nintendo_Browser | -0.00489 | 0.00921 | 0.00292 | 0.28 | 0.5951 |
| browser_Nokia_Browser | -0.00322 | 0.01258 | 0.00067508 | 0.07 | 0.7982 |
| browser_Opera | -0.00861 | 0.00242 | 0.13037 | 12.62 | 0.0004 |
| browser_Opera_Mini | -0.00274 | 0.00288 | 0.00939 | 0.91 | 0.3404 |
| browser_Puffin | -0.00856 | 0.01073 | 0.00657 | 0.64 | 0.4249 |
| browser_Safari | -0.01367 | 0.00204 | 0.46591 | 45.12 | <.0001 |
| browser_Safari__in_app_ | -0.01272 | 0.00240 | 0.28932 | 28.02 | <.0001 |
| browser_SeaMonkey | -0.01401 | 0.02631 | 0.00293 | 0.28 | 0.5945 |
| browser_YE | -0.01964 | 0.07189 | 0.00077069 | 0.07 | 0.7847 |
| browser_YaBrowser | -0.00924 | 0.00300 | 0.09778 | 9.47 | 0.0021 |
| browser_osee2unifiedRelease | -0.01675 | 0.04549 | 0.00140 | 0.14 | 0.7128 |
| operatingSystem_Android | 0.00173 | 0.00255 | 0.00474 | 0.46 | 0.4980 |
| operatingSystem_Chrome_OS | 0.01432 | 0.00336 | 0.18797 | 18.20 | <.0001 |
| operatingSystem_Firefox_OS | 0.00567 | 0.01109 | 0.00270 | 0.26 | 0.6089 |
| operatingSystem_FreeBSD | 0.00949 | 0.03403 | 0.00080279 | 0.08 | 0.7804 |
| operatingSystem_Linux | 0.00559 | 0.00334 | 0.02893 | 2.80 | 0.0942 |
| operatingSystem_Macintosh | 0.01569 | 0.00331 | 0.23235 | 22.50 | <.0001 |
| operatingSystem_Nokia | -0.01300 | 0.07192 | 0.00033744 | 0.03 | 0.8565 |
| operatingSystem_OpenBSD | -0.01770 | 0.07193 | 0.00062517 | 0.06 | 0.8056 |
| operatingSystem_Windows | 0.00755 | 0.00330 | 0.05402 | 5.23 | 0.0222 |
| operatingSystem_Windows_Phone | 0.00883 | 0.00386 | 0.05398 | 5.23 | 0.0222 |
| operatingSystem_Xbox | 0.00274 | 0.01298 | 0.00045990 | 0.04 | 0.8329 |
| operatingSystem_iOS | 0.00560 | 0.00261 | 0.04746 | 4.60 | 0.0321 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040551 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01181 | 1.14 | 0.2849 |
| continent_Americas | 0.00219 | 0.00267 | 0.00693 | 0.67 | 0.4128 |
| continent_Asia | -0.00449 | 0.00267 | 0.02921 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03048 | 2.95 | 0.0858 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04579 | 4.43 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095465 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03445 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5345 |

**Bounds on condition number: 1839.6, 548191**

**Backward Elimination: Step 41**

**Variable operatingSystem_Nokia Removed: R-Square = 0.1792 and C(p) = 32.2377**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 66 | 2037.59013 | 30.87258 | 2989.71 | <.0001 |
| Error | 903586 | 9330.67741 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62531 | 0.49067 | 2.49389 | 241.51 | <.0001 |
| date | 3.766884E-7 | 2.432066E-8 | 2.47718 | 239.89 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53855 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10870 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06344 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024238 | 64.53025 | 6249.13 | <.0001 |
| newVisits | -0.00985 | 0.00043606 | 5.26793 | 510.15 | <.0001 |
| isMobileBool | 0.00330 | 0.00661 | 0.00258 | 0.25 | 0.6173 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49822 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3978 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01618 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_ADM | -0.01993 | 0.10169 | 0.00039675 | 0.04 | 0.8446 |
| browser_Amazon_Silk | -0.00996 | 0.00477 | 0.04500 | 4.36 | 0.0368 |
| browser_Android_Browser | -0.00452 | 0.00476 | 0.00934 | 0.90 | 0.3417 |
| browser_Android_Webview | -0.00986 | 0.00230 | 0.18942 | 18.34 | <.0001 |
| browser_Chrome | -0.00995 | 0.00200 | 0.25543 | 24.74 | <.0001 |
| browser_Coc_Coc | -0.00918 | 0.00427 | 0.04784 | 4.63 | 0.0314 |
| browser_DASH_JR_3G | -0.03106 | 0.05094 | 0.00384 | 0.37 | 0.5420 |
| browser_DoCoMo | -0.06504 | 0.10167 | 0.00423 | 0.41 | 0.5223 |
| browser_Edge | -0.01094 | 0.00225 | 0.24364 | 23.59 | <.0001 |
| browser_Firefox | -0.01037 | 0.00207 | 0.25899 | 25.08 | <.0001 |
| browser_Internet_Explorer | -0.00825 | 0.00215 | 0.15259 | 14.78 | 0.0001 |
| browser_Iron | -0.00845 | 0.01781 | 0.00232 | 0.23 | 0.6351 |
| browser_LYF_LS_4002_12 | -0.00741 | 0.02248 | 0.00112 | 0.11 | 0.7417 |
| browser_MRCHROME | -0.00645 | 0.00659 | 0.00992 | 0.96 | 0.3271 |
| browser_Maxthon | -0.01070 | 0.00678 | 0.02572 | 2.49 | 0.1146 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla | -0.01156 | 0.03071 | 0.00146 | 0.14 | 0.7066 |
| browser_Mozilla_Compatible_Agent | -0.00567 | 0.00635 | 0.00824 | 0.80 | 0.3718 |
| browser_Nintendo_Browser | -0.00487 | 0.00921 | 0.00289 | 0.28 | 0.5967 |
| browser_Nokia_Browser | -0.00321 | 0.01258 | 0.00067037 | 0.06 | 0.7989 |
| browser_Opera | -0.00860 | 0.00242 | 0.13016 | 12.60 | 0.0004 |
| browser_Opera_Mini | -0.00272 | 0.00287 | 0.00927 | 0.90 | 0.3435 |
| browser_Puffin | -0.00855 | 0.01073 | 0.00656 | 0.64 | 0.4254 |
| browser_Safari | -0.01366 | 0.00203 | 0.46558 | 45.09 | <.0001 |
| browser_Safari__in_app_ | -0.01272 | 0.00240 | 0.28905 | 27.99 | <.0001 |
| browser_SeaMonkey | -0.01400 | 0.02631 | 0.00292 | 0.28 | 0.5947 |
| browser_YE | -0.01963 | 0.07189 | 0.00076994 | 0.07 | 0.7848 |
| browser_YaBrowser | -0.00924 | 0.00300 | 0.09762 | 9.45 | 0.0021 |
| browser_osee2unifiedRelease | -0.01674 | 0.04549 | 0.00140 | 0.14 | 0.7129 |
| operatingSystem_Android | 0.00174 | 0.00255 | 0.00483 | 0.47 | 0.4941 |
| operatingSystem_Chrome_OS | 0.01433 | 0.00336 | 0.18840 | 18.25 | <.0001 |
| operatingSystem_Firefox_OS | 0.00569 | 0.01109 | 0.00272 | 0.26 | 0.6080 |
| operatingSystem_FreeBSD | 0.00950 | 0.03403 | 0.00080500 | 0.08 | 0.7801 |
| operatingSystem_Linux | 0.00560 | 0.00334 | 0.02908 | 2.82 | 0.0933 |
| operatingSystem_Macintosh | 0.01570 | 0.00331 | 0.23285 | 22.55 | <.0001 |
| operatingSystem_OpenBSD | -0.01769 | 0.07193 | 0.00062425 | 0.06 | 0.8058 |
| operatingSystem_Windows | 0.00756 | 0.00330 | 0.05423 | 5.25 | 0.0219 |
| operatingSystem_Windows_Phone | 0.00885 | 0.00386 | 0.05419 | 5.25 | 0.0220 |
| operatingSystem_Xbox | 0.00275 | 0.01298 | 0.00046426 | 0.04 | 0.8321 |
| operatingSystem_iOS | 0.00561 | 0.00261 | 0.04776 | 4.63 | 0.0315 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040568 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01181 | 1.14 | 0.2848 |
| continent_Americas | 0.00218 | 0.00267 | 0.00692 | 0.67 | 0.4129 |
| continent_Asia | -0.00449 | 0.00267 | 0.02922 | 2.83 | 0.0925 |
| continent_Europe | -0.00459 | 0.00267 | 0.03049 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04580 | 4.44 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095464 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00692 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5345 |

**Bounds on condition number: 1839.6, 539912**

**Backward Elimination: Step 42**

**Variable browser_ADM Removed: R-Square = 0.1792 and C(p) = 30.2761**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 65 | 2037.58973 | 31.34753 | 3035.71 | <.0001 |
| Error | 903587 | 9330.67781 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62550 | 0.49067 | 2.49402 | 241.52 | <.0001 |
| date | 3.766966E-7 | 2.432061E-8 | 2.47730 | 239.90 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53854 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10840 | 10178.7 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06305 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53078 | 6249.19 | <.0001 |
| newVisits | -0.00985 | 0.00043605 | 5.26800 | 510.16 | <.0001 |
| isMobileBool | 0.00331 | 0.00661 | 0.00259 | 0.25 | 0.6163 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49817 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00513 | 0.50 | 0.4810 |
| channelGrouping_Display | 0.00502 | 0.00937 | 0.00297 | 0.29 | 0.5920 |
| channelGrouping_Organic_Search | 0.00764 | 0.00928 | 0.00700 | 0.68 | 0.4103 |
| channelGrouping_Paid_Search | 0.00789 | 0.00933 | 0.00738 | 0.71 | 0.3978 |
| channelGrouping_Referral | 0.02585 | 0.00929 | 0.08004 | 7.75 | 0.0054 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03137 | 3.04 | 0.0814 |
| browser_Amazon_Silk | -0.00995 | 0.00477 | 0.04494 | 4.35 | 0.0370 |
| browser_Android_Browser | -0.00452 | 0.00476 | 0.00931 | 0.90 | 0.3423 |
| browser_Android_Webview | -0.00985 | 0.00230 | 0.18921 | 18.32 | <.0001 |
| browser_Chrome | -0.00994 | 0.00200 | 0.25517 | 24.71 | <.0001 |
| browser_Coc_Coc | -0.00918 | 0.00427 | 0.04777 | 4.63 | 0.0315 |
| browser_DASH_JR_3G | -0.03104 | 0.05094 | 0.00383 | 0.37 | 0.5424 |
| browser_DoCoMo | -0.06502 | 0.10167 | 0.00422 | 0.41 | 0.5225 |
| browser_Edge | -0.01094 | 0.00225 | 0.24341 | 23.57 | <.0001 |
| browser_Firefox | -0.01036 | 0.00207 | 0.25873 | 25.06 | <.0001 |
| browser_Internet_Explorer | -0.00825 | 0.00215 | 0.15240 | 14.76 | 0.0001 |
| browser_Iron | -0.00844 | 0.01781 | 0.00232 | 0.22 | 0.6354 |
| browser_LYF_LS_4002_12 | -0.00738 | 0.02248 | 0.00111 | 0.11 | 0.7426 |
| browser_MRCHROME | -0.00645 | 0.00659 | 0.00990 | 0.96 | 0.3275 |
| browser_Maxthon | -0.01070 | 0.00678 | 0.02569 | 2.49 | 0.1148 |
| browser_Mozilla | -0.01155 | 0.03071 | 0.00146 | 0.14 | 0.7067 |
| browser_Mozilla_Compatible_Agent | -0.00565 | 0.00635 | 0.00817 | 0.79 | 0.3738 |
| browser_Nintendo_Browser | -0.00485 | 0.00921 | 0.00286 | 0.28 | 0.5984 |
| browser_Nokia_Browser | -0.00320 | 0.01258 | 0.00066596 | 0.06 | 0.7995 |
| browser_Opera | -0.00859 | 0.00242 | 0.12999 | 12.59 | 0.0004 |
| browser_Opera_Mini | -0.00271 | 0.00287 | 0.00918 | 0.89 | 0.3457 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Puffin | -0.00855 | 0.01073 | 0.00655 | 0.63 | 0.4257 |
| browser_Safari | -0.01366 | 0.00203 | 0.46526 | 45.06 | <.0001 |
| browser_Safari__in_app_ | -0.01271 | 0.00240 | 0.28881 | 27.97 | <.0001 |
| browser_SeaMonkey | -0.01399 | 0.02631 | 0.00292 | 0.28 | 0.5949 |
| browser_YE | -0.01963 | 0.07189 | 0.00076981 | 0.07 | 0.7848 |
| browser_YaBrowser | -0.00923 | 0.00300 | 0.09750 | 9.44 | 0.0021 |
| browser_osee2unifiedRelease | -0.01673 | 0.04549 | 0.00140 | 0.14 | 0.7130 |
| operatingSystem_Android | 0.00175 | 0.00255 | 0.00489 | 0.47 | 0.4915 |
| operatingSystem_Chrome_OS | 0.01435 | 0.00335 | 0.18909 | 18.31 | <.0001 |
| operatingSystem_Firefox_OS | 0.00570 | 0.01109 | 0.00273 | 0.26 | 0.6073 |
| operatingSystem_FreeBSD | 0.00952 | 0.03403 | 0.00080835 | 0.08 | 0.7796 |
| operatingSystem_Linux | 0.00562 | 0.00334 | 0.02932 | 2.84 | 0.0920 |
| operatingSystem_Macintosh | 0.01572 | 0.00330 | 0.23366 | 22.63 | <.0001 |
| operatingSystem_OpenBSD | -0.01767 | 0.07193 | 0.00062287 | 0.06 | 0.8060 |
| operatingSystem_Windows | 0.00758 | 0.00330 | 0.05456 | 5.28 | 0.0215 |
| operatingSystem_Windows_Phone | 0.00886 | 0.00386 | 0.05432 | 5.26 | 0.0218 |
| operatingSystem_Xbox | 0.00277 | 0.01298 | 0.00047108 | 0.05 | 0.8309 |
| operatingSystem_iOS | 0.00562 | 0.00261 | 0.04795 | 4.64 | 0.0312 |
| deviceCategory_mobile | -0.00122 | 0.00618 | 0.00040551 | 0.04 | 0.8429 |
| deviceCategory_tablet | -0.00333 | 0.00621 | 0.00298 | 0.29 | 0.5911 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.14 | 0.2847 |
| continent_Americas | 0.00218 | 0.00267 | 0.00692 | 0.67 | 0.4131 |
| continent_Asia | -0.00449 | 0.00267 | 0.02923 | 2.83 | 0.0925 |
| continent_Europe | -0.00459 | 0.00267 | 0.03050 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04581 | 4.44 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095465 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00571 | 0.55 | 0.4573 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00524 | 0.00398 | 0.39 | 0.5346 |

**Bounds on condition number: 1839.6, 531628**

**Backward Elimination: Step 43**

**Variable deviceCategory_mobile Removed: R-Square = 0.1792 and C(p) = 28.3154**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 64 | 2037.58933 | 31.83733 | 3083.14 | <.0001 |
| Error | 903588 | 9330.67822 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62508 | 0.49067 | 2.49380 | 241.50 | <.0001 |
| date | 3.766753E-7 | 2.432036E-8 | 2.47706 | 239.88 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53847 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10862 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06394 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53039 | 6249.16 | <.0001 |
| newVisits | -0.00985 | 0.00043605 | 5.26771 | 510.13 | <.0001 |
| isMobileBool | 0.00209 | 0.00242 | 0.00770 | 0.75 | 0.3879 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49809 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00514 | 0.50 | 0.4803 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03141 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00995 | 0.00477 | 0.04495 | 4.35 | 0.0369 |
| browser_Android_Browser | -0.00452 | 0.00476 | 0.00931 | 0.90 | 0.3424 |
| browser_Android_Webview | -0.00985 | 0.00230 | 0.18928 | 18.33 | <.0001 |
| browser_Chrome | -0.00994 | 0.00200 | 0.25521 | 24.71 | <.0001 |
| browser_Coc_Coc | -0.00918 | 0.00427 | 0.04778 | 4.63 | 0.0315 |
| browser_DASH_JR_3G | -0.03103 | 0.05094 | 0.00383 | 0.37 | 0.5424 |
| browser_DoCoMo | -0.06502 | 0.10167 | 0.00422 | 0.41 | 0.5224 |
| browser_Edge | -0.01094 | 0.00225 | 0.24345 | 23.58 | <.0001 |
| browser_Firefox | -0.01036 | 0.00207 | 0.25876 | 25.06 | <.0001 |
| browser_Internet_Explorer | -0.00825 | 0.00215 | 0.15244 | 14.76 | 0.0001 |
| browser_Iron | -0.00844 | 0.01781 | 0.00232 | 0.22 | 0.6354 |
| browser_LYF_LS_4002_12 | -0.00738 | 0.02248 | 0.00111 | 0.11 | 0.7427 |
| browser_MRCHROME | -0.00645 | 0.00659 | 0.00990 | 0.96 | 0.3275 |
| browser_Maxthon | -0.01070 | 0.00678 | 0.02569 | 2.49 | 0.1147 |
| browser_Mozilla | -0.01155 | 0.03071 | 0.00146 | 0.14 | 0.7067 |
| browser_Mozilla_Compatible_Agent | -0.00564 | 0.00635 | 0.00816 | 0.79 | 0.3742 |
| browser_Nintendo_Browser | -0.00483 | 0.00920 | 0.00284 | 0.28 | 0.5999 |
| browser_Nokia_Browser | -0.00320 | 0.01258 | 0.00066619 | 0.06 | 0.7995 |
| browser_Opera | -0.00859 | 0.00242 | 0.13007 | 12.60 | 0.0004 |
| browser_Opera_Mini | -0.00271 | 0.00287 | 0.00920 | 0.89 | 0.3453 |
| browser_Puffin | -0.00854 | 0.01073 | 0.00655 | 0.63 | 0.4258 |
| browser_Safari | -0.01366 | 0.00203 | 0.46534 | 45.06 | <.0001 |
| browser_Safari__in_app_ | -0.01271 | 0.00240 | 0.28889 | 27.98 | <.0001 |
| browser_SeaMonkey | -0.01399 | 0.02631 | 0.00292 | 0.28 | 0.5949 |
| browser_YE | -0.01963 | 0.07189 | 0.00077012 | 0.07 | 0.7848 |
| browser_YaBrowser | -0.00923 | 0.00300 | 0.09752 | 9.44 | 0.0021 |
| browser_osee2unifiedRelease | -0.01673 | 0.04549 | 0.00140 | 0.14 | 0.7130 |

| | | | | | |
|---|---|---|---|---|---|
| operatingSystem_Android | 0.00175 | 0.00255 | 0.00488 | 0.47 | 0.4916 |
| operatingSystem_Chrome_OS | 0.01436 | 0.00335 | 0.18925 | 18.33 | <.0001 |
| operatingSystem_Firefox_OS | 0.00570 | 0.01109 | 0.00272 | 0.26 | 0.6075 |
| operatingSystem_FreeBSD | 0.00953 | 0.03403 | 0.00080922 | 0.08 | 0.7795 |
| operatingSystem_Linux | 0.00562 | 0.00334 | 0.02933 | 2.84 | 0.0919 |
| operatingSystem_Macintosh | 0.01572 | 0.00330 | 0.23383 | 22.64 | <.0001 |
| operatingSystem_OpenBSD | -0.01766 | 0.07193 | 0.00062251 | 0.06 | 0.8060 |
| operatingSystem_Windows | 0.00759 | 0.00330 | 0.05464 | 5.29 | 0.0214 |
| operatingSystem_Windows_Phone | 0.00886 | 0.00386 | 0.05431 | 5.26 | 0.0218 |
| operatingSystem_Xbox | 0.00278 | 0.01298 | 0.00047297 | 0.05 | 0.8305 |
| operatingSystem_iOS | 0.00562 | 0.00261 | 0.04794 | 4.64 | 0.0312 |
| deviceCategory_tablet | -0.00211 | 0.00064211 | 0.11163 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.14 | 0.2847 |
| continent_Americas | 0.00218 | 0.00267 | 0.00691 | 0.67 | 0.4132 |
| continent_Asia | -0.00449 | 0.00267 | 0.02924 | 2.83 | 0.0924 |
| continent_Europe | -0.00459 | 0.00267 | 0.03051 | 2.95 | 0.0856 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04582 | 4.44 | 0.0352 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095479 | 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_Data_Share_Promo | 0.00694 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00397 | 0.38 | 0.5350 |

**Bounds on condition number: 1839.6, 437338**

**Backward Elimination: Step 44**

**Variable operatingSystem_Xbox Removed: R-Square = 0.1792 and C(p) = 26.3612**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 63 | 2037.58885 | 32.34268 | 3132.09 | <.0001 |
| Error | 903589 | 9330.67869 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62471 | 0.49066 | 2.49358 | 241.48 | <.0001 |
| date | 3.766649E-7 | 2.43203E-8 | 2.47694 | 239.87 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53846 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10884 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06423 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53000 | 6249.13 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **newVisits** | -0.00985 | 0.00043605 | 5.26792 | 510.15 | <.0001 |
| **isMobileBool** | 0.00200 | 0.00239 | 0.00728 | 0.70 | 0.4012 |
| **isTrueDirectBool** | 0.00614 | 0.00050969 | 1.49806 | 145.07 | <.0001 |
| **channelGrouping_Direct** | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| **channelGrouping_Display** | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5913 |
| **channelGrouping_Organic_Search** | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| **channelGrouping_Paid_Search** | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| **channelGrouping_Referral** | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03141 | 3.04 | 0.0812 |
| **browser_Amazon_Silk** | -0.00994 | 0.00477 | 0.04488 | 4.35 | 0.0371 |
| **browser_Android_Browser** | -0.00451 | 0.00476 | 0.00927 | 0.90 | 0.3433 |
| **browser_Android_Webview** | -0.00984 | 0.00230 | 0.18901 | 18.30 | <.0001 |
| **browser_Chrome** | -0.00993 | 0.00200 | 0.25484 | 24.68 | <.0001 |
| **browser_Coc_Coc** | -0.00917 | 0.00427 | 0.04768 | 4.62 | 0.0317 |
| **browser_DASH_JR_3G** | -0.03121 | 0.05094 | 0.00388 | 0.38 | 0.5401 |
| **browser_DoCoMo** | -0.06511 | 0.10166 | 0.00424 | 0.41 | 0.5219 |
| **browser_Edge** | -0.01091 | 0.00225 | 0.24303 | 23.54 | <.0001 |
| **browser_Firefox** | -0.01035 | 0.00207 | 0.25838 | 25.02 | <.0001 |
| **browser_Internet_Explorer** | -0.00823 | 0.00214 | 0.15202 | 14.72 | 0.0001 |
| **browser_Iron** | -0.00843 | 0.01781 | 0.00232 | 0.22 | 0.6358 |
| **browser_LYF_LS_4002_12** | -0.00755 | 0.02247 | 0.00117 | 0.11 | 0.7368 |
| **browser_MRCHROME** | -0.00644 | 0.00659 | 0.00987 | 0.96 | 0.3282 |
| **browser_Maxthon** | -0.01069 | 0.00678 | 0.02564 | 2.48 | 0.1151 |
| **browser_Mozilla** | -0.01154 | 0.03071 | 0.00146 | 0.14 | 0.7070 |
| **browser_Mozilla_Compatible_Agent** | -0.00581 | 0.00630 | 0.00876 | 0.85 | 0.3570 |
| **browser_Nintendo_Browser** | -0.00497 | 0.00918 | 0.00303 | 0.29 | 0.5880 |
| **browser_Nokia_Browser** | -0.00322 | 0.01258 | 0.00067839 | 0.07 | 0.7977 |
| **browser_Opera** | -0.00858 | 0.00242 | 0.12981 | 12.57 | 0.0004 |
| **browser_Opera_Mini** | -0.00277 | 0.00286 | 0.00968 | 0.94 | 0.3330 |
| **browser_Puffin** | -0.00853 | 0.01073 | 0.00653 | 0.63 | 0.4263 |
| **browser_Safari** | -0.01365 | 0.00203 | 0.46492 | 45.02 | <.0001 |
| **browser_Safari__in_app_** | -0.01270 | 0.00240 | 0.28855 | 27.94 | <.0001 |
| **browser_SeaMonkey** | -0.01398 | 0.02631 | 0.00292 | 0.28 | 0.5952 |
| **browser_YE** | -0.01958 | 0.07189 | 0.00076598 | 0.07 | 0.7853 |
| **browser_YaBrowser** | -0.00922 | 0.00300 | 0.09733 | 9.43 | 0.0021 |
| **browser_osee2unifiedRelease** | -0.01672 | 0.04549 | 0.00140 | 0.14 | 0.7132 |
| **operatingSystem_Android** | 0.00166 | 0.00251 | 0.00451 | 0.44 | 0.5087 |
| **operatingSystem_Chrome_OS** | 0.01418 | 0.00325 | 0.19710 | 19.09 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00560 | 0.01108 | 0.00264 | 0.26 | 0.6132 |
| **operatingSystem_FreeBSD** | 0.00935 | 0.03402 | 0.00077908 | 0.08 | 0.7836 |
| **operatingSystem_Linux** | 0.00544 | 0.00323 | 0.02936 | 2.84 | 0.0917 |
| **operatingSystem_Macintosh** | 0.01554 | 0.00319 | 0.24458 | 23.69 | <.0001 |
| **operatingSystem_OpenBSD** | -0.01784 | 0.07193 | 0.00063552 | 0.06 | 0.8041 |
| **operatingSystem_Windows** | 0.00741 | 0.00319 | 0.05577 | 5.40 | 0.0201 |
| **operatingSystem_Windows_Phone** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | 0.00876 | 0.00384 | 0.05386 | 5.22 | 0.0224 |
| operatingSystem_iOS | 0.00553 | 0.00257 | 0.04770 | 4.62 | 0.0316 |
| deviceCategory_tablet | -0.00211 | 0.00064210 | 0.11155 | 10.80 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01177 | 1.14 | 0.2858 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.67 | 0.4114 |
| continent_Asia | -0.00449 | 0.00267 | 0.02913 | 2.82 | 0.0930 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04569 | 4.42 | 0.0354 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095476 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.33 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00398 | 0.39 | 0.5349 |

**Bounds on condition number: 1839.6, 427994**

**Backward Elimination: Step 45**

**Variable operatingSystem_OpenBSD Removed: R-Square = 0.1792 and C(p) = 24.4227**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 62 | 2037.58822 | 32.86433 | 3182.61 | <.0001 |
| Error | 903590 | 9330.67932 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62455 | 0.49066 | 2.49348 | 241.47 | <.0001 |
| date | 3.766555E-7 | 2.432025E-8 | 2.47682 | 239.86 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53843 | 148.98 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10849 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06368 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53030 | 6249.16 | <.0001 |
| newVisits | -0.00985 | 0.00043605 | 5.26759 | 510.12 | <.0001 |
| isMobileBool | 0.00202 | 0.00239 | 0.00740 | 0.72 | 0.3972 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49824 | 145.09 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03141 | 3.04 | 0.0812 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Amazon_Silk | -0.00995 | 0.00477 | 0.04489 | 4.35 | 0.0371 |
| browser_Android_Browser | -0.00451 | 0.00476 | 0.00928 | 0.90 | 0.3431 |
| browser_Android_Webview | -0.00984 | 0.00230 | 0.18907 | 18.31 | <.0001 |
| browser_Chrome | -0.00993 | 0.00200 | 0.25494 | 24.69 | <.0001 |
| browser_Coc_Coc | -0.00917 | 0.00427 | 0.04770 | 4.62 | 0.0316 |
| browser_DASH_JR_3G | -0.03117 | 0.05094 | 0.00387 | 0.37 | 0.5406 |
| browser_DoCoMo | -0.06509 | 0.10166 | 0.00423 | 0.41 | 0.5220 |
| browser_Edge | -0.01091 | 0.00225 | 0.24313 | 23.55 | <.0001 |
| browser_Firefox | -0.01036 | 0.00207 | 0.25854 | 25.04 | <.0001 |
| browser_Internet_Explorer | -0.00823 | 0.00214 | 0.15214 | 14.73 | 0.0001 |
| browser_Iron | -0.00843 | 0.01781 | 0.00232 | 0.22 | 0.6357 |
| browser_LYF_LS_4002_12 | -0.00752 | 0.02247 | 0.00116 | 0.11 | 0.7379 |
| browser_MRCHROME | -0.00644 | 0.00659 | 0.00988 | 0.96 | 0.3281 |
| browser_Maxthon | -0.01069 | 0.00678 | 0.02565 | 2.48 | 0.1150 |
| browser_Mozilla | -0.01154 | 0.03071 | 0.00146 | 0.14 | 0.7069 |
| browser_Mozilla_Compatible_Agent | -0.00577 | 0.00630 | 0.00867 | 0.84 | 0.3595 |
| browser_Nintendo_Browser | -0.00494 | 0.00918 | 0.00300 | 0.29 | 0.5901 |
| browser_Nokia_Browser | -0.00322 | 0.01258 | 0.00067604 | 0.07 | 0.7981 |
| browser_Opera | -0.00858 | 0.00242 | 0.12987 | 12.58 | 0.0004 |
| browser_Opera_Mini | -0.00276 | 0.00286 | 0.00960 | 0.93 | 0.3349 |
| browser_Puffin | -0.00854 | 0.01073 | 0.00654 | 0.63 | 0.4263 |
| browser_Safari | -0.01365 | 0.00203 | 0.46505 | 45.04 | <.0001 |
| browser_Safari__in_app_ | -0.01270 | 0.00240 | 0.28864 | 27.95 | <.0001 |
| browser_SeaMonkey | -0.01398 | 0.02631 | 0.00292 | 0.28 | 0.5951 |
| browser_YE | -0.01959 | 0.07189 | 0.00076677 | 0.07 | 0.7852 |
| browser_YaBrowser | -0.00922 | 0.00300 | 0.09736 | 9.43 | 0.0021 |
| browser_osee2unifiedRelease | -0.01673 | 0.04549 | 0.00140 | 0.14 | 0.7131 |
| operatingSystem_Android | 0.00168 | 0.00251 | 0.00461 | 0.45 | 0.5039 |
| operatingSystem_Chrome_OS | 0.01421 | 0.00324 | 0.19844 | 19.22 | <.0001 |
| operatingSystem_Firefox_OS | 0.00562 | 0.01108 | 0.00266 | 0.26 | 0.6119 |
| operatingSystem_FreeBSD | 0.00938 | 0.03402 | 0.00078506 | 0.08 | 0.7828 |
| operatingSystem_Linux | 0.00548 | 0.00322 | 0.02980 | 2.89 | 0.0894 |
| operatingSystem_Macintosh | 0.01558 | 0.00319 | 0.24616 | 23.84 | <.0001 |
| operatingSystem_Windows | 0.00744 | 0.00318 | 0.05640 | 5.46 | 0.0194 |
| operatingSystem_Windows_Phone | 0.00878 | 0.00384 | 0.05411 | 5.24 | 0.0221 |
| operatingSystem_iOS | 0.00555 | 0.00257 | 0.04806 | 4.65 | 0.0310 |
| deviceCategory_tablet | -0.00211 | 0.00064210 | 0.11156 | 10.80 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01178 | 1.14 | 0.2856 |
| continent_Americas | 0.00219 | 0.00267 | 0.00696 | 0.67 | 0.4117 |
| continent_Asia | -0.00449 | 0.00267 | 0.02915 | 2.82 | 0.0929 |
| continent_Europe | -0.00459 | 0.00267 | 0.03043 | 2.95 | 0.0861 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04572 | 4.43 | 0.0354 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095475 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.33 | 0.0678 |
| campaign_AW___Electronics | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00398 | 0.38 | 0.5349 |

**Bounds on condition number: 1839.6, 421072**

**Backward Elimination: Step 46**

**Variable browser_Nokia_Browser Removed: R-Square = 0.1792 and C(p) = 22.4882**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 61 | 2037.58754 | 33.40307 | 3234.78 | <.0001 |
| Error | 903591 | 9330.68000 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62471 | 0.49066 | 2.49359 | 241.48 | <.0001 |
| date | 3.766582E-7 | 2.432024E-8 | 2.47685 | 239.86 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53843 | 148.98 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10813 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06306 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53033 | 6249.17 | <.0001 |
| newVisits | -0.00985 | 0.00043605 | 5.26776 | 510.13 | <.0001 |
| isMobileBool | 0.00204 | 0.00239 | 0.00756 | 0.73 | 0.3923 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49812 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00987 | 0.00476 | 0.04437 | 4.30 | 0.0382 |
| browser_Android_Browser | -0.00443 | 0.00475 | 0.00900 | 0.87 | 0.3506 |
| browser_Android_Webview | -0.00977 | 0.00228 | 0.18942 | 18.34 | <.0001 |
| browser_Chrome | -0.00986 | 0.00198 | 0.25687 | 24.88 | <.0001 |
| browser_Coc_Coc | -0.00909 | 0.00426 | 0.04713 | 4.56 | 0.0326 |
| browser_DASH_JR_3G | -0.03106 | 0.05094 | 0.00384 | 0.37 | 0.5420 |
| browser_DoCoMo | -0.06500 | 0.10166 | 0.00422 | 0.41 | 0.5226 |
| browser_Edge | -0.01083 | 0.00223 | 0.24409 | 23.64 | <.0001 |
| browser_Firefox | -0.01028 | 0.00205 | 0.26024 | 25.20 | <.0001 |
| browser_Internet_Explorer | -0.00816 | 0.00212 | 0.15227 | 14.75 | 0.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Iron | -0.00836 | 0.01780 | 0.00228 | 0.22 | 0.6388 |
| browser_LYF_LS_4002_12 | -0.00741 | 0.02246 | 0.00112 | 0.11 | 0.7415 |
| browser_MRCHROME | -0.00636 | 0.00658 | 0.00966 | 0.94 | 0.3335 |
| browser_Maxthon | -0.01061 | 0.00678 | 0.02533 | 2.45 | 0.1173 |
| browser_Mozilla | -0.01147 | 0.03070 | 0.00144 | 0.14 | 0.7088 |
| browser_Mozilla_Compatible_Agent | -0.00567 | 0.00629 | 0.00839 | 0.81 | 0.3675 |
| browser_Nintendo_Browser | -0.00484 | 0.00917 | 0.00288 | 0.28 | 0.5976 |
| browser_Opera | -0.00851 | 0.00240 | 0.12957 | 12.55 | 0.0004 |
| browser_Opera_Mini | -0.00267 | 0.00284 | 0.00913 | 0.88 | 0.3470 |
| browser_Puffin | -0.00846 | 0.01072 | 0.00643 | 0.62 | 0.4302 |
| browser_Safari | -0.01357 | 0.00201 | 0.47022 | 45.54 | <.0001 |
| browser_Safari__in_app_ | -0.01263 | 0.00238 | 0.28976 | 28.06 | <.0001 |
| browser_SeaMonkey | -0.01391 | 0.02631 | 0.00288 | 0.28 | 0.5971 |
| browser_YE | -0.01952 | 0.07189 | 0.00076151 | 0.07 | 0.7860 |
| browser_YaBrowser | -0.00914 | 0.00299 | 0.09672 | 9.37 | 0.0022 |
| browser_osee2unifiedRelease | -0.01665 | 0.04549 | 0.00138 | 0.13 | 0.7144 |
| operatingSystem_Android | 0.00169 | 0.00251 | 0.00468 | 0.45 | 0.5009 |
| operatingSystem_Chrome_OS | 0.01425 | 0.00324 | 0.19964 | 19.33 | <.0001 |
| operatingSystem_Firefox_OS | 0.00563 | 0.01108 | 0.00267 | 0.26 | 0.6111 |
| operatingSystem_FreeBSD | 0.00941 | 0.03402 | 0.00079054 | 0.08 | 0.7820 |
| operatingSystem_Linux | 0.00551 | 0.00322 | 0.03022 | 2.93 | 0.0871 |
| operatingSystem_Macintosh | 0.01561 | 0.00319 | 0.24757 | 23.97 | <.0001 |
| operatingSystem_Windows | 0.00747 | 0.00318 | 0.05698 | 5.52 | 0.0188 |
| operatingSystem_Windows_Phone | 0.00879 | 0.00384 | 0.05427 | 5.26 | 0.0219 |
| operatingSystem_iOS | 0.00556 | 0.00257 | 0.04829 | 4.68 | 0.0306 |
| deviceCategory_tablet | -0.00211 | 0.00064210 | 0.11156 | 10.80 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01181 | 1.14 | 0.2849 |
| continent_Americas | 0.00219 | 0.00267 | 0.00694 | 0.67 | 0.4122 |
| continent_Asia | -0.00449 | 0.00267 | 0.02918 | 2.83 | 0.0928 |
| continent_Europe | -0.00459 | 0.00267 | 0.03046 | 2.95 | 0.0859 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04575 | 4.43 | 0.0353 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095466 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00398 | 0.39 | 0.5349 |

**Bounds on condition number: 1839.6, 413929**

**Backward Elimination: Step 47**

**Variable browser_YE Removed: R-Square = 0.1792 and C(p) = 20.5619**

**Analysis of Variance**

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 60 | 2037.58678 | 33.95978 | 3288.70 | <.0001 |
| Error | 903592 | 9330.68076 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62479 | 0.49066 | 2.49364 | 241.49 | <.0001 |
| date | 3.766616E-7 | 2.432022E-8 | 2.47690 | 239.87 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53842 | 148.98 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10815 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06303 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53036 | 6249.18 | <.0001 |
| newVisits | -0.00985 | 0.00043605 | 5.26787 | 510.15 | <.0001 |
| isMobileBool | 0.00203 | 0.00239 | 0.00748 | 0.72 | 0.3947 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49807 | 145.07 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00985 | 0.00476 | 0.04424 | 4.28 | 0.0385 |
| browser_Android_Browser | -0.00442 | 0.00475 | 0.00894 | 0.87 | 0.3521 |
| browser_Android_Webview | -0.00975 | 0.00228 | 0.18896 | 18.30 | <.0001 |
| browser_Chrome | -0.00984 | 0.00198 | 0.25630 | 24.82 | <.0001 |
| browser_Coc_Coc | -0.00908 | 0.00426 | 0.04699 | 4.55 | 0.0329 |
| browser_DASH_JR_3G | -0.03106 | 0.05094 | 0.00384 | 0.37 | 0.5420 |
| browser_DoCoMo | -0.06499 | 0.10166 | 0.00422 | 0.41 | 0.5227 |
| browser_Edge | -0.01082 | 0.00223 | 0.24357 | 23.59 | <.0001 |
| browser_Firefox | -0.01026 | 0.00205 | 0.25967 | 25.15 | <.0001 |
| browser_Internet_Explorer | -0.00814 | 0.00212 | 0.15180 | 14.70 | 0.0001 |
| browser_Iron | -0.00834 | 0.01780 | 0.00227 | 0.22 | 0.6394 |
| browser_LYF_LS_4002_12 | -0.00741 | 0.02246 | 0.00112 | 0.11 | 0.7417 |
| browser_MRCHROME | -0.00635 | 0.00658 | 0.00962 | 0.93 | 0.3346 |
| browser_Maxthon | -0.01060 | 0.00678 | 0.02526 | 2.45 | 0.1178 |
| browser_Mozilla | -0.01145 | 0.03070 | 0.00144 | 0.14 | 0.7091 |
| browser_Mozilla_Compatible_Agent | -0.00566 | 0.00629 | 0.00837 | 0.81 | 0.3679 |
| browser_Nintendo_Browser | -0.00483 | 0.00917 | 0.00287 | 0.28 | 0.5981 |
| browser_Opera | -0.00849 | 0.00240 | 0.12918 | 12.51 | 0.0004 |
| browser_Opera_Mini | -0.00266 | 0.00284 | 0.00904 | 0.88 | 0.3495 |
| browser_Puffin | -0.00845 | 0.01072 | 0.00640 | 0.62 | 0.4310 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Safari | -0.01356 | 0.00201 | 0.46955 | 45.47 | <.0001 |
| browser_Safari__in_app_ | -0.01261 | 0.00238 | 0.28924 | 28.01 | <.0001 |
| browser_SeaMonkey | -0.01389 | 0.02631 | 0.00288 | 0.28 | 0.5975 |
| browser_YaBrowser | -0.00913 | 0.00299 | 0.09644 | 9.34 | 0.0022 |
| browser_osee2unifiedRelease | -0.01663 | 0.04549 | 0.00138 | 0.13 | 0.7146 |
| operatingSystem_Android | 0.00169 | 0.00251 | 0.00468 | 0.45 | 0.5009 |
| operatingSystem_Chrome_OS | 0.01423 | 0.00324 | 0.19937 | 19.31 | <.0001 |
| operatingSystem_Firefox_OS | 0.00563 | 0.01108 | 0.00267 | 0.26 | 0.6111 |
| operatingSystem_FreeBSD | 0.00940 | 0.03402 | 0.00078869 | 0.08 | 0.7823 |
| operatingSystem_Linux | 0.00550 | 0.00322 | 0.03011 | 2.92 | 0.0877 |
| operatingSystem_Macintosh | 0.01560 | 0.00319 | 0.24726 | 23.95 | <.0001 |
| operatingSystem_Windows | 0.00746 | 0.00318 | 0.05682 | 5.50 | 0.0190 |
| operatingSystem_Windows_Phone | 0.00879 | 0.00384 | 0.05427 | 5.26 | 0.0219 |
| operatingSystem_iOS | 0.00556 | 0.00257 | 0.04829 | 4.68 | 0.0306 |
| deviceCategory_tablet | -0.00211 | 0.00064209 | 0.11162 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01180 | 1.14 | 0.2850 |
| continent_Americas | 0.00219 | 0.00267 | 0.00695 | 0.67 | 0.4121 |
| continent_Asia | -0.00449 | 0.00267 | 0.02917 | 2.83 | 0.0928 |
| continent_Europe | -0.00459 | 0.00267 | 0.03045 | 2.95 | 0.0859 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04575 | 4.43 | 0.0353 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095465 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00398 | 0.39 | 0.5349 |

**Bounds on condition number: 1839.6, 407070**

**Backward Elimination: Step 48**

**Variable operatingSystem_FreeBSD Removed: R-Square = 0.1792 and C(p) = 18.6383**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 59 | 2037.58599 | 34.53536 | 3344.44 | <.0001 |
| Error | 903593 | 9330.68155 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62485 | 0.49066 | 2.49369 | 241.49 | <.0001 |
| date | 3.766686E-7 | 2.43202E-8 | 2.47700 | 239.87 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53844 | 148.98 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **hits** | -0.00622 | 0.00006162 | 105.10807 | 10178.8 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.06293 | 30414.2 | <.0001 |
| **bounces** | 0.01916 | 0.00024237 | 64.53061 | 6249.21 | <.0001 |
| **newVisits** | -0.00985 | 0.00043605 | 5.26791 | 510.15 | <.0001 |
| **isMobileBool** | 0.00199 | 0.00238 | 0.00722 | 0.70 | 0.4029 |
| **isTrueDirectBool** | 0.00614 | 0.00050969 | 1.49801 | 145.07 | <.0001 |
| **channelGrouping_Direct** | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| **channelGrouping_Display** | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5913 |
| **channelGrouping_Organic_Search** | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| **channelGrouping_Paid_Search** | 0.00790 | 0.00933 | 0.00740 | 0.72 | 0.3973 |
| **channelGrouping_Referral** | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| **browser_Amazon_Silk** | -0.00985 | 0.00476 | 0.04421 | 4.28 | 0.0385 |
| **browser_Android_Browser** | -0.00441 | 0.00475 | 0.00892 | 0.86 | 0.3526 |
| **browser_Android_Webview** | -0.00975 | 0.00228 | 0.18881 | 18.28 | <.0001 |
| **browser_Chrome** | -0.00984 | 0.00198 | 0.25607 | 24.80 | <.0001 |
| **browser_Coc_Coc** | -0.00907 | 0.00425 | 0.04694 | 4.55 | 0.0330 |
| **browser_DASH_JR_3G** | -0.03114 | 0.05094 | 0.00386 | 0.37 | 0.5410 |
| **browser_DoCoMo** | -0.06503 | 0.10166 | 0.00422 | 0.41 | 0.5224 |
| **browser_Edge** | -0.01081 | 0.00223 | 0.24334 | 23.57 | <.0001 |
| **browser_Firefox** | -0.01026 | 0.00205 | 0.25939 | 25.12 | <.0001 |
| **browser_Internet_Explorer** | -0.00813 | 0.00212 | 0.15155 | 14.68 | 0.0001 |
| **browser_Iron** | -0.00834 | 0.01780 | 0.00226 | 0.22 | 0.6395 |
| **browser_LYF_LS_4002_12** | -0.00748 | 0.02246 | 0.00115 | 0.11 | 0.7390 |
| **browser_MRCHROME** | -0.00634 | 0.00658 | 0.00960 | 0.93 | 0.3349 |
| **browser_Maxthon** | -0.01059 | 0.00678 | 0.02524 | 2.44 | 0.1180 |
| **browser_Mozilla** | -0.01145 | 0.03070 | 0.00144 | 0.14 | 0.7093 |
| **browser_Mozilla_Compatible_Agent** | -0.00573 | 0.00628 | 0.00861 | 0.83 | 0.3613 |
| **browser_Nintendo_Browser** | -0.00490 | 0.00917 | 0.00295 | 0.29 | 0.5930 |
| **browser_Opera** | -0.00849 | 0.00240 | 0.12905 | 12.50 | 0.0004 |
| **browser_Opera_Mini** | -0.00268 | 0.00284 | 0.00923 | 0.89 | 0.3445 |
| **browser_Puffin** | -0.00844 | 0.01072 | 0.00640 | 0.62 | 0.4312 |
| **browser_Safari** | -0.01355 | 0.00201 | 0.46925 | 45.44 | <.0001 |
| **browser_Safari__in_app_** | -0.01261 | 0.00238 | 0.28904 | 27.99 | <.0001 |
| **browser_SeaMonkey** | -0.01389 | 0.02631 | 0.00288 | 0.28 | 0.5976 |
| **browser_YaBrowser** | -0.00912 | 0.00299 | 0.09635 | 9.33 | 0.0023 |
| **browser_osee2unifiedRelease** | -0.01663 | 0.04549 | 0.00138 | 0.13 | 0.7147 |
| **operatingSystem_Android** | 0.00164 | 0.00250 | 0.00446 | 0.43 | 0.5111 |
| **operatingSystem_Chrome_OS** | 0.01415 | 0.00323 | 0.19874 | 19.25 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00559 | 0.01108 | 0.00263 | 0.25 | 0.6139 |
| **operatingSystem_Linux** | 0.00542 | 0.00321 | 0.02947 | 2.85 | 0.0912 |
| **operatingSystem_Macintosh** | 0.01552 | 0.00317 | 0.24680 | 23.90 | <.0001 |
| **operatingSystem_Windows** | 0.00738 | 0.00317 | 0.05607 | 5.43 | 0.0198 |
| **operatingSystem_Windows_Phone** | 0.00875 | 0.00383 | 0.05382 | 5.21 | 0.0224 |
| **operatingSystem_iOS** | | | | | |

| | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | 0.00552 | 0.00257 | 0.04771 | 4.62 | 0.0316 |
| deviceCategory_tablet | -0.00211 | 0.00064209 | 0.11158 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01178 | 1.14 | 0.2855 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4113 |
| continent_Asia | -0.00448 | 0.00267 | 0.02912 | 2.82 | 0.0931 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04569 | 4.42 | 0.0354 |
| campaign_AW___Apparel | 0.00457 | 0.01502 | 0.00095463 | 0.09 | 0.7611 |
| campaign_AW___Dynamic_Search_Ads | -0.00240 | 0.00131 | 0.03444 | 3.34 | 0.0678 |
| campaign_AW___Electronics | -0.03562 | 0.01042 | 0.12061 | 11.68 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01880 | 0.01441 | 0.01758 | 1.70 | 0.1919 |
| campaign_test_liyuhz | -0.00325 | 0.00523 | 0.00398 | 0.39 | 0.5349 |

**Bounds on condition number: 1839.6, 399947**

**Backward Elimination: Step 49**

**Variable campaign_AW___Apparel Removed: R-Square = 0.1792 and C(p) = 16.7307**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 58 | 2037.58504 | 35.13078 | 3402.10 | <.0001 |
| Error | 903594 | 9330.68251 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62496 | 0.49066 | 2.49375 | 241.50 | <.0001 |
| date | 3.766736E-7 | 2.432018E-8 | 2.47706 | 239.88 | <.0001 |
| visitNumber | -0.00014618 | 0.00001198 | 1.53860 | 149.00 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10788 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06257 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53034 | 6249.19 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26749 | 510.11 | <.0001 |
| isMobileBool | 0.00199 | 0.00238 | 0.00722 | 0.70 | 0.4030 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49810 | 145.08 | <.0001 |
| channelGrouping_Direct | 0.00656 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5913 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3961 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08010 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00985 | 0.00476 | 0.04421 | 4.28 | 0.0385 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Android_Browser | -0.00441 | 0.00475 | 0.00892 | 0.86 | 0.3526 |
| browser_Android_Webview | -0.00975 | 0.00228 | 0.18881 | 18.28 | <.0001 |
| browser_Chrome | -0.00984 | 0.00198 | 0.25607 | 24.80 | <.0001 |
| browser_Coc_Coc | -0.00907 | 0.00425 | 0.04694 | 4.55 | 0.0330 |
| browser_DASH_JR_3G | -0.03114 | 0.05094 | 0.00386 | 0.37 | 0.5410 |
| browser_DoCoMo | -0.06503 | 0.10166 | 0.00422 | 0.41 | 0.5224 |
| browser_Edge | -0.01081 | 0.00223 | 0.24335 | 23.57 | <.0001 |
| browser_Firefox | -0.01026 | 0.00205 | 0.25940 | 25.12 | <.0001 |
| browser_Internet_Explorer | -0.00813 | 0.00212 | 0.15153 | 14.67 | 0.0001 |
| browser_Iron | -0.00834 | 0.01780 | 0.00227 | 0.22 | 0.6395 |
| browser_LYF_LS_4002_12 | -0.00748 | 0.02246 | 0.00115 | 0.11 | 0.7390 |
| browser_MRCHROME | -0.00634 | 0.00658 | 0.00960 | 0.93 | 0.3349 |
| browser_Maxthon | -0.01059 | 0.00678 | 0.02524 | 2.44 | 0.1180 |
| browser_Mozilla | -0.01145 | 0.03070 | 0.00144 | 0.14 | 0.7093 |
| browser_Mozilla_Compatible_Agent | -0.00574 | 0.00628 | 0.00861 | 0.83 | 0.3612 |
| browser_Nintendo_Browser | -0.00490 | 0.00917 | 0.00295 | 0.29 | 0.5930 |
| browser_Opera | -0.00849 | 0.00240 | 0.12905 | 12.50 | 0.0004 |
| browser_Opera_Mini | -0.00268 | 0.00284 | 0.00923 | 0.89 | 0.3445 |
| browser_Puffin | -0.00844 | 0.01072 | 0.00640 | 0.62 | 0.4312 |
| browser_Safari | -0.01355 | 0.00201 | 0.46928 | 45.45 | <.0001 |
| browser_Safari__in_app_ | -0.01261 | 0.00238 | 0.28904 | 27.99 | <.0001 |
| browser_SeaMonkey | -0.01389 | 0.02631 | 0.00288 | 0.28 | 0.5976 |
| browser_YaBrowser | -0.00912 | 0.00299 | 0.09635 | 9.33 | 0.0023 |
| browser_osee2unifiedRelease | -0.01663 | 0.04549 | 0.00138 | 0.13 | 0.7147 |
| operatingSystem_Android | 0.00164 | 0.00250 | 0.00446 | 0.43 | 0.5111 |
| operatingSystem_Chrome_OS | 0.01415 | 0.00323 | 0.19875 | 19.25 | <.0001 |
| operatingSystem_Firefox_OS | 0.00559 | 0.01108 | 0.00263 | 0.25 | 0.6139 |
| operatingSystem_Linux | 0.00542 | 0.00321 | 0.02947 | 2.85 | 0.0912 |
| operatingSystem_Macintosh | 0.01552 | 0.00317 | 0.24680 | 23.90 | <.0001 |
| operatingSystem_Windows | 0.00738 | 0.00317 | 0.05607 | 5.43 | 0.0198 |
| operatingSystem_Windows_Phone | 0.00875 | 0.00383 | 0.05383 | 5.21 | 0.0224 |
| operatingSystem_iOS | 0.00552 | 0.00257 | 0.04771 | 4.62 | 0.0316 |
| deviceCategory_tablet | -0.00211 | 0.00064209 | 0.11158 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01178 | 1.14 | 0.2855 |
| continent_Americas | 0.00219 | 0.00267 | 0.00697 | 0.68 | 0.4112 |
| continent_Asia | -0.00448 | 0.00267 | 0.02912 | 2.82 | 0.0931 |
| continent_Europe | -0.00458 | 0.00267 | 0.03040 | 2.94 | 0.0862 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04569 | 4.42 | 0.0354 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01755 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00327 | 0.00523 | 0.00403 | 0.39 | 0.5324 |

**Bounds on condition number: 1839.6, 393109**

**Backward Elimination: Step 50**

**Variable browser_LYF_LS_4002_12 Removed: R-Square = 0.1792 and C(p) = 14.8417**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 57 | 2037.58389 | 35.74709 | 3461.79 | <.0001 |
| Error | 903595 | 9330.68365 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62533 | 0.49066 | 2.49401 | 241.52 | <.0001 |
| date | 3.766829E-7 | 2.432015E-8 | 2.47719 | 239.89 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53856 | 149.00 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10804 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06269 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53433 | 6249.59 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26738 | 510.10 | <.0001 |
| isMobileBool | 0.00206 | 0.00237 | 0.00779 | 0.75 | 0.3850 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49806 | 145.07 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00514 | 0.50 | 0.4804 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3960 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00980 | 0.00476 | 0.04381 | 4.24 | 0.0394 |
| browser_Android_Browser | -0.00436 | 0.00475 | 0.00873 | 0.85 | 0.3577 |
| browser_Android_Webview | -0.00970 | 0.00227 | 0.18770 | 18.18 | <.0001 |
| browser_Chrome | -0.00979 | 0.00197 | 0.25494 | 24.69 | <.0001 |
| browser_Coc_Coc | -0.00902 | 0.00425 | 0.04650 | 4.50 | 0.0338 |
| browser_DASH_JR_3G | -0.03095 | 0.05093 | 0.00381 | 0.37 | 0.5434 |
| browser_DoCoMo | -0.06491 | 0.10166 | 0.00421 | 0.41 | 0.5232 |
| browser_Edge | -0.01077 | 0.00222 | 0.24221 | 23.46 | <.0001 |
| browser_Firefox | -0.01021 | 0.00204 | 0.25826 | 25.01 | <.0001 |
| browser_Internet_Explorer | -0.00809 | 0.00212 | 0.15048 | 14.57 | 0.0001 |
| browser_Iron | -0.00829 | 0.01780 | 0.00224 | 0.22 | 0.6415 |
| browser_MRCHROME | -0.00629 | 0.00658 | 0.00946 | 0.92 | 0.3385 |
| browser_Maxthon | -0.01054 | 0.00677 | 0.02502 | 2.42 | 0.1196 |
| browser_Mozilla | -0.01140 | 0.03070 | 0.00142 | 0.14 | 0.7104 |
| browser_Mozilla_Compatible_Agent | -0.00555 | 0.00626 | 0.00813 | 0.79 | 0.3748 |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| browser_Nintendo_Browser | -0.00473 | 0.00915 | 0.00276 | 0.27 | 0.6051 |
| browser_Opera | -0.00844 | 0.00240 | 0.12805 | 12.40 | 0.0004 |
| browser_Opera_Mini | -0.00258 | 0.00282 | 0.00866 | 0.84 | 0.3599 |
| browser_Puffin | -0.00839 | 0.01072 | 0.00633 | 0.61 | 0.4338 |
| browser_Safari | -0.01350 | 0.00201 | 0.46839 | 45.36 | <.0001 |
| browser_Safari__in_app_ | -0.01256 | 0.00238 | 0.28790 | 27.88 | <.0001 |
| browser_SeaMonkey | -0.01384 | 0.02631 | 0.00286 | 0.28 | 0.5989 |
| browser_YaBrowser | -0.00908 | 0.00298 | 0.09555 | 9.25 | 0.0024 |
| browser_osee2unifiedRelease | -0.01658 | 0.04549 | 0.00137 | 0.13 | 0.7155 |
| operatingSystem_Android | 0.00171 | 0.00249 | 0.00488 | 0.47 | 0.4917 |
| operatingSystem_Chrome_OS | 0.01429 | 0.00320 | 0.20616 | 19.96 | <.0001 |
| operatingSystem_Firefox_OS | 0.00566 | 0.01107 | 0.00270 | 0.26 | 0.6094 |
| operatingSystem_Linux | 0.00556 | 0.00318 | 0.03157 | 3.06 | 0.0804 |
| operatingSystem_Macintosh | 0.01566 | 0.00315 | 0.25572 | 24.76 | <.0001 |
| operatingSystem_Windows | 0.00752 | 0.00314 | 0.05925 | 5.74 | 0.0166 |
| operatingSystem_Windows_Phone | 0.00882 | 0.00383 | 0.05486 | 5.31 | 0.0212 |
| operatingSystem_iOS | 0.00559 | 0.00256 | 0.04927 | 4.77 | 0.0289 |
| deviceCategory_tablet | -0.00211 | 0.00064208 | 0.11168 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.15 | 0.2846 |
| continent_Americas | 0.00219 | 0.00267 | 0.00693 | 0.67 | 0.4127 |
| continent_Asia | -0.00449 | 0.00267 | 0.02922 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03049 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04580 | 4.43 | 0.0352 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00693 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01755 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 1839.6, 385683**

**Backward Elimination: Step 51**

**Variable browser_osee2unifiedRelease Removed: R-Square = 0.1792 and C(p) = 12.9745**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 56 | 2037.58252 | 36.38540 | 3523.61 | <.0001 |
| Error | 903596 | 9330.68502 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62556 | 0.49066 | 2.49417 | 241.54 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **date** | 3.766936E-7 | 2.432012E-8 | 2.47733 | 239.91 | <.0001 |
| **visitNumber** | -0.00014617 | 0.00001198 | 1.53856 | 149.00 | <.0001 |
| **hits** | -0.00622 | 0.00006162 | 105.10815 | 10178.8 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.06272 | 30414.3 | <.0001 |
| **bounces** | 0.01916 | 0.00024237 | 64.53444 | 6249.60 | <.0001 |
| **newVisits** | -0.00985 | 0.00043604 | 5.26785 | 510.15 | <.0001 |
| **isMobileBool** | 0.00206 | 0.00237 | 0.00779 | 0.75 | 0.3852 |
| **isTrueDirectBool** | 0.00614 | 0.00050969 | 1.49787 | 145.06 | <.0001 |
| **channelGrouping_Direct** | 0.00657 | 0.00930 | 0.00514 | 0.50 | 0.4803 |
| **channelGrouping_Display** | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| **channelGrouping_Organic_Search** | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4097 |
| **channelGrouping_Paid_Search** | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3960 |
| **channelGrouping_Referral** | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| **browser_Amazon_Silk** | -0.00977 | 0.00476 | 0.04356 | 4.22 | 0.0400 |
| **browser_Android_Browser** | -0.00433 | 0.00474 | 0.00862 | 0.83 | 0.3610 |
| **browser_Android_Webview** | -0.00967 | 0.00227 | 0.18677 | 18.09 | <.0001 |
| **browser_Chrome** | -0.00976 | 0.00197 | 0.25381 | 24.58 | <.0001 |
| **browser_Coc_Coc** | -0.00899 | 0.00425 | 0.04620 | 4.47 | 0.0344 |
| **browser_DASH_JR_3G** | -0.03092 | 0.05093 | 0.00381 | 0.37 | 0.5438 |
| **browser_DoCoMo** | -0.06488 | 0.10166 | 0.00421 | 0.41 | 0.5233 |
| **browser_Edge** | -0.01073 | 0.00222 | 0.24118 | 23.36 | <.0001 |
| **browser_Firefox** | -0.01018 | 0.00204 | 0.25715 | 24.90 | <.0001 |
| **browser_Internet_Explorer** | -0.00806 | 0.00212 | 0.14957 | 14.48 | 0.0001 |
| **browser_Iron** | -0.00826 | 0.01780 | 0.00222 | 0.22 | 0.6427 |
| **browser_MRCHROME** | -0.00626 | 0.00658 | 0.00937 | 0.91 | 0.3408 |
| **browser_Maxthon** | -0.01051 | 0.00677 | 0.02488 | 2.41 | 0.1206 |
| **browser_Mozilla** | -0.01137 | 0.03070 | 0.00142 | 0.14 | 0.7112 |
| **browser_Mozilla_Compatible_Agent** | -0.00553 | 0.00626 | 0.00806 | 0.78 | 0.3770 |
| **browser_Nintendo_Browser** | -0.00471 | 0.00915 | 0.00273 | 0.26 | 0.6071 |
| **browser_Opera** | -0.00841 | 0.00239 | 0.12728 | 12.33 | 0.0004 |
| **browser_Opera_Mini** | -0.00256 | 0.00282 | 0.00848 | 0.82 | 0.3648 |
| **browser_Puffin** | -0.00836 | 0.01072 | 0.00628 | 0.61 | 0.4355 |
| **browser_Safari** | -0.01347 | 0.00200 | 0.46707 | 45.23 | <.0001 |
| **browser_Safari__in_app_** | -0.01252 | 0.00238 | 0.28680 | 27.77 | <.0001 |
| **browser_SeaMonkey** | -0.01381 | 0.02631 | 0.00284 | 0.28 | 0.5997 |
| **browser_YaBrowser** | -0.00904 | 0.00298 | 0.09498 | 9.20 | 0.0024 |
| **operatingSystem_Android** | 0.00171 | 0.00249 | 0.00486 | 0.47 | 0.4928 |
| **operatingSystem_Chrome_OS** | 0.01429 | 0.00320 | 0.20600 | 19.95 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00565 | 0.01107 | 0.00269 | 0.26 | 0.6097 |
| **operatingSystem_Linux** | 0.00555 | 0.00318 | 0.03151 | 3.05 | 0.0807 |
| **operatingSystem_Macintosh** | 0.01565 | 0.00315 | 0.25554 | 24.75 | <.0001 |
| **operatingSystem_Windows** | 0.00751 | 0.00314 | 0.05916 | 5.73 | 0.0167 |
| **operatingSystem_Windows_Phone** | 0.00881 | 0.00383 | 0.05480 | 5.31 | 0.0212 |
| **operatingSystem_iOS** | | | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
|  | 0.00558 | 0.00256 | 0.04915 | 4.76 | 0.0291 |
| deviceCategory_tablet | -0.00211 | 0.00064208 | 0.11162 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.15 | 0.2846 |
| continent_Americas | 0.00219 | 0.00267 | 0.00693 | 0.67 | 0.4127 |
| continent_Asia | -0.00449 | 0.00267 | 0.02922 | 2.83 | 0.0925 |
| continent_Europe | -0.00459 | 0.00267 | 0.03050 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04580 | 4.43 | 0.0352 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01754 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 1839.6, 378842**

**Backward Elimination: Step 52**

**Variable browser_Mozilla Removed: R-Square = 0.1792 and C(p) = 11.1116**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 55 | 2037.58110 | 37.04693 | 3587.68 | <.0001 |
| Error | 903597 | 9330.68644 | 0.01033 |  |  |
| Corrected Total | 903652 | 11368 |  |  |  |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62535 | 0.49066 | 2.49403 | 241.53 | <.0001 |
| date | 3.766808E-7 | 2.432009E-8 | 2.47717 | 239.89 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53851 | 148.99 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10770 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06190 | 30414.2 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53351 | 6249.52 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26796 | 510.16 | <.0001 |
| isMobileBool | 0.00206 | 0.00237 | 0.00778 | 0.75 | 0.3853 |
| isTrueDirectBool | 0.00614 | 0.00050969 | 1.49773 | 145.04 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00514 | 0.50 | 0.4803 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4096 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3960 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00972 | 0.00476 | 0.04317 | 4.18 | 0.0409 |
| browser_Android_Browser | -0.00429 | 0.00474 | 0.00844 | 0.82 | 0.3659 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Android_Webview | -0.00962 | 0.00227 | 0.18555 | 17.97 | <.0001 |
| browser_Chrome | -0.00971 | 0.00196 | 0.25242 | 24.44 | <.0001 |
| browser_Coc_Coc | -0.00895 | 0.00425 | 0.04576 | 4.43 | 0.0353 |
| browser_DASH_JR_3G | -0.03088 | 0.05093 | 0.00380 | 0.37 | 0.5443 |
| browser_DoCoMo | -0.06484 | 0.10166 | 0.00420 | 0.41 | 0.5236 |
| browser_Edge | -0.01069 | 0.00222 | 0.23986 | 23.23 | <.0001 |
| browser_Firefox | -0.01013 | 0.00204 | 0.25577 | 24.77 | <.0001 |
| browser_Internet_Explorer | -0.00801 | 0.00211 | 0.14837 | 14.37 | 0.0002 |
| browser_Iron | -0.00821 | 0.01780 | 0.00220 | 0.21 | 0.6446 |
| browser_MRCHROME | -0.00622 | 0.00658 | 0.00923 | 0.89 | 0.3444 |
| browser_Maxthon | -0.01047 | 0.00677 | 0.02466 | 2.39 | 0.1222 |
| browser_Mozilla_Compatible_Agent | -0.00549 | 0.00626 | 0.00795 | 0.77 | 0.3803 |
| browser_Nintendo_Browser | -0.00467 | 0.00915 | 0.00269 | 0.26 | 0.6101 |
| browser_Opera | -0.00836 | 0.00239 | 0.12621 | 12.22 | 0.0005 |
| browser_Opera_Mini | -0.00252 | 0.00282 | 0.00822 | 0.80 | 0.3722 |
| browser_Puffin | -0.00832 | 0.01072 | 0.00621 | 0.60 | 0.4380 |
| browser_Safari | -0.01343 | 0.00200 | 0.46568 | 45.10 | <.0001 |
| browser_Safari__in_app_ | -0.01248 | 0.00237 | 0.28547 | 27.64 | <.0001 |
| browser_SeaMonkey | -0.01376 | 0.02631 | 0.00282 | 0.27 | 0.6010 |
| browser_YaBrowser | -0.00900 | 0.00298 | 0.09416 | 9.12 | 0.0025 |
| operatingSystem_Android | 0.00170 | 0.00249 | 0.00482 | 0.47 | 0.4946 |
| operatingSystem_Chrome_OS | 0.01428 | 0.00320 | 0.20578 | 19.93 | <.0001 |
| operatingSystem_Firefox_OS | 0.00565 | 0.01107 | 0.00268 | 0.26 | 0.6101 |
| operatingSystem_Linux | 0.00555 | 0.00318 | 0.03143 | 3.04 | 0.0810 |
| operatingSystem_Macintosh | 0.01564 | 0.00315 | 0.25529 | 24.72 | <.0001 |
| operatingSystem_Windows | 0.00751 | 0.00314 | 0.05903 | 5.72 | 0.0168 |
| operatingSystem_Windows_Phone | 0.00881 | 0.00383 | 0.05471 | 5.30 | 0.0214 |
| operatingSystem_iOS | 0.00557 | 0.00256 | 0.04902 | 4.75 | 0.0293 |
| deviceCategory_tablet | -0.00211 | 0.00064208 | 0.11163 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.14 | 0.2846 |
| continent_Americas | 0.00218 | 0.00267 | 0.00693 | 0.67 | 0.4128 |
| continent_Asia | -0.00449 | 0.00267 | 0.02921 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03050 | 2.95 | 0.0857 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04580 | 4.44 | 0.0352 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01754 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 1839.6, 371984**

**Backward Elimination: Step 53**

**Variable browser_Iron Removed: R-Square = 0.1792 and C(p) = 9.3243**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 54 | 2037.57891 | 37.73294 | 3654.12 | <.0001 |
| Error | 903598 | 9330.68864 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62595 | 0.49066 | 2.49444 | 241.57 | <.0001 |
| date | 3.767065E-7 | 2.432001E-8 | 2.47752 | 239.93 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53840 | 148.98 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10795 | 10178.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06255 | 30414.3 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53556 | 6249.72 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26818 | 510.18 | <.0001 |
| isMobileBool | 0.00206 | 0.00237 | 0.00777 | 0.75 | 0.3856 |
| isTrueDirectBool | 0.00614 | 0.00050968 | 1.49763 | 145.03 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00514 | 0.50 | 0.4803 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00765 | 0.00928 | 0.00702 | 0.68 | 0.4096 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3960 |
| channelGrouping_Referral | 0.02586 | 0.00929 | 0.08011 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00962 | 0.00475 | 0.04238 | 4.10 | 0.0428 |
| browser_Android_Browser | -0.00419 | 0.00474 | 0.00807 | 0.78 | 0.3766 |
| browser_Android_Webview | -0.00952 | 0.00226 | 0.18340 | 17.76 | <.0001 |
| browser_Chrome | -0.00961 | 0.00195 | 0.25030 | 24.24 | <.0001 |
| browser_Coc_Coc | -0.00885 | 0.00424 | 0.04486 | 4.34 | 0.0371 |
| browser_DASH_JR_3G | -0.03080 | 0.05093 | 0.00378 | 0.37 | 0.5454 |
| browser_DoCoMo | -0.06476 | 0.10166 | 0.00419 | 0.41 | 0.5241 |
| browser_Edge | -0.01059 | 0.00221 | 0.23766 | 23.02 | <.0001 |
| browser_Firefox | -0.01003 | 0.00202 | 0.25363 | 24.56 | <.0001 |
| browser_Internet_Explorer | -0.00791 | 0.00210 | 0.14621 | 14.16 | 0.0002 |
| browser_MRCHROME | -0.00611 | 0.00657 | 0.00894 | 0.87 | 0.3521 |
| browser_Maxthon | -0.01037 | 0.00677 | 0.02422 | 2.35 | 0.1257 |
| browser_Mozilla_Compatible_Agent | -0.00540 | 0.00625 | 0.00771 | 0.75 | 0.3875 |
| browser_Nintendo_Browser | -0.00458 | 0.00915 | 0.00259 | 0.25 | 0.6165 |
| browser_Opera | -0.00826 | 0.00238 | 0.12422 | 12.03 | 0.0005 |
| browser_Opera_Mini | -0.00243 | 0.00281 | 0.00770 | 0.75 | 0.3879 |
| browser_Puffin | -0.00822 | 0.01072 | 0.00607 | 0.59 | 0.4433 |
| browser_Safari | -0.01333 | 0.00199 | 0.46424 | 44.96 | <.0001 |
| browser_Safari__in_app_ | -0.01238 | 0.00236 | 0.28328 | 27.43 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_SeaMonkey | -0.01366 | 0.02631 | 0.00278 | 0.27 | 0.6036 |
| browser_YaBrowser | -0.00890 | 0.00297 | 0.09255 | 8.96 | 0.0028 |
| operatingSystem_Android | 0.00169 | 0.00249 | 0.00474 | 0.46 | 0.4982 |
| operatingSystem_Chrome_OS | 0.01426 | 0.00320 | 0.20533 | 19.88 | <.0001 |
| operatingSystem_Firefox_OS | 0.00563 | 0.01107 | 0.00267 | 0.26 | 0.6111 |
| operatingSystem_Linux | 0.00553 | 0.00318 | 0.03127 | 3.03 | 0.0818 |
| operatingSystem_Macintosh | 0.01563 | 0.00315 | 0.25477 | 24.67 | <.0001 |
| operatingSystem_Windows | 0.00749 | 0.00314 | 0.05876 | 5.69 | 0.0171 |
| operatingSystem_Windows_Phone | 0.00879 | 0.00383 | 0.05452 | 5.28 | 0.0216 |
| operatingSystem_iOS | 0.00556 | 0.00256 | 0.04875 | 4.72 | 0.0298 |
| deviceCategory_tablet | -0.00211 | 0.00064208 | 0.11165 | 10.81 | 0.0010 |
| continent_Africa | -0.00298 | 0.00279 | 0.01182 | 1.14 | 0.2847 |
| continent_Americas | 0.00218 | 0.00267 | 0.00692 | 0.67 | 0.4130 |
| continent_Asia | -0.00449 | 0.00267 | 0.02920 | 2.83 | 0.0926 |
| continent_Europe | -0.00459 | 0.00267 | 0.03051 | 2.95 | 0.0856 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04584 | 4.44 | 0.0351 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03510 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00572 | 0.55 | 0.4566 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01754 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5299 |

**Bounds on condition number: 1839.6, 365053**

**Backward Elimination: Step 54**

**Variable browser_Nintendo_Browser Removed: R-Square = 0.1792 and C(p) = 7.5752**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 53 | 2037.57632 | 38.44484 | 3723.06 | <.0001 |
| Error | 903599 | 9330.69123 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62688 | 0.49065 | 2.49509 | 241.63 | <.0001 |
| date | 3.767242E-7 | 2.431998E-8 | 2.47776 | 239.95 | <.0001 |
| visitNumber | -0.00014616 | 0.00001198 | 1.53826 | 148.97 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10621 | 10178.7 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06006 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53432 | 6249.61 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26795 | 510.16 | <.0001 |
| isMobileBool | 0.00222 | 0.00235 | 0.00925 | 0.90 | 0.3440 |

| | | | | | |
|---|---|---|---|---|---|
| **isTrueDirectBool** | 0.00614 | 0.00050968 | 1.49741 | 145.01 | <.0001 |
| **channelGrouping_Direct** | 0.00657 | 0.00930 | 0.00515 | 0.50 | 0.4802 |
| **channelGrouping_Display** | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| **channelGrouping_Organic_Search** | 0.00766 | 0.00928 | 0.00702 | 0.68 | 0.4095 |
| **channelGrouping_Paid_Search** | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3959 |
| **channelGrouping_Referral** | 0.02587 | 0.00929 | 0.08012 | 7.76 | 0.0053 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| **browser_Amazon_Silk** | -0.00945 | 0.00474 | 0.04106 | 3.98 | 0.0461 |
| **browser_Android_Browser** | -0.00402 | 0.00473 | 0.00746 | 0.72 | 0.3955 |
| **browser_Android_Webview** | -0.00935 | 0.00223 | 0.18104 | 17.53 | <.0001 |
| **browser_Chrome** | -0.00944 | 0.00192 | 0.24923 | 24.14 | <.0001 |
| **browser_Coc_Coc** | -0.00867 | 0.00423 | 0.04340 | 4.20 | 0.0404 |
| **browser_DASH_JR_3G** | -0.03020 | 0.05092 | 0.00363 | 0.35 | 0.5531 |
| **browser_DoCoMo** | -0.06433 | 0.10166 | 0.00413 | 0.40 | 0.5269 |
| **browser_Edge** | -0.01041 | 0.00218 | 0.23572 | 22.83 | <.0001 |
| **browser_Firefox** | -0.00986 | 0.00199 | 0.25235 | 24.44 | <.0001 |
| **browser_Internet_Explorer** | -0.00775 | 0.00208 | 0.14370 | 13.92 | 0.0002 |
| **browser_MRCHROME** | -0.00594 | 0.00656 | 0.00846 | 0.82 | 0.3655 |
| **browser_Maxthon** | -0.01019 | 0.00676 | 0.02347 | 2.27 | 0.1316 |
| **browser_Mozilla_Compatible_Agent** | -0.00483 | 0.00615 | 0.00636 | 0.62 | 0.4324 |
| **browser_Opera** | -0.00808 | 0.00236 | 0.12163 | 11.78 | 0.0006 |
| **browser_Opera_Mini** | -0.00207 | 0.00272 | 0.00598 | 0.58 | 0.4467 |
| **browser_Puffin** | -0.00805 | 0.01071 | 0.00582 | 0.56 | 0.4526 |
| **browser_Safari** | -0.01315 | 0.00196 | 0.46653 | 45.18 | <.0001 |
| **browser_Safari__in_app_** | -0.01220 | 0.00234 | 0.28149 | 27.26 | <.0001 |
| **browser_SeaMonkey** | -0.01349 | 0.02631 | 0.00271 | 0.26 | 0.6082 |
| **browser_YaBrowser** | -0.00872 | 0.00295 | 0.09018 | 8.73 | 0.0031 |
| **operatingSystem_Android** | 0.00195 | 0.00244 | 0.00658 | 0.64 | 0.4247 |
| **operatingSystem_Chrome_OS** | 0.01469 | 0.00308 | 0.23411 | 22.67 | <.0001 |
| **operatingSystem_Firefox_OS** | 0.00589 | 0.01106 | 0.00293 | 0.28 | 0.5945 |
| **operatingSystem_Linux** | 0.00596 | 0.00306 | 0.03913 | 3.79 | 0.0516 |
| **operatingSystem_Macintosh** | 0.01605 | 0.00303 | 0.28976 | 28.06 | <.0001 |
| **operatingSystem_Windows** | 0.00791 | 0.00302 | 0.07074 | 6.85 | 0.0089 |
| **operatingSystem_Windows_Phone** | 0.00905 | 0.00379 | 0.05882 | 5.70 | 0.0170 |
| **operatingSystem_iOS** | 0.00581 | 0.00250 | 0.05567 | 5.39 | 0.0202 |
| **deviceCategory_tablet** | -0.00211 | 0.00064207 | 0.11184 | 10.83 | 0.0010 |
| **continent_Africa** | -0.00300 | 0.00279 | 0.01195 | 1.16 | 0.2820 |
| **continent_Americas** | 0.00216 | 0.00267 | 0.00678 | 0.66 | 0.4177 |
| **continent_Asia** | -0.00451 | 0.00267 | 0.02947 | 2.85 | 0.0911 |
| **continent_Europe** | -0.00461 | 0.00267 | 0.03081 | 2.98 | 0.0841 |
| **continent_Oceania** | -0.00590 | 0.00279 | 0.04618 | 4.47 | 0.0344 |
| **campaign_AW___Dynamic_Search_Ads** | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| **campaign_AW___Electronics** | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| **campaign_Data_Share_Promo** | 0.00694 | 0.00932 | 0.00573 | 0.55 | 0.4565 |
| **campaign_Retail__DO_NOT_EDIT_own** | | | | | |

| | 0.01878 | 0.01441 | 0.01754 | 1.70 | 0.1924 |
|---|---|---|---|---|---|
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5301 |

**Bounds on condition number: 1839.6, 355888**

**Backward Elimination: Step 55**

**Variable browser_SeaMonkey Removed: R-Square = 0.1792 and C(p) = 5.8379**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 52 | 2037.57360 | 39.18411 | 3794.65 | <.0001 |
| Error | 903600 | 9330.69394 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62702 | 0.49065 | 2.49518 | 241.64 | <.0001 |
| date | 3.767284E-7 | 2.431997E-8 | 2.47781 | 239.96 | <.0001 |
| visitNumber | -0.00014616 | 0.00001198 | 1.53821 | 148.96 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10520 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05837 | 30413.9 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53434 | 6249.61 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26817 | 510.18 | <.0001 |
| isMobileBool | 0.00222 | 0.00235 | 0.00922 | 0.89 | 0.3447 |
| isTrueDirectBool | 0.00614 | 0.00050968 | 1.49732 | 145.00 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00515 | 0.50 | 0.4801 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00766 | 0.00928 | 0.00703 | 0.68 | 0.4095 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00744 | 0.72 | 0.3959 |
| channelGrouping_Referral | 0.02587 | 0.00929 | 0.08012 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00938 | 0.00474 | 0.04048 | 3.92 | 0.0477 |
| browser_Android_Browser | -0.00394 | 0.00472 | 0.00720 | 0.70 | 0.4036 |
| browser_Android_Webview | -0.00928 | 0.00223 | 0.17900 | 17.33 | <.0001 |
| browser_Chrome | -0.00937 | 0.00192 | 0.24676 | 23.90 | <.0001 |
| browser_Coc_Coc | -0.00860 | 0.00423 | 0.04273 | 4.14 | 0.0419 |
| browser_DASH_JR_3G | -0.03014 | 0.05092 | 0.00362 | 0.35 | 0.5538 |
| browser_DoCoMo | -0.06427 | 0.10166 | 0.00413 | 0.40 | 0.5272 |
| browser_Edge | -0.01034 | 0.00218 | 0.23343 | 22.61 | <.0001 |
| browser_Firefox | -0.00979 | 0.00199 | 0.24991 | 24.20 | <.0001 |
| browser_Internet_Explorer | -0.00767 | 0.00207 | 0.14167 | 13.72 | 0.0002 |
| browser_MRCHROME | -0.00586 | 0.00656 | 0.00825 | 0.80 | 0.3713 |
| browser_Maxthon | -0.01012 | 0.00676 | 0.02315 | 2.24 | 0.1343 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla_Compatible_Agent | -0.00477 | 0.00615 | 0.00622 | 0.60 | 0.4375 |
| browser_Opera | -0.00801 | 0.00235 | 0.11989 | 11.61 | 0.0007 |
| browser_Opera_Mini | -0.00201 | 0.00272 | 0.00565 | 0.55 | 0.4595 |
| browser_Puffin | -0.00798 | 0.01071 | 0.00572 | 0.55 | 0.4566 |
| browser_Safari | -0.01308 | 0.00195 | 0.46383 | 44.92 | <.0001 |
| browser_Safari__in_app_ | -0.01213 | 0.00233 | 0.27919 | 27.04 | <.0001 |
| browser_YaBrowser | -0.00865 | 0.00295 | 0.08889 | 8.61 | 0.0033 |
| operatingSystem_Android | 0.00193 | 0.00244 | 0.00649 | 0.63 | 0.4280 |
| operatingSystem_Chrome_OS | 0.01467 | 0.00308 | 0.23356 | 22.62 | <.0001 |
| operatingSystem_Firefox_OS | 0.00587 | 0.01106 | 0.00291 | 0.28 | 0.5955 |
| operatingSystem_Linux | 0.00594 | 0.00306 | 0.03892 | 3.77 | 0.0522 |
| operatingSystem_Macintosh | 0.01603 | 0.00303 | 0.28915 | 28.00 | <.0001 |
| operatingSystem_Windows | 0.00789 | 0.00302 | 0.07041 | 6.82 | 0.0090 |
| operatingSystem_Windows_Phone | 0.00903 | 0.00379 | 0.05863 | 5.68 | 0.0172 |
| operatingSystem_iOS | 0.00580 | 0.00250 | 0.05539 | 5.36 | 0.0206 |
| deviceCategory_tablet | -0.00211 | 0.00064207 | 0.11185 | 10.83 | 0.0010 |
| continent_Africa | -0.00300 | 0.00279 | 0.01195 | 1.16 | 0.2821 |
| continent_Americas | 0.00216 | 0.00267 | 0.00678 | 0.66 | 0.4177 |
| continent_Asia | -0.00451 | 0.00267 | 0.02946 | 2.85 | 0.0912 |
| continent_Europe | -0.00461 | 0.00267 | 0.03082 | 2.98 | 0.0841 |
| continent_Oceania | -0.00590 | 0.00279 | 0.04618 | 4.47 | 0.0344 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03511 | 3.40 | 0.0652 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00573 | 0.55 | 0.4564 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01878 | 0.01441 | 0.01754 | 1.70 | 0.1924 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5301 |

**Bounds on condition number: 1839.6, 349074**

**Backward Elimination: Step 56**

**Variable operatingSystem_Firefox_OS Removed: R-Square = 0.1792 and C(p) = 4.1198**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 51 | 2037.57069 | 39.95237 | 3869.06 | <.0001 |
| Error | 903601 | 9330.69685 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62607 | 0.49065 | 2.49459 | 241.58 | <.0001 |
| date | 3.766906E-7 | 2.431985E-8 | 2.47734 | 239.91 | <.0001 |
| visitNumber | -0.00014617 | 0.00001198 | 1.53842 | 148.98 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| hits | -0.00622 | 0.00006162 | 105.10451 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05711 | 30413.8 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53341 | 6249.53 | <.0001 |
| newVisits | -0.00985 | 0.00043604 | 5.26828 | 510.19 | <.0001 |
| isMobileBool | 0.00228 | 0.00235 | 0.00973 | 0.94 | 0.3317 |
| isTrueDirectBool | 0.00614 | 0.00050968 | 1.49723 | 144.99 | <.0001 |
| channelGrouping_Direct | 0.00657 | 0.00930 | 0.00515 | 0.50 | 0.4801 |
| channelGrouping_Display | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |
| channelGrouping_Organic_Search | 0.00766 | 0.00928 | 0.00703 | 0.68 | 0.4094 |
| channelGrouping_Paid_Search | 0.00792 | 0.00933 | 0.00745 | 0.72 | 0.3958 |
| channelGrouping_Referral | 0.02587 | 0.00929 | 0.08013 | 7.76 | 0.0053 |
| channelGrouping_Social | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| browser_Amazon_Silk | -0.00934 | 0.00473 | 0.04019 | 3.89 | 0.0485 |
| browser_Android_Browser | -0.00391 | 0.00472 | 0.00709 | 0.69 | 0.4074 |
| browser_Android_Webview | -0.00924 | 0.00223 | 0.17787 | 17.23 | <.0001 |
| browser_Chrome | -0.00933 | 0.00191 | 0.24515 | 23.74 | <.0001 |
| browser_Coc_Coc | -0.00856 | 0.00423 | 0.04237 | 4.10 | 0.0428 |
| browser_DASH_JR_3G | -0.03034 | 0.05092 | 0.00367 | 0.35 | 0.5513 |
| browser_DoCoMo | -0.06452 | 0.10166 | 0.00416 | 0.40 | 0.5256 |
| browser_Edge | -0.01031 | 0.00217 | 0.23206 | 22.47 | <.0001 |
| browser_Firefox | -0.00973 | 0.00199 | 0.24789 | 24.01 | <.0001 |
| browser_Internet_Explorer | -0.00764 | 0.00207 | 0.14055 | 13.61 | 0.0002 |
| browser_MRCHROME | -0.00583 | 0.00656 | 0.00815 | 0.79 | 0.3744 |
| browser_Maxthon | -0.01008 | 0.00676 | 0.02298 | 2.23 | 0.1358 |
| browser_Mozilla_Compatible_Agent | -0.00495 | 0.00614 | 0.00673 | 0.65 | 0.4196 |
| browser_Opera | -0.00798 | 0.00235 | 0.11889 | 11.51 | 0.0007 |
| browser_Opera_Mini | -0.00218 | 0.00270 | 0.00677 | 0.66 | 0.4182 |
| browser_Puffin | -0.00794 | 0.01071 | 0.00567 | 0.55 | 0.4585 |
| browser_Safari | -0.01304 | 0.00195 | 0.46182 | 44.72 | <.0001 |
| browser_Safari__in_app_ | -0.01209 | 0.00233 | 0.27777 | 26.90 | <.0001 |
| browser_YaBrowser | -0.00861 | 0.00295 | 0.08816 | 8.54 | 0.0035 |
| operatingSystem_Android | 0.00165 | 0.00238 | 0.00497 | 0.48 | 0.4880 |
| operatingSystem_Chrome_OS | 0.01444 | 0.00305 | 0.23083 | 22.35 | <.0001 |
| operatingSystem_Linux | 0.00571 | 0.00303 | 0.03671 | 3.56 | 0.0594 |
| operatingSystem_Macintosh | 0.01580 | 0.00300 | 0.28675 | 27.77 | <.0001 |
| operatingSystem_Windows | 0.00766 | 0.00299 | 0.06776 | 6.56 | 0.0104 |
| operatingSystem_Windows_Phone | 0.00875 | 0.00375 | 0.05614 | 5.44 | 0.0197 |
| operatingSystem_iOS | 0.00551 | 0.00245 | 0.05250 | 5.08 | 0.0241 |
| deviceCategory_tablet | -0.00211 | 0.00064206 | 0.11202 | 10.85 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01185 | 1.15 | 0.2840 |
| continent_Americas | 0.00216 | 0.00267 | 0.00680 | 0.66 | 0.4172 |
| continent_Asia | -0.00451 | 0.00267 | 0.02943 | 2.85 | 0.0914 |
| continent_Europe | -0.00461 | 0.00267 | 0.03079 | 2.98 | 0.0842 |
| continent_Oceania | -0.00589 | 0.00279 | 0.04615 | 4.47 | 0.0345 |
| campaign_AW___Dynamic_Search_Ads | | | | | |

| | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| | -0.00242 | 0.00131 | 0.03513 | 3.40 | 0.0651 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00573 | 0.55 | 0.4564 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01877 | 0.01441 | 0.01754 | 1.70 | 0.1925 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5299 |

**Bounds on condition number: 1839.6, 341579**

**Backward Elimination: Step 57**

**Variable channelGrouping_Display Removed: R-Square = 0.1792 and C(p) = 2.4083**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 50 | 2037.56771 | 40.75135 | 3946.44 | <.0001 |
| Error | 903602 | 9330.69983 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.61852 | 0.49045 | 2.49170 | 241.30 | <.0001 |
| date | 3.765609E-7 | 2.431864E-8 | 2.47588 | 239.77 | <.0001 |
| visitNumber | -0.00014613 | 0.00001197 | 1.53771 | 148.91 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10564 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05996 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53270 | 6249.46 | <.0001 |
| newVisits | -0.00985 | 0.00043602 | 5.26635 | 510.00 | <.0001 |
| isMobileBool | 0.00228 | 0.00235 | 0.00971 | 0.94 | 0.3322 |
| isTrueDirectBool | 0.00614 | 0.00050966 | 1.49855 | 145.12 | <.0001 |
| channelGrouping_Direct | 0.00163 | 0.00141 | 0.01377 | 1.33 | 0.2482 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04508 | 4.37 | 0.0367 |
| channelGrouping_Paid_Search | 0.00299 | 0.00162 | 0.03513 | 3.40 | 0.0651 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58301 | 250.14 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74534 | 72.18 | <.0001 |
| browser_Amazon_Silk | -0.00934 | 0.00473 | 0.04019 | 3.89 | 0.0485 |
| browser_Android_Browser | -0.00391 | 0.00472 | 0.00709 | 0.69 | 0.4075 |
| browser_Android_Webview | -0.00924 | 0.00223 | 0.17786 | 17.22 | <.0001 |
| browser_Chrome | -0.00933 | 0.00191 | 0.24516 | 23.74 | <.0001 |
| browser_Coc_Coc | -0.00856 | 0.00423 | 0.04237 | 4.10 | 0.0428 |
| browser_DASH_JR_3G | -0.03034 | 0.05092 | 0.00367 | 0.35 | 0.5513 |
| browser_DoCoMo | -0.06452 | 0.10166 | 0.00416 | 0.40 | 0.5256 |
| browser_Edge | -0.01031 | 0.00217 | 0.23205 | 22.47 | <.0001 |
| browser_Firefox | -0.00973 | 0.00199 | 0.24787 | 24.00 | <.0001 |
| browser_Internet_Explorer | -0.00764 | 0.00207 | 0.14054 | 13.61 | 0.0002 |

| | | | | | |
|---|---|---|---|---|---|
| browser_MRCHROME | -0.00583 | 0.00656 | 0.00815 | 0.79 | 0.3744 |
| browser_Maxthon | -0.01008 | 0.00676 | 0.02298 | 2.23 | 0.1358 |
| browser_Mozilla_Compatible_Agent | -0.00497 | 0.00614 | 0.00677 | 0.66 | 0.4182 |
| browser_Opera | -0.00798 | 0.00235 | 0.11889 | 11.51 | 0.0007 |
| browser_Opera_Mini | -0.00218 | 0.00270 | 0.00676 | 0.65 | 0.4184 |
| browser_Puffin | -0.00794 | 0.01071 | 0.00567 | 0.55 | 0.4585 |
| browser_Safari | -0.01304 | 0.00195 | 0.46185 | 44.73 | <.0001 |
| browser_Safari__in_app_ | -0.01209 | 0.00233 | 0.27780 | 26.90 | <.0001 |
| browser_YaBrowser | -0.00861 | 0.00295 | 0.08817 | 8.54 | 0.0035 |
| operatingSystem_Android | 0.00165 | 0.00238 | 0.00497 | 0.48 | 0.4879 |
| operatingSystem_Chrome_OS | 0.01444 | 0.00305 | 0.23080 | 22.35 | <.0001 |
| operatingSystem_Linux | 0.00571 | 0.00303 | 0.03669 | 3.55 | 0.0594 |
| operatingSystem_Macintosh | 0.01580 | 0.00300 | 0.28667 | 27.76 | <.0001 |
| operatingSystem_Windows | 0.00766 | 0.00299 | 0.06772 | 6.56 | 0.0104 |
| operatingSystem_Windows_Phone | 0.00875 | 0.00375 | 0.05614 | 5.44 | 0.0197 |
| operatingSystem_iOS | 0.00552 | 0.00245 | 0.05251 | 5.08 | 0.0241 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11206 | 10.85 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01186 | 1.15 | 0.2838 |
| continent_Americas | 0.00216 | 0.00267 | 0.00680 | 0.66 | 0.4171 |
| continent_Asia | -0.00451 | 0.00267 | 0.02943 | 2.85 | 0.0914 |
| continent_Europe | -0.00461 | 0.00267 | 0.03079 | 2.98 | 0.0842 |
| continent_Oceania | -0.00589 | 0.00279 | 0.04614 | 4.47 | 0.0345 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03515 | 3.40 | 0.0650 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12076 | 11.70 | 0.0006 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01792 | 1.74 | 0.1877 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01877 | 0.01441 | 0.01754 | 1.70 | 0.1925 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 185.88, 68881**

**Backward Elimination: Step 58**

**Variable medium_cpm Entered: R-Square = 0.1792
and C(p) = 4.1198**

Note:                          The variable which previously had small tolerance is now allowed to enter after
                               removal of some variables from the model.

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 51 | 2037.57069 | 39.95237 | 3869.06 | <.0001 |
| Error | 903601 | 9330.69685 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

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

| | | | | | |
|---|---|---|---|---|---|
| **Intercept** | -7.62607 | 0.49065 | 2.49459 | 241.58 | <.0001 |
| **date** | 3.766906E-7 | 2.431985E-8 | 2.47734 | 239.91 | <.0001 |
| **visitNumber** | -0.00014617 | 0.00001198 | 1.53842 | 148.98 | <.0001 |
| **hits** | -0.00622 | 0.00006162 | 105.10451 | 10178.5 | <.0001 |
| **pageviews** | 0.01499 | 0.00008597 | 314.05711 | 30413.8 | <.0001 |
| **bounces** | 0.01916 | 0.00024237 | 64.53341 | 6249.53 | <.0001 |
| **newVisits** | -0.00985 | 0.00043604 | 5.26828 | 510.19 | <.0001 |
| **isMobileBool** | 0.00228 | 0.00235 | 0.00973 | 0.94 | 0.3317 |
| **isTrueDirectBool** | 0.00614 | 0.00050968 | 1.49723 | 144.99 | <.0001 |
| **channelGrouping_Direct** | 0.00657 | 0.00930 | 0.00515 | 0.50 | 0.4801 |
| **channelGrouping_Organic_Search** | 0.00766 | 0.00928 | 0.00703 | 0.68 | 0.4094 |
| **channelGrouping_Paid_Search** | 0.00792 | 0.00933 | 0.00745 | 0.72 | 0.3958 |
| **channelGrouping_Referral** | 0.02587 | 0.00929 | 0.08013 | 7.76 | 0.0053 |
| **channelGrouping_Social** | 0.01619 | 0.00929 | 0.03140 | 3.04 | 0.0812 |
| **browser_Amazon_Silk** | -0.00934 | 0.00473 | 0.04019 | 3.89 | 0.0485 |
| **browser_Android_Browser** | -0.00391 | 0.00472 | 0.00709 | 0.69 | 0.4074 |
| **browser_Android_Webview** | -0.00924 | 0.00223 | 0.17787 | 17.23 | <.0001 |
| **browser_Chrome** | -0.00933 | 0.00191 | 0.24515 | 23.74 | <.0001 |
| **browser_Coc_Coc** | -0.00856 | 0.00423 | 0.04237 | 4.10 | 0.0428 |
| **browser_DASH_JR_3G** | -0.03034 | 0.05092 | 0.00367 | 0.35 | 0.5513 |
| **browser_DoCoMo** | -0.06452 | 0.10166 | 0.00416 | 0.40 | 0.5256 |
| **browser_Edge** | -0.01031 | 0.00217 | 0.23206 | 22.47 | <.0001 |
| **browser_Firefox** | -0.00973 | 0.00199 | 0.24789 | 24.01 | <.0001 |
| **browser_Internet_Explorer** | -0.00764 | 0.00207 | 0.14055 | 13.61 | 0.0002 |
| **browser_MRCHROME** | -0.00583 | 0.00656 | 0.00815 | 0.79 | 0.3744 |
| **browser_Maxthon** | -0.01008 | 0.00676 | 0.02298 | 2.23 | 0.1358 |
| **browser_Mozilla_Compatible_Agent** | -0.00495 | 0.00614 | 0.00673 | 0.65 | 0.4196 |
| **browser_Opera** | -0.00798 | 0.00235 | 0.11889 | 11.51 | 0.0007 |
| **browser_Opera_Mini** | -0.00218 | 0.00270 | 0.00677 | 0.66 | 0.4182 |
| **browser_Puffin** | -0.00794 | 0.01071 | 0.00567 | 0.55 | 0.4585 |
| **browser_Safari** | -0.01304 | 0.00195 | 0.46182 | 44.72 | <.0001 |
| **browser_Safari__in_app_** | -0.01209 | 0.00233 | 0.27777 | 26.90 | <.0001 |
| **browser_YaBrowser** | -0.00861 | 0.00295 | 0.08816 | 8.54 | 0.0035 |
| **operatingSystem_Android** | 0.00165 | 0.00238 | 0.00497 | 0.48 | 0.4880 |
| **operatingSystem_Chrome_OS** | 0.01444 | 0.00305 | 0.23083 | 22.35 | <.0001 |
| **operatingSystem_Linux** | 0.00571 | 0.00303 | 0.03671 | 3.56 | 0.0594 |
| **operatingSystem_Macintosh** | 0.01580 | 0.00300 | 0.28675 | 27.77 | <.0001 |
| **operatingSystem_Windows** | 0.00766 | 0.00299 | 0.06776 | 6.56 | 0.0104 |
| **operatingSystem_Windows_Phone** | 0.00875 | 0.00375 | 0.05614 | 5.44 | 0.0197 |
| **operatingSystem_iOS** | 0.00551 | 0.00245 | 0.05250 | 5.08 | 0.0241 |
| **deviceCategory_tablet** | -0.00211 | 0.00064206 | 0.11202 | 10.85 | 0.0010 |
| **continent_Africa** | -0.00299 | 0.00279 | 0.01185 | 1.15 | 0.2840 |
| **continent_Americas** | 0.00216 | 0.00267 | 0.00680 | 0.66 | 0.4172 |
| **continent_Asia** | -0.00451 | 0.00267 | 0.02943 | 2.85 | 0.0914 |
| **continent_Europe** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| | -0.00461 | 0.00267 | 0.03079 | 2.98 | 0.0842 |
| continent_Oceania | -0.00589 | 0.00279 | 0.04615 | 4.47 | 0.0345 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03513 | 3.40 | 0.0651 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12075 | 11.69 | 0.0006 |
| campaign_Data_Share_Promo | 0.00694 | 0.00932 | 0.00573 | 0.55 | 0.4564 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01877 | 0.01441 | 0.01754 | 1.70 | 0.1925 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5299 |
| medium_cpm | 0.00503 | 0.00937 | 0.00298 | 0.29 | 0.5912 |

**Bounds on condition number: 1839.6, 341579**

**Backward Elimination: Step 59**

**Variable medium_cpm Removed: R-Square = 0.1792 and C(p) = 2.4083**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 50 | 2037.56771 | 40.75135 | 3946.44 | <.0001 |
| Error | 903602 | 9330.69983 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.61852 | 0.49045 | 2.49170 | 241.30 | <.0001 |
| date | 3.765609E-7 | 2.431864E-8 | 2.47588 | 239.77 | <.0001 |
| visitNumber | -0.00014613 | 0.00001197 | 1.53771 | 148.91 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10564 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05996 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53270 | 6249.46 | <.0001 |
| newVisits | -0.00985 | 0.00043602 | 5.26635 | 510.00 | <.0001 |
| isMobileBool | 0.00228 | 0.00235 | 0.00971 | 0.94 | 0.3322 |
| isTrueDirectBool | 0.00614 | 0.00050966 | 1.49855 | 145.12 | <.0001 |
| channelGrouping_Direct | 0.00163 | 0.00141 | 0.01377 | 1.33 | 0.2482 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04508 | 4.37 | 0.0367 |
| channelGrouping_Paid_Search | 0.00299 | 0.00162 | 0.03513 | 3.40 | 0.0651 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58301 | 250.14 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74534 | 72.18 | <.0001 |
| browser_Amazon_Silk | -0.00934 | 0.00473 | 0.04019 | 3.89 | 0.0485 |
| browser_Android_Browser | -0.00391 | 0.00472 | 0.00709 | 0.69 | 0.4075 |
| browser_Android_Webview | -0.00924 | 0.00223 | 0.17786 | 17.22 | <.0001 |
| browser_Chrome | -0.00933 | 0.00191 | 0.24516 | 23.74 | <.0001 |
| browser_Coc_Coc | -0.00856 | 0.00423 | 0.04237 | 4.10 | 0.0428 |
| browser_DASH_JR_3G | -0.03034 | 0.05092 | 0.00367 | 0.35 | 0.5513 |
| browser_DoCoMo | -0.06452 | 0.10166 | 0.00416 | 0.40 | 0.5256 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Edge | -0.01031 | 0.00217 | 0.23205 | 22.47 | <.0001 |
| browser_Firefox | -0.00973 | 0.00199 | 0.24787 | 24.00 | <.0001 |
| browser_Internet_Explorer | -0.00764 | 0.00207 | 0.14054 | 13.61 | 0.0002 |
| browser_MRCHROME | -0.00583 | 0.00656 | 0.00815 | 0.79 | 0.3744 |
| browser_Maxthon | -0.01008 | 0.00676 | 0.02298 | 2.23 | 0.1358 |
| browser_Mozilla_Compatible_Agent | -0.00497 | 0.00614 | 0.00677 | 0.66 | 0.4182 |
| browser_Opera | -0.00798 | 0.00235 | 0.11889 | 11.51 | 0.0007 |
| browser_Opera_Mini | -0.00218 | 0.00270 | 0.00676 | 0.65 | 0.4184 |
| browser_Puffin | -0.00794 | 0.01071 | 0.00567 | 0.55 | 0.4585 |
| browser_Safari | -0.01304 | 0.00195 | 0.46185 | 44.73 | <.0001 |
| browser_Safari__in_app_ | -0.01209 | 0.00233 | 0.27780 | 26.90 | <.0001 |
| browser_YaBrowser | -0.00861 | 0.00295 | 0.08817 | 8.54 | 0.0035 |
| operatingSystem_Android | 0.00165 | 0.00238 | 0.00497 | 0.48 | 0.4879 |
| operatingSystem_Chrome_OS | 0.01444 | 0.00305 | 0.23080 | 22.35 | <.0001 |
| operatingSystem_Linux | 0.00571 | 0.00303 | 0.03669 | 3.55 | 0.0594 |
| operatingSystem_Macintosh | 0.01580 | 0.00300 | 0.28667 | 27.76 | <.0001 |
| operatingSystem_Windows | 0.00766 | 0.00299 | 0.06772 | 6.56 | 0.0104 |
| operatingSystem_Windows_Phone | 0.00875 | 0.00375 | 0.05614 | 5.44 | 0.0197 |
| operatingSystem_iOS | 0.00552 | 0.00245 | 0.05251 | 5.08 | 0.0241 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11206 | 10.85 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01186 | 1.15 | 0.2838 |
| continent_Americas | 0.00216 | 0.00267 | 0.00680 | 0.66 | 0.4171 |
| continent_Asia | -0.00451 | 0.00267 | 0.02943 | 2.85 | 0.0914 |
| continent_Europe | -0.00461 | 0.00267 | 0.03079 | 2.98 | 0.0842 |
| continent_Oceania | -0.00589 | 0.00279 | 0.04614 | 4.47 | 0.0345 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03515 | 3.40 | 0.0650 |
| campaign_AW___Electronics | -0.03564 | 0.01042 | 0.12076 | 11.70 | 0.0006 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01792 | 1.74 | 0.1877 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01877 | 0.01441 | 0.01754 | 1.70 | 0.1925 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 185.88, 68881**

**Backward Elimination: Step 60**

**Variable browser_DASH_JR_3G Removed: R-Square = 0.1792 and C(p) = 0.7632**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 49 | 2037.56405 | 41.58294 | 4026.97 | <.0001 |
| Error | 903603 | 9330.70349 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.61827 | 0.49045 | 2.49154 | 241.29 | <.0001 |
| date | 3.765426E-7 | 2.431862E-8 | 2.47564 | 239.75 | <.0001 |
| visitNumber | -0.00014613 | 0.00001197 | 1.53760 | 148.90 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10517 | 10178.6 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05904 | 30414.1 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53334 | 6249.53 | <.0001 |
| newVisits | -0.00985 | 0.00043601 | 5.26519 | 509.89 | <.0001 |
| isMobileBool | 0.00233 | 0.00235 | 0.01014 | 0.98 | 0.3216 |
| isTrueDirectBool | 0.00614 | 0.00050966 | 1.49896 | 145.16 | <.0001 |
| channelGrouping_Direct | 0.00163 | 0.00141 | 0.01375 | 1.33 | 0.2485 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04506 | 4.36 | 0.0367 |
| channelGrouping_Paid_Search | 0.00299 | 0.00162 | 0.03513 | 3.40 | 0.0651 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58288 | 250.13 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74516 | 72.16 | <.0001 |
| browser_Amazon_Silk | -0.00931 | 0.00473 | 0.03990 | 3.86 | 0.0493 |
| browser_Android_Browser | -0.00388 | 0.00472 | 0.00697 | 0.67 | 0.4113 |
| browser_Android_Webview | -0.00921 | 0.00223 | 0.17671 | 17.11 | <.0001 |
| browser_Chrome | -0.00930 | 0.00191 | 0.24365 | 23.60 | <.0001 |
| browser_Coc_Coc | -0.00853 | 0.00423 | 0.04205 | 4.07 | 0.0436 |
| browser_DoCoMo | -0.06444 | 0.10166 | 0.00415 | 0.40 | 0.5261 |
| browser_Edge | -0.01027 | 0.00217 | 0.23076 | 22.35 | <.0001 |
| browser_Firefox | -0.00970 | 0.00199 | 0.24640 | 23.86 | <.0001 |
| browser_Internet_Explorer | -0.00761 | 0.00207 | 0.13955 | 13.51 | 0.0002 |
| browser_MRCHROME | -0.00579 | 0.00656 | 0.00806 | 0.78 | 0.3770 |
| browser_Maxthon | -0.01005 | 0.00676 | 0.02283 | 2.21 | 0.1370 |
| browser_Mozilla_Compatible_Agent | -0.00485 | 0.00613 | 0.00645 | 0.62 | 0.4295 |
| browser_Opera | -0.00794 | 0.00235 | 0.11798 | 11.43 | 0.0007 |
| browser_Opera_Mini | -0.00212 | 0.00270 | 0.00638 | 0.62 | 0.4318 |
| browser_Puffin | -0.00791 | 0.01071 | 0.00563 | 0.55 | 0.4603 |
| browser_Safari | -0.01301 | 0.00195 | 0.45991 | 44.54 | <.0001 |
| browser_Safari__in_app_ | -0.01206 | 0.00233 | 0.27646 | 26.77 | <.0001 |
| browser_YaBrowser | -0.00858 | 0.00295 | 0.08753 | 8.48 | 0.0036 |
| operatingSystem_Android | 0.00170 | 0.00238 | 0.00524 | 0.51 | 0.4760 |
| operatingSystem_Chrome_OS | 0.01453 | 0.00305 | 0.23443 | 22.70 | <.0001 |
| operatingSystem_Linux | 0.00581 | 0.00303 | 0.03802 | 3.68 | 0.0550 |
| operatingSystem_Macintosh | 0.01589 | 0.00299 | 0.29088 | 28.17 | <.0001 |
| operatingSystem_Windows | 0.00776 | 0.00299 | 0.06958 | 6.74 | 0.0094 |
| operatingSystem_Windows_Phone | 0.00880 | 0.00375 | 0.05674 | 5.49 | 0.0191 |
| operatingSystem_iOS | 0.00556 | 0.00244 | 0.05341 | 5.17 | 0.0229 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11213 | 10.86 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01189 | 1.15 | 0.2832 |
| continent_Americas | 0.00216 | 0.00267 | 0.00677 | 0.66 | 0.4182 |

| | | | | | |
|---|---|---|---|---|---|
| continent_Asia | -0.00451 | 0.00267 | 0.02948 | 2.86 | 0.0911 |
| continent_Europe | -0.00462 | 0.00267 | 0.03085 | 2.99 | 0.0839 |
| continent_Oceania | -0.00590 | 0.00279 | 0.04621 | 4.48 | 0.0344 |
| campaign_AW___Dynamic_Search_Ads | -0.00242 | 0.00131 | 0.03516 | 3.40 | 0.0650 |
| campaign_AW___Electronics | -0.03565 | 0.01042 | 0.12077 | 11.70 | 0.0006 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01791 | 1.73 | 0.1879 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01877 | 0.01441 | 0.01754 | 1.70 | 0.1925 |
| campaign_test_liyuhz | -0.00329 | 0.00523 | 0.00407 | 0.39 | 0.5300 |

**Bounds on condition number: 185.37, 67383**

**Backward Elimination: Step 61**

**Variable campaign_test_liyuhz Removed: R-Square = 0.1792 and C(p) = -0.8424**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 48 | 2037.55998 | 42.44917 | 4110.86 | <.0001 |
| Error | 903604 | 9330.70757 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62515 | 0.49032 | 2.49729 | 241.84 | <.0001 |
| date | 3.768833E-7 | 2.431256E-8 | 2.48136 | 240.30 | <.0001 |
| visitNumber | -0.00014608 | 0.00001197 | 1.53676 | 148.82 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10819 | 10178.9 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06695 | 30414.9 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53571 | 6249.76 | <.0001 |
| newVisits | -0.00983 | 0.00043568 | 5.26178 | 509.56 | <.0001 |
| isMobileBool | 0.00233 | 0.00235 | 0.01015 | 0.98 | 0.3214 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50454 | 145.70 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01358 | 1.32 | 0.2514 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04496 | 4.35 | 0.0369 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03282 | 3.18 | 0.0746 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58231 | 250.08 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74506 | 72.15 | <.0001 |
| browser_Amazon_Silk | -0.00931 | 0.00473 | 0.03991 | 3.86 | 0.0493 |
| browser_Android_Browser | -0.00388 | 0.00472 | 0.00698 | 0.68 | 0.4111 |
| browser_Android_Webview | -0.00922 | 0.00223 | 0.17688 | 17.13 | <.0001 |
| browser_Chrome | -0.00930 | 0.00191 | 0.24371 | 23.60 | <.0001 |
| browser_Coc_Coc | -0.00853 | 0.00423 | 0.04209 | 4.08 | 0.0435 |
| browser_DoCoMo | -0.06444 | 0.10166 | 0.00415 | 0.40 | 0.5261 |
| browser_Edge | -0.01028 | 0.00217 | 0.23093 | 22.36 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Firefox | -0.00970 | 0.00199 | 0.24643 | 23.87 | <.0001 |
| browser_Internet_Explorer | -0.00761 | 0.00207 | 0.13960 | 13.52 | 0.0002 |
| browser_MRCHROME | -0.00580 | 0.00656 | 0.00806 | 0.78 | 0.3770 |
| browser_Maxthon | -0.01005 | 0.00676 | 0.02283 | 2.21 | 0.1371 |
| browser_Mozilla_Compatible_Agent | -0.00484 | 0.00613 | 0.00644 | 0.62 | 0.4298 |
| browser_Opera | -0.00794 | 0.00235 | 0.11802 | 11.43 | 0.0007 |
| browser_Opera_Mini | -0.00212 | 0.00270 | 0.00639 | 0.62 | 0.4316 |
| browser_Puffin | -0.00798 | 0.01071 | 0.00573 | 0.55 | 0.4563 |
| browser_Safari | -0.01301 | 0.00195 | 0.45997 | 44.54 | <.0001 |
| browser_Safari__in_app_ | -0.01206 | 0.00233 | 0.27660 | 26.79 | <.0001 |
| browser_YaBrowser | -0.00858 | 0.00295 | 0.08753 | 8.48 | 0.0036 |
| operatingSystem_Android | 0.00170 | 0.00238 | 0.00527 | 0.51 | 0.4748 |
| operatingSystem_Chrome_OS | 0.01454 | 0.00305 | 0.23460 | 22.72 | <.0001 |
| operatingSystem_Linux | 0.00581 | 0.00303 | 0.03807 | 3.69 | 0.0548 |
| operatingSystem_Macintosh | 0.01590 | 0.00299 | 0.29107 | 28.19 | <.0001 |
| operatingSystem_Windows | 0.00776 | 0.00299 | 0.06965 | 6.74 | 0.0094 |
| operatingSystem_Windows_Phone | 0.00880 | 0.00375 | 0.05680 | 5.50 | 0.0190 |
| operatingSystem_iOS | 0.00556 | 0.00244 | 0.05350 | 5.18 | 0.0228 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11217 | 10.86 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01191 | 1.15 | 0.2828 |
| continent_Americas | 0.00216 | 0.00267 | 0.00677 | 0.66 | 0.4181 |
| continent_Asia | -0.00451 | 0.00267 | 0.02952 | 2.86 | 0.0909 |
| continent_Europe | -0.00462 | 0.00267 | 0.03088 | 2.99 | 0.0837 |
| continent_Oceania | -0.00590 | 0.00279 | 0.04624 | 4.48 | 0.0343 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03249 | 3.15 | 0.0761 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12000 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01788 | 1.73 | 0.1882 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01775 | 1.72 | 0.1898 |

**Bounds on condition number: 185.37, 65951**

**Backward Elimination: Step 62**

**Variable browser_DoCoMo Removed: R-Square = 0.1792 and C(p) = -2.4406**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 47 | 2037.55583 | 43.35225 | 4198.32 | <.0001 |
| Error | 903605 | 9330.71172 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62499 | 0.49032 | 2.49718 | 241.83 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| date | 3.768733E-7 | 2.431254E-8 | 2.48123 | 240.29 | <.0001 |
| visitNumber | -0.00014608 | 0.00001197 | 1.53678 | 148.82 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10644 | 10178.7 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06413 | 30414.6 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53630 | 6249.83 | <.0001 |
| newVisits | -0.00983 | 0.00043568 | 5.26189 | 509.57 | <.0001 |
| isMobileBool | 0.00232 | 0.00235 | 0.01008 | 0.98 | 0.3231 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50459 | 145.71 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01359 | 1.32 | 0.2514 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04497 | 4.36 | 0.0369 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03282 | 3.18 | 0.0746 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58216 | 250.06 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74511 | 72.16 | <.0001 |
| browser_Amazon_Silk | -0.00929 | 0.00473 | 0.03976 | 3.85 | 0.0497 |
| browser_Android_Browser | -0.00386 | 0.00472 | 0.00691 | 0.67 | 0.4133 |
| browser_Android_Webview | -0.00920 | 0.00223 | 0.17622 | 17.07 | <.0001 |
| browser_Chrome | -0.00928 | 0.00191 | 0.24282 | 23.51 | <.0001 |
| browser_Coc_Coc | -0.00852 | 0.00423 | 0.04191 | 4.06 | 0.0439 |
| browser_Edge | -0.01026 | 0.00217 | 0.23014 | 22.29 | <.0001 |
| browser_Firefox | -0.00968 | 0.00199 | 0.24557 | 23.78 | <.0001 |
| browser_Internet_Explorer | -0.00759 | 0.00207 | 0.13895 | 13.46 | 0.0002 |
| browser_MRCHROME | -0.00578 | 0.00656 | 0.00801 | 0.78 | 0.3785 |
| browser_Maxthon | -0.01003 | 0.00676 | 0.02275 | 2.20 | 0.1378 |
| browser_Mozilla_Compatible_Agent | -0.00480 | 0.00613 | 0.00633 | 0.61 | 0.4335 |
| browser_Opera | -0.00793 | 0.00235 | 0.11750 | 11.38 | 0.0007 |
| browser_Opera_Mini | -0.00208 | 0.00270 | 0.00615 | 0.60 | 0.4403 |
| browser_Puffin | -0.00796 | 0.01071 | 0.00571 | 0.55 | 0.4573 |
| browser_Safari | -0.01299 | 0.00195 | 0.45881 | 44.43 | <.0001 |
| browser_Safari__in_app_ | -0.01205 | 0.00233 | 0.27583 | 26.71 | <.0001 |
| browser_YaBrowser | -0.00856 | 0.00295 | 0.08718 | 8.44 | 0.0037 |
| operatingSystem_Android | 0.00173 | 0.00238 | 0.00547 | 0.53 | 0.4668 |
| operatingSystem_Chrome_OS | 0.01456 | 0.00305 | 0.23538 | 22.79 | <.0001 |
| operatingSystem_Linux | 0.00583 | 0.00303 | 0.03839 | 3.72 | 0.0539 |
| operatingSystem_Macintosh | 0.01592 | 0.00299 | 0.29196 | 28.27 | <.0001 |
| operatingSystem_Windows | 0.00778 | 0.00299 | 0.07007 | 6.79 | 0.0092 |
| operatingSystem_Windows_Phone | 0.00883 | 0.00375 | 0.05720 | 5.54 | 0.0186 |
| operatingSystem_iOS | 0.00560 | 0.00244 | 0.05412 | 5.24 | 0.0221 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11215 | 10.86 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01192 | 1.15 | 0.2827 |
| continent_Americas | 0.00216 | 0.00267 | 0.00676 | 0.65 | 0.4183 |
| continent_Asia | -0.00452 | 0.00267 | 0.02954 | 2.86 | 0.0908 |
| continent_Europe | -0.00462 | 0.00267 | 0.03090 | 2.99 | 0.0837 |
| continent_Oceania | -0.00590 | 0.00279 | 0.04626 | 4.48 | 0.0343 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03249 | 3.15 | 0.0761 |
| campaign_AW___Electronics | | | | | |

| | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
|---|---|---|---|---|---|
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01788 | 1.73 | 0.1882 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01775 | 1.72 | 0.1898 |

**Bounds on condition number: 185.34, 64523**

**Backward Elimination: Step 63**

**Variable operatingSystem_NTT_DoCoMo Entered: R-Square = 0.1792 and C(p) = -0.8424**

Note: The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 48 | 2037.55998 | 42.44917 | 4110.86 | <.0001 |
| Error | 903604 | 9330.70757 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62515 | 0.49032 | 2.49729 | 241.84 | <.0001 |
| date | 3.768833E-7 | 2.431256E-8 | 2.48136 | 240.30 | <.0001 |
| visitNumber | -0.00014608 | 0.00001197 | 1.53676 | 148.82 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10819 | 10178.9 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06695 | 30414.9 | <.0001 |
| bounces | 0.01916 | 0.00024237 | 64.53571 | 6249.76 | <.0001 |
| newVisits | -0.00983 | 0.00043568 | 5.26178 | 509.56 | <.0001 |
| isMobileBool | 0.00233 | 0.00235 | 0.01015 | 0.98 | 0.3214 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50454 | 145.70 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01358 | 1.32 | 0.2514 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04496 | 4.35 | 0.0369 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03282 | 3.18 | 0.0746 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58231 | 250.08 | <.0001 |
| channelGrouping_Social | 0.01126 | 0.00133 | 0.74506 | 72.15 | <.0001 |
| browser_Amazon_Silk | -0.00931 | 0.00473 | 0.03991 | 3.86 | 0.0493 |
| browser_Android_Browser | -0.00388 | 0.00472 | 0.00698 | 0.68 | 0.4111 |
| browser_Android_Webview | -0.00922 | 0.00223 | 0.17688 | 17.13 | <.0001 |
| browser_Chrome | -0.00930 | 0.00191 | 0.24371 | 23.60 | <.0001 |
| browser_Coc_Coc | -0.00853 | 0.00423 | 0.04209 | 4.08 | 0.0435 |
| browser_Edge | -0.01028 | 0.00217 | 0.23093 | 22.36 | <.0001 |
| browser_Firefox | -0.00970 | 0.00199 | 0.24643 | 23.87 | <.0001 |
| browser_Internet_Explorer | -0.00761 | 0.00207 | 0.13960 | 13.52 | 0.0002 |
| browser_MRCHROME | -0.00580 | 0.00656 | 0.00806 | 0.78 | 0.3770 |
| browser_Maxthon | -0.01005 | 0.00676 | 0.02283 | 2.21 | 0.1371 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla_Compatible_Agent | -0.00484 | 0.00613 | 0.00644 | 0.62 | 0.4298 |
| browser_Opera | -0.00794 | 0.00235 | 0.11802 | 11.43 | 0.0007 |
| browser_Opera_Mini | -0.00212 | 0.00270 | 0.00639 | 0.62 | 0.4316 |
| browser_Puffin | -0.00798 | 0.01071 | 0.00573 | 0.55 | 0.4563 |
| browser_Safari | -0.01301 | 0.00195 | 0.45997 | 44.54 | <.0001 |
| browser_Safari__in_app_ | -0.01206 | 0.00233 | 0.27660 | 26.79 | <.0001 |
| browser_YaBrowser | -0.00858 | 0.00295 | 0.08753 | 8.48 | 0.0036 |
| operatingSystem_Android | 0.00170 | 0.00238 | 0.00527 | 0.51 | 0.4748 |
| operatingSystem_Chrome_OS | 0.01454 | 0.00305 | 0.23460 | 22.72 | <.0001 |
| operatingSystem_Linux | 0.00581 | 0.00303 | 0.03807 | 3.69 | 0.0548 |
| operatingSystem_Macintosh | 0.01590 | 0.00299 | 0.29107 | 28.19 | <.0001 |
| operatingSystem_NTT_DoCoMo | -0.06444 | 0.10166 | 0.00415 | 0.40 | 0.5261 |
| operatingSystem_Windows | 0.00776 | 0.00299 | 0.06965 | 6.74 | 0.0094 |
| operatingSystem_Windows_Phone | 0.00880 | 0.00375 | 0.05680 | 5.50 | 0.0190 |
| operatingSystem_iOS | 0.00556 | 0.00244 | 0.05350 | 5.18 | 0.0228 |
| deviceCategory_tablet | -0.00212 | 0.00064206 | 0.11217 | 10.86 | 0.0010 |
| continent_Africa | -0.00299 | 0.00279 | 0.01191 | 1.15 | 0.2828 |
| continent_Americas | 0.00216 | 0.00267 | 0.00677 | 0.66 | 0.4181 |
| continent_Asia | -0.00451 | 0.00267 | 0.02952 | 2.86 | 0.0909 |
| continent_Europe | -0.00462 | 0.00267 | 0.03088 | 2.99 | 0.0837 |
| continent_Oceania | -0.00590 | 0.00279 | 0.04624 | 4.48 | 0.0343 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03249 | 3.15 | 0.0761 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12000 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01788 | 1.73 | 0.1882 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01775 | 1.72 | 0.1898 |

**Bounds on condition number: 185.37, 65951**

**Backward Elimination: Step 64**

**Variable operatingSystem_NTT_DoCoMo Removed: R-Square = 0.1792 and C(p) = -2.4406**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| **Source** | **DF** | **Sum of Squares** | **Mean Square** | **F Value** | **Pr > F** |
| **Model** | 47 | 2037.55583 | 43.35225 | 4198.32 | <.0001 |
| **Error** | 903605 | 9330.71172 | 0.01033 | | |
| **Corrected Total** | 903652 | 11368 | | | |

| **Variable** | **Parameter Estimate** | **Standard Error** | **Type II SS** | **F Value** | **Pr > F** |
|---|---|---|---|---|---|
| **Intercept** | -7.62499 | 0.49032 | 2.49718 | 241.83 | <.0001 |
| **date** | 3.768733E-7 | 2.431254E-8 | 2.48123 | 240.29 | <.0001 |
| **visitNumber** | -0.00014608 | 0.00001197 | 1.53678 | 148.82 | <.0001 |
| **hits** | -0.00622 | 0.00006162 | 105.10644 | 10178.7 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **pageviews** | 0.01499 | 0.00008597 | 314.06413 | 30414.6 | <.0001 |
| **bounces** | 0.01916 | 0.00024237 | 64.53630 | 6249.83 | <.0001 |
| **newVisits** | -0.00983 | 0.00043568 | 5.26189 | 509.57 | <.0001 |
| **isMobileBool** | 0.00232 | 0.00235 | 0.01008 | 0.98 | 0.3231 |
| **isTrueDirectBool** | 0.00615 | 0.00050946 | 1.50459 | 145.71 | <.0001 |
| **channelGrouping_Direct** | 0.00162 | 0.00141 | 0.01359 | 1.32 | 0.2514 |
| **channelGrouping_Organic_Search** | 0.00272 | 0.00130 | 0.04497 | 4.36 | 0.0369 |
| **channelGrouping_Paid_Search** | 0.00287 | 0.00161 | 0.03282 | 3.18 | 0.0746 |
| **channelGrouping_Referral** | 0.02093 | 0.00132 | 2.58216 | 250.06 | <.0001 |
| **channelGrouping_Social** | 0.01126 | 0.00133 | 0.74511 | 72.16 | <.0001 |
| **browser_Amazon_Silk** | -0.00929 | 0.00473 | 0.03976 | 3.85 | 0.0497 |
| **browser_Android_Browser** | -0.00386 | 0.00472 | 0.00691 | 0.67 | 0.4133 |
| **browser_Android_Webview** | -0.00920 | 0.00223 | 0.17622 | 17.07 | <.0001 |
| **browser_Chrome** | -0.00928 | 0.00191 | 0.24282 | 23.51 | <.0001 |
| **browser_Coc_Coc** | -0.00852 | 0.00423 | 0.04191 | 4.06 | 0.0439 |
| **browser_Edge** | -0.01026 | 0.00217 | 0.23014 | 22.29 | <.0001 |
| **browser_Firefox** | -0.00968 | 0.00199 | 0.24557 | 23.78 | <.0001 |
| **browser_Internet_Explorer** | -0.00759 | 0.00207 | 0.13895 | 13.46 | 0.0002 |
| **browser_MRCHROME** | -0.00578 | 0.00656 | 0.00801 | 0.78 | 0.3785 |
| **browser_Maxthon** | -0.01003 | 0.00676 | 0.02275 | 2.20 | 0.1378 |
| **browser_Mozilla_Compatible_Agent** | -0.00480 | 0.00613 | 0.00633 | 0.61 | 0.4335 |
| **browser_Opera** | -0.00793 | 0.00235 | 0.11750 | 11.38 | 0.0007 |
| **browser_Opera_Mini** | -0.00208 | 0.00270 | 0.00615 | 0.60 | 0.4403 |
| **browser_Puffin** | -0.00796 | 0.01071 | 0.00571 | 0.55 | 0.4573 |
| **browser_Safari** | -0.01299 | 0.00195 | 0.45881 | 44.43 | <.0001 |
| **browser_Safari__in_app_** | -0.01205 | 0.00233 | 0.27583 | 26.71 | <.0001 |
| **browser_YaBrowser** | -0.00856 | 0.00295 | 0.08718 | 8.44 | 0.0037 |
| **operatingSystem_Android** | 0.00173 | 0.00238 | 0.00547 | 0.53 | 0.4668 |
| **operatingSystem_Chrome_OS** | 0.01456 | 0.00305 | 0.23538 | 22.79 | <.0001 |
| **operatingSystem_Linux** | 0.00583 | 0.00303 | 0.03839 | 3.72 | 0.0539 |
| **operatingSystem_Macintosh** | 0.01592 | 0.00299 | 0.29196 | 28.27 | <.0001 |
| **operatingSystem_Windows** | 0.00778 | 0.00299 | 0.07007 | 6.79 | 0.0092 |
| **operatingSystem_Windows_Phone** | 0.00883 | 0.00375 | 0.05720 | 5.54 | 0.0186 |
| **operatingSystem_iOS** | 0.00560 | 0.00244 | 0.05412 | 5.24 | 0.0221 |
| **deviceCategory_tablet** | -0.00212 | 0.00064206 | 0.11215 | 10.86 | 0.0010 |
| **continent_Africa** | -0.00299 | 0.00279 | 0.01192 | 1.15 | 0.2827 |
| **continent_Americas** | 0.00216 | 0.00267 | 0.00676 | 0.65 | 0.4183 |
| **continent_Asia** | -0.00452 | 0.00267 | 0.02954 | 2.86 | 0.0908 |
| **continent_Europe** | -0.00462 | 0.00267 | 0.03090 | 2.99 | 0.0837 |
| **continent_Oceania** | -0.00590 | 0.00279 | 0.04626 | 4.48 | 0.0343 |
| **campaign_AW___Dynamic_Search_Ads** | -0.00230 | 0.00130 | 0.03249 | 3.15 | 0.0761 |
| **campaign_AW___Electronics** | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
| **campaign_Data_Share_Promo** | 0.00200 | 0.00152 | 0.01788 | 1.73 | 0.1882 |
| **campaign_Retail__DO_NOT_EDIT_own** | 0.01889 | 0.01441 | 0.01775 | 1.72 | 0.1898 |

**Bounds on condition number: 185.34, 64523**

**Backward Elimination: Step 65**

**Variable operatingSystem_Android Removed: R-Square = 0.1792 and C(p) = -3.9110**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 46 | 2037.55036 | 44.29457 | 4289.58 | <.0001 |
| Error | 903606 | 9330.71719 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62348 | 0.49032 | 2.49624 | 241.74 | <.0001 |
| date | 3.768533E-7 | 2.431252E-8 | 2.48096 | 240.26 | <.0001 |
| visitNumber | -0.00014607 | 0.00001197 | 1.53660 | 148.81 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10453 | 10178.5 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.06057 | 30414.3 | <.0001 |
| bounces | 0.01916 | 0.00024236 | 64.54522 | 6250.69 | <.0001 |
| newVisits | -0.00983 | 0.00043568 | 5.26183 | 509.57 | <.0001 |
| isMobileBool | 0.00267 | 0.00230 | 0.01392 | 1.35 | 0.2456 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50413 | 145.66 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01360 | 1.32 | 0.2512 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04504 | 4.36 | 0.0368 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03288 | 3.18 | 0.0743 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58202 | 250.05 | <.0001 |
| channelGrouping_Social | 0.01125 | 0.00133 | 0.74428 | 72.08 | <.0001 |
| browser_Amazon_Silk | -0.00907 | 0.00472 | 0.03803 | 3.68 | 0.0550 |
| browser_Android_Browser | -0.00364 | 0.00471 | 0.00617 | 0.60 | 0.4397 |
| browser_Android_Webview | -0.00898 | 0.00221 | 0.17103 | 16.56 | <.0001 |
| browser_Chrome | -0.00907 | 0.00189 | 0.23735 | 22.99 | <.0001 |
| browser_Coc_Coc | -0.00831 | 0.00422 | 0.04006 | 3.88 | 0.0489 |
| browser_Edge | -0.01007 | 0.00216 | 0.22492 | 21.78 | <.0001 |
| browser_Firefox | -0.00948 | 0.00197 | 0.24011 | 23.25 | <.0001 |
| browser_Internet_Explorer | -0.00741 | 0.00205 | 0.13425 | 13.00 | 0.0003 |
| browser_MRCHROME | -0.00556 | 0.00655 | 0.00744 | 0.72 | 0.3960 |
| browser_Maxthon | -0.00982 | 0.00675 | 0.02183 | 2.11 | 0.1459 |
| browser_Mozilla_Compatible_Agent | -0.00590 | 0.00594 | 0.01018 | 0.99 | 0.3208 |
| browser_Opera | -0.00771 | 0.00233 | 0.11300 | 10.94 | 0.0009 |
| browser_Opera_Mini | -0.00310 | 0.00231 | 0.01864 | 1.81 | 0.1790 |
| browser_Puffin | -0.00775 | 0.01071 | 0.00541 | 0.52 | 0.4692 |
| browser_Safari | -0.01278 | 0.00193 | 0.45414 | 43.98 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Safari__in_app_ | -0.01183 | 0.00231 | 0.27041 | 26.19 | <.0001 |
| browser_YaBrowser | -0.00834 | 0.00293 | 0.08369 | 8.10 | 0.0044 |
| operatingSystem_Chrome_OS | 0.01319 | 0.00239 | 0.31333 | 30.34 | <.0001 |
| operatingSystem_Linux | 0.00447 | 0.00237 | 0.03665 | 3.55 | 0.0596 |
| operatingSystem_Macintosh | 0.01455 | 0.00232 | 0.40475 | 39.20 | <.0001 |
| operatingSystem_Windows | 0.00641 | 0.00232 | 0.07908 | 7.66 | 0.0057 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06057 | 5.87 | 0.0154 |
| operatingSystem_iOS | 0.00387 | 0.00059440 | 0.43774 | 42.39 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064205 | 0.11249 | 10.89 | 0.0010 |
| continent_Africa | -0.00296 | 0.00279 | 0.01162 | 1.12 | 0.2889 |
| continent_Americas | 0.00222 | 0.00267 | 0.00716 | 0.69 | 0.4049 |
| continent_Asia | -0.00445 | 0.00267 | 0.02872 | 2.78 | 0.0954 |
| continent_Europe | -0.00456 | 0.00267 | 0.03011 | 2.92 | 0.0877 |
| continent_Oceania | -0.00584 | 0.00279 | 0.04535 | 4.39 | 0.0361 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03251 | 3.15 | 0.0760 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01787 | 1.73 | 0.1883 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.5, 50395**

**Backward Elimination: Step 66**

**Variable browser_Puffin Removed: R-Square = 0.1792 and C(p) = -5.3872**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 45 | 2037.54495 | 45.27878 | 4384.89 | <.0001 |
| Error | 903607 | 9330.72259 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.61997 | 0.49029 | 2.49419 | 241.54 | <.0001 |
| date | 3.766687E-7 | 2.431118E-8 | 2.47881 | 240.05 | <.0001 |
| visitNumber | -0.00014608 | 0.00001197 | 1.53672 | 148.82 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10287 | 10178.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05761 | 30414.0 | <.0001 |
| bounces | 0.01916 | 0.00024236 | 64.54765 | 6250.93 | <.0001 |
| newVisits | -0.00984 | 0.00043568 | 5.26246 | 509.63 | <.0001 |
| isMobileBool | 0.00265 | 0.00230 | 0.01371 | 1.33 | 0.2492 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50385 | 145.64 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01360 | 1.32 | 0.2511 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04503 | 4.36 | 0.0368 |

| | | | | | |
|---|---|---|---|---|---|
| **channelGrouping_Paid_Search** | 0.00287 | 0.00161 | 0.03284 | 3.18 | 0.0746 |
| **channelGrouping_Referral** | 0.02093 | 0.00132 | 2.58224 | 250.07 | <.0001 |
| **channelGrouping_Social** | 0.01125 | 0.00133 | 0.74377 | 72.03 | <.0001 |
| **browser_Amazon_Silk** | -0.00883 | 0.00471 | 0.03626 | 3.51 | 0.0609 |
| **browser_Android_Browser** | -0.00341 | 0.00470 | 0.00543 | 0.53 | 0.4683 |
| **browser_Android_Webview** | -0.00874 | 0.00218 | 0.16580 | 16.06 | <.0001 |
| **browser_Chrome** | -0.00883 | 0.00186 | 0.23204 | 22.47 | <.0001 |
| **browser_Coc_Coc** | -0.00807 | 0.00420 | 0.03805 | 3.69 | 0.0549 |
| **browser_Edge** | -0.00983 | 0.00213 | 0.21951 | 21.26 | <.0001 |
| **browser_Firefox** | -0.00924 | 0.00194 | 0.23476 | 22.73 | <.0001 |
| **browser_Internet_Explorer** | -0.00717 | 0.00203 | 0.12908 | 12.50 | 0.0004 |
| **browser_MRCHROME** | -0.00532 | 0.00654 | 0.00683 | 0.66 | 0.4159 |
| **browser_Maxthon** | -0.00958 | 0.00674 | 0.02085 | 2.02 | 0.1553 |
| **browser_Mozilla_Compatible_Agent** | -0.00569 | 0.00594 | 0.00948 | 0.92 | 0.3380 |
| **browser_Opera** | -0.00747 | 0.00231 | 0.10831 | 10.49 | 0.0012 |
| **browser_Opera_Mini** | -0.00286 | 0.00228 | 0.01627 | 1.58 | 0.2095 |
| **browser_Safari** | -0.01254 | 0.00190 | 0.45043 | 43.62 | <.0001 |
| **browser_Safari__in_app_** | -0.01159 | 0.00229 | 0.26500 | 25.66 | <.0001 |
| **browser_YaBrowser** | -0.00811 | 0.00291 | 0.08000 | 7.75 | 0.0054 |
| **operatingSystem_Chrome_OS** | 0.01316 | 0.00239 | 0.31226 | 30.24 | <.0001 |
| **operatingSystem_Linux** | 0.00443 | 0.00237 | 0.03610 | 3.50 | 0.0615 |
| **operatingSystem_Macintosh** | 0.01452 | 0.00232 | 0.40350 | 39.08 | <.0001 |
| **operatingSystem_Windows** | 0.00639 | 0.00232 | 0.07852 | 7.60 | 0.0058 |
| **operatingSystem_Windows_Phone** | 0.00714 | 0.00295 | 0.06053 | 5.86 | 0.0155 |
| **operatingSystem_iOS** | 0.00387 | 0.00059437 | 0.43680 | 42.30 | <.0001 |
| **deviceCategory_tablet** | -0.00212 | 0.00064204 | 0.11252 | 10.90 | 0.0010 |
| **continent_Africa** | -0.00296 | 0.00279 | 0.01164 | 1.13 | 0.2884 |
| **continent_Americas** | 0.00222 | 0.00267 | 0.00715 | 0.69 | 0.4052 |
| **continent_Asia** | -0.00445 | 0.00267 | 0.02871 | 2.78 | 0.0954 |
| **continent_Europe** | -0.00456 | 0.00267 | 0.03014 | 2.92 | 0.0875 |
| **continent_Oceania** | -0.00584 | 0.00279 | 0.04539 | 4.40 | 0.0360 |
| **campaign_AW___Dynamic_Search_Ads** | -0.00230 | 0.00130 | 0.03250 | 3.15 | 0.0761 |
| **campaign_AW___Electronics** | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
| **campaign_Data_Share_Promo** | 0.00200 | 0.00152 | 0.01784 | 1.73 | 0.1887 |
| **campaign_Retail__DO_NOT_EDIT_own** | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.5, 49049**

**Backward Elimination: Step 67**

**Variable browser_Android_Browser Removed: R-Square = 0.1792 and C(p) = -6.8613**

| **Analysis of Variance** | | | |
|---|---|---|---|
| | | **Sum of** | **Mean** |

| Source | DF | Squares | Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 44 | 2037.53952 | 46.30772 | 4484.54 | <.0001 |
| Error | 903608 | 9330.72802 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62229 | 0.49028 | 2.49581 | 241.70 | <.0001 |
| date | 3.767594E-7 | 2.431085E-8 | 2.48007 | 240.18 | <.0001 |
| visitNumber | -0.00014607 | 0.00001197 | 1.53659 | 148.81 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.10007 | 10178.1 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.05361 | 30413.6 | <.0001 |
| bounces | 0.01916 | 0.00024236 | 64.54886 | 6251.05 | <.0001 |
| newVisits | -0.00984 | 0.00043568 | 5.26244 | 509.63 | <.0001 |
| isMobileBool | 0.00260 | 0.00230 | 0.01322 | 1.28 | 0.2578 |
| isTrueDirectBool | 0.00615 | 0.00050946 | 1.50362 | 145.61 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01362 | 1.32 | 0.2508 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04510 | 4.37 | 0.0366 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03291 | 3.19 | 0.0742 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58177 | 250.02 | <.0001 |
| channelGrouping_Social | 0.01125 | 0.00133 | 0.74366 | 72.02 | <.0001 |
| browser_Amazon_Silk | -0.00830 | 0.00466 | 0.03283 | 3.18 | 0.0746 |
| browser_Android_Webview | -0.00821 | 0.00206 | 0.16478 | 15.96 | <.0001 |
| browser_Chrome | -0.00831 | 0.00172 | 0.24170 | 23.41 | <.0001 |
| browser_Coc_Coc | -0.00755 | 0.00414 | 0.03430 | 3.32 | 0.0684 |
| browser_Edge | -0.00930 | 0.00201 | 0.22236 | 21.53 | <.0001 |
| browser_Firefox | -0.00872 | 0.00180 | 0.24252 | 23.49 | <.0001 |
| browser_Internet_Explorer | -0.00664 | 0.00189 | 0.12715 | 12.31 | 0.0004 |
| browser_MRCHROME | -0.00480 | 0.00650 | 0.00562 | 0.54 | 0.4607 |
| browser_Maxthon | -0.00906 | 0.00670 | 0.01885 | 1.83 | 0.1767 |
| browser_Mozilla_Compatible_Agent | -0.00520 | 0.00590 | 0.00804 | 0.78 | 0.3777 |
| browser_Opera | -0.00695 | 0.00219 | 0.10385 | 10.06 | 0.0015 |
| browser_Opera_Mini | -0.00233 | 0.00216 | 0.01203 | 1.17 | 0.2804 |
| browser_Safari | -0.01202 | 0.00176 | 0.48325 | 46.80 | <.0001 |
| browser_Safari__in_app_ | -0.01107 | 0.00217 | 0.26832 | 25.98 | <.0001 |
| browser_YaBrowser | -0.00758 | 0.00282 | 0.07458 | 7.22 | 0.0072 |
| operatingSystem_Chrome_OS | 0.01312 | 0.00239 | 0.31045 | 30.06 | <.0001 |
| operatingSystem_Linux | 0.00440 | 0.00237 | 0.03566 | 3.45 | 0.0631 |
| operatingSystem_Macintosh | 0.01448 | 0.00232 | 0.40144 | 38.88 | <.0001 |
| operatingSystem_Windows | 0.00634 | 0.00231 | 0.07753 | 7.51 | 0.0061 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06067 | 5.88 | 0.0154 |
| operatingSystem_iOS | 0.00387 | 0.00059429 | 0.43849 | 42.46 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064204 | 0.11254 | 10.90 | 0.0010 |
| continent_Africa | -0.00296 | 0.00279 | 0.01164 | 1.13 | 0.2883 |
| continent_Americas | 0.00222 | 0.00267 | 0.00719 | 0.70 | 0.4040 |

| | | | | |
|---|---|---|---|---|
| continent_Asia | -0.00444 | 0.00267 | 0.02858 | 2.77 | 0.0962 |
| continent_Europe | -0.00455 | 0.00267 | 0.03006 | 2.91 | 0.0880 |
| continent_Oceania | -0.00584 | 0.00279 | 0.04532 | 4.39 | 0.0362 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03251 | 3.15 | 0.0760 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01784 | 1.73 | 0.1887 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.5, 46930**

**Backward Elimination: Step 68**

**Variable browser_MRCHROME Removed: R-Square = 0.1792 and C(p) = -8.3171**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 43 | 2037.53390 | 47.38451 | 4588.82 | <.0001 |
| Error | 903609 | 9330.73364 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62333 | 0.49028 | 2.49652 | 241.77 | <.0001 |
| date | 3.767966E-7 | 2.431079E-8 | 2.48057 | 240.22 | <.0001 |
| visitNumber | -0.00014606 | 0.00001197 | 1.53637 | 148.79 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.09696 | 10177.8 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.04861 | 30413.2 | <.0001 |
| bounces | 0.01916 | 0.00024236 | 64.54633 | 6250.81 | <.0001 |
| newVisits | -0.00984 | 0.00043568 | 5.26273 | 509.65 | <.0001 |
| isMobileBool | 0.00257 | 0.00229 | 0.01294 | 1.25 | 0.2630 |
| isTrueDirectBool | 0.00615 | 0.00050945 | 1.50329 | 145.58 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01365 | 1.32 | 0.2503 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04519 | 4.38 | 0.0364 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03292 | 3.19 | 0.0742 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58194 | 250.04 | <.0001 |
| channelGrouping_Social | 0.01124 | 0.00133 | 0.74319 | 71.97 | <.0001 |
| browser_Amazon_Silk | -0.00797 | 0.00463 | 0.03055 | 2.96 | 0.0854 |
| browser_Android_Webview | -0.00789 | 0.00201 | 0.15933 | 15.43 | <.0001 |
| browser_Chrome | -0.00797 | 0.00166 | 0.23932 | 23.18 | <.0001 |
| browser_Coc_Coc | -0.00721 | 0.00412 | 0.03170 | 3.07 | 0.0797 |
| browser_Edge | -0.00896 | 0.00195 | 0.21794 | 21.11 | <.0001 |
| browser_Firefox | -0.00838 | 0.00174 | 0.23959 | 23.20 | <.0001 |
| browser_Internet_Explorer | -0.00630 | 0.00184 | 0.12169 | 11.78 | 0.0006 |
| browser_Maxthon | -0.00872 | 0.00669 | 0.01755 | 1.70 | 0.1924 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Mozilla_Compatible_Agent | -0.00490 | 0.00588 | 0.00716 | 0.69 | 0.4050 |
| browser_Opera | -0.00661 | 0.00214 | 0.09829 | 9.52 | 0.0020 |
| browser_Opera_Mini | -0.00201 | 0.00212 | 0.00930 | 0.90 | 0.3425... |
| browser_Safari | -0.01169 | 0.00170 | 0.48940 | 47.39 | <.0001 |
| browser_Safari__in_app_ | -0.01073 | 0.00212 | 0.26392 | 25.56 | <.0001 |
| browser_YaBrowser | -0.00724 | 0.00278 | 0.06987 | 6.77 | 0.0093 |
| operatingSystem_Chrome_OS | 0.01308 | 0.00239 | 0.30890 | 29.91 | <.0001 |
| operatingSystem_Linux | 0.00438 | 0.00237 | 0.03524 | 3.41 | 0.0647 |
| operatingSystem_Macintosh | 0.01445 | 0.00232 | 0.39965 | 38.70 | <.0001 |
| operatingSystem_Windows | 0.00630 | 0.00231 | 0.07661 | 7.42 | 0.0065 |
| operatingSystem_Windows_Phone | 0.00714 | 0.00295 | 0.06056 | 5.86 | 0.0155 |
| operatingSystem_iOS | 0.00387 | 0.00059421 | 0.43695 | 42.32 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064204 | 0.11256 | 10.90 | 0.0010 |
| continent_Africa | -0.00296 | 0.00279 | 0.01162 | 1.13 | 0.2887 |
| continent_Americas | 0.00222 | 0.00267 | 0.00716 | 0.69 | 0.4050 |
| continent_Asia | -0.00444 | 0.00267 | 0.02857 | 2.77 | 0.0963 |
| continent_Europe | -0.00456 | 0.00267 | 0.03017 | 2.92 | 0.0874 |
| continent_Oceania | -0.00584 | 0.00279 | 0.04538 | 4.39 | 0.0360 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03250 | 3.15 | 0.0760 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12002 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01788 | 1.73 | 0.1882 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.5, 45436**

**Backward Elimination: Step 69**

**Variable browser_Mozilla_Compatible_Agent Removed: R-Square = 0.1792 and C(p) = -9.6237**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 42 | 2037.52674 | 48.51254 | 4698.06 | <.0001 |
| Error | 903610 | 9330.74081 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62373 | 0.49028 | 2.49678 | 241.79 | <.0001 |
| date | 3.767667E-7 | 2.431076E-8 | 2.48018 | 240.19 | <.0001 |
| visitNumber | -0.00014606 | 0.00001197 | 1.53619 | 148.77 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.09269 | 10177.4 | <.0001 |
| pageviews | 0.01499 | 0.00008597 | 314.04248 | 30412.6 | <.0001 |
| bounces | 0.01916 | 0.00024236 | 64.55480 | 6251.63 | <.0001 |
| newVisits | -0.00983 | 0.00043567 | 5.26078 | 509.47 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| isMobileBool | 0.00324 | 0.00215 | 0.02352 | 2.28 | 0.1312 |
| isTrueDirectBool | 0.00615 | 0.00050945 | 1.50300 | 145.55 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01366 | 1.32 | 0.2501 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04517 | 4.37 | 0.0365 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03295 | 3.19 | 0.0741 |
| channelGrouping_Referral | 0.02093 | 0.00132 | 2.58174 | 250.02 | <.0001 |
| channelGrouping_Social | 0.01124 | 0.00133 | 0.74262 | 71.92 | <.0001 |
| browser_Amazon_Silk | -0.00761 | 0.00461 | 0.02810 | 2.72 | 0.0990 |
| browser_Android_Webview | -0.00754 | 0.00196 | 0.15217 | 14.74 | 0.0001 |
| browser_Chrome | -0.00763 | 0.00160 | 0.23378 | 22.64 | <.0001 |
| browser_Coc_Coc | -0.00687 | 0.00410 | 0.02903 | 2.81 | 0.0936 |
| browser_Edge | -0.00863 | 0.00191 | 0.21090 | 20.42 | <.0001 |
| browser_Firefox | -0.00803 | 0.00169 | 0.23358 | 22.62 | <.0001 |
| browser_Internet_Explorer | -0.00600 | 0.00180 | 0.11477 | 11.11 | 0.0009 |
| browser_Maxthon | -0.00837 | 0.00668 | 0.01624 | 1.57 | 0.2098 |
| browser_Opera | -0.00626 | 0.00210 | 0.09169 | 8.88 | 0.0029 |
| browser_Opera_Mini | -0.00166 | 0.00208 | 0.00663 | 0.64 | 0.4231 |
| browser_Safari | -0.01134 | 0.00165 | 0.49038 | 47.49 | <.0001 |
| browser_Safari__in_app_ | -0.01038 | 0.00208 | 0.25704 | 24.89 | <.0001 |
| browser_YaBrowser | -0.00688 | 0.00275 | 0.06474 | 6.27 | 0.0123 |
| operatingSystem_Chrome_OS | 0.01376 | 0.00225 | 0.38607 | 37.39 | <.0001 |
| operatingSystem_Linux | 0.00506 | 0.00222 | 0.05357 | 5.19 | 0.0227 |
| operatingSystem_Macintosh | 0.01512 | 0.00218 | 0.49881 | 48.31 | <.0001 |
| operatingSystem_Windows | 0.00698 | 0.00217 | 0.10706 | 10.37 | 0.0013 |
| operatingSystem_Windows_Phone | 0.00716 | 0.00295 | 0.06079 | 5.89 | 0.0153 |
| operatingSystem_iOS | 0.00387 | 0.00059418 | 0.43800 | 42.42 | <.0001 |
| deviceCategory_tablet | -0.00213 | 0.00064197 | 0.11345 | 10.99 | 0.0009 |
| continent_Africa | -0.00298 | 0.00279 | 0.01180 | 1.14 | 0.2851 |
| continent_Americas | 0.00219 | 0.00267 | 0.00699 | 0.68 | 0.4106 |
| continent_Asia | -0.00446 | 0.00267 | 0.02885 | 2.79 | 0.0946 |
| continent_Europe | -0.00459 | 0.00267 | 0.03054 | 2.96 | 0.0855 |
| continent_Oceania | -0.00587 | 0.00279 | 0.04583 | 4.44 | 0.0351 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03252 | 3.15 | 0.0760 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12002 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01787 | 1.73 | 0.1884 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.47, 42328**

**Backward Elimination: Step 70**

**Variable browser_Opera_Mini Removed: R-Square = 0.1792 and C(p) = -10.9820**

**Analysis of Variance**

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 41 | 2037.52011 | 49.69561 | 4812.64 | <.0001 |
| Error | 903611 | 9330.74743 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62428 | 0.49028 | 2.49714 | 241.83 | <.0001 |
| date | 3.767536E-7 | 2.431075E-8 | 2.48001 | 240.17 | <.0001 |
| visitNumber | -0.00014607 | 0.00001197 | 1.53640 | 148.79 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08608 | 10176.8 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.04041 | 30412.4 | <.0001 |
| bounces | 0.01916 | 0.00024235 | 64.56304 | 6252.43 | <.0001 |
| newVisits | -0.00984 | 0.00043565 | 5.26483 | 509.86 | <.0001 |
| isMobileBool | 0.00301 | 0.00213 | 0.02070 | 2.00 | 0.1568 |
| isTrueDirectBool | 0.00614 | 0.00050943 | 1.50125 | 145.38 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01366 | 1.32 | 0.2500 |
| channelGrouping_Organic_Search | 0.00273 | 0.00130 | 0.04535 | 4.39 | 0.0361 |
| channelGrouping_Paid_Search | 0.00288 | 0.00161 | 0.03309 | 3.20 | 0.0734 |
| channelGrouping_Referral | 0.02092 | 0.00132 | 2.58136 | 249.99 | <.0001 |
| channelGrouping_Social | 0.01124 | 0.00133 | 0.74281 | 71.94 | <.0001 |
| browser_Amazon_Silk | -0.00665 | 0.00446 | 0.02300 | 2.23 | 0.1356 |
| browser_Android_Webview | -0.00656 | 0.00154 | 0.18765 | 18.17 | <.0001 |
| browser_Chrome | -0.00667 | 0.00106 | 0.40463 | 39.19 | <.0001 |
| browser_Coc_Coc | -0.00591 | 0.00392 | 0.02351 | 2.28 | 0.1313 |
| browser_Edge | -0.00767 | 0.00148 | 0.27566 | 26.70 | <.0001 |
| browser_Firefox | -0.00708 | 0.00119 | 0.36303 | 35.16 | <.0001 |
| browser_Internet_Explorer | -0.00502 | 0.00133 | 0.14818 | 14.35 | 0.0002 |
| browser_Maxthon | -0.00741 | 0.00657 | 0.01314 | 1.27 | 0.2592 |
| browser_Opera | -0.00530 | 0.00172 | 0.09748 | 9.44 | 0.0021 |
| browser_Safari | -0.01038 | 0.00113 | 0.87147 | 84.40 | <.0001 |
| browser_Safari__in_app_ | -0.00942 | 0.00170 | 0.31733 | 30.73 | <.0001 |
| browser_YaBrowser | -0.00593 | 0.00248 | 0.05916 | 5.73 | 0.0167 |
| operatingSystem_Chrome_OS | 0.01355 | 0.00223 | 0.37949 | 36.75 | <.0001 |
| operatingSystem_Linux | 0.00487 | 0.00221 | 0.05023 | 4.86 | 0.0274 |
| operatingSystem_Macintosh | 0.01491 | 0.00216 | 0.49221 | 47.67 | <.0001 |
| operatingSystem_Windows | 0.00676 | 0.00215 | 0.10215 | 9.89 | 0.0017 |
| operatingSystem_Windows_Phone | 0.00716 | 0.00295 | 0.06089 | 5.90 | 0.0152 |
| operatingSystem_iOS | 0.00388 | 0.00059404 | 0.44062 | 42.67 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064188 | 0.11255 | 10.90 | 0.0010 |
| continent_Africa | -0.00301 | 0.00279 | 0.01208 | 1.17 | 0.2795 |
| continent_Americas | 0.00226 | 0.00266 | 0.00744 | 0.72 | 0.3960 |
| continent_Asia | -0.00439 | 0.00267 | 0.02797 | 2.71 | 0.0998 |
| continent_Europe | -0.00452 | 0.00267 | 0.02966 | 2.87 | 0.0901 |

| | | | | | |
|---|---|---|---|---|---|
| continent_Oceania | -0.00580 | 0.00279 | 0.04480 | 4.34 | 0.0373 |
| campaign_AW___Dynamic_Search_Ads | -0.00231 | 0.00130 | 0.03258 | 3.15 | 0.0757 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12003 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01787 | 1.73 | 0.1883 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01889 | 0.01441 | 0.01776 | 1.72 | 0.1897 |

**Bounds on condition number: 155.32, 38573**

**Backward Elimination: Step 71**

**Variable continent_Americas Removed: R-Square = 0.1792 and C(p) = -12.2615**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 40 | 2037.51267 | 50.93782 | 4932.94 | <.0001 |
| Error | 903612 | 9330.75487 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62587 | 0.49028 | 2.49822 | 241.93 | <.0001 |
| date | 3.769401E-7 | 2.430975E-8 | 2.48267 | 240.43 | <.0001 |
| visitNumber | -0.00014602 | 0.00001197 | 1.53554 | 148.71 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08863 | 10177.0 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.04909 | 30413.2 | <.0001 |
| bounces | 0.01916 | 0.00024235 | 64.55586 | 6251.74 | <.0001 |
| newVisits | -0.00984 | 0.00043564 | 5.26833 | 510.20 | <.0001 |
| isMobileBool | 0.00307 | 0.00213 | 0.02156 | 2.09 | 0.1485 |
| isTrueDirectBool | 0.00614 | 0.00050943 | 1.50084 | 145.34 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01358 | 1.32 | 0.2514 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04516 | 4.37 | 0.0365 |
| channelGrouping_Paid_Search | 0.00288 | 0.00161 | 0.03303 | 3.20 | 0.0737 |
| channelGrouping_Referral | 0.02092 | 0.00132 | 2.58055 | 249.91 | <.0001 |
| channelGrouping_Social | 0.01123 | 0.00133 | 0.74194 | 71.85 | <.0001 |
| browser_Amazon_Silk | -0.00660 | 0.00445 | 0.02269 | 2.20 | 0.1382 |
| browser_Android_Webview | -0.00652 | 0.00154 | 0.18573 | 17.99 | <.0001 |
| browser_Chrome | -0.00663 | 0.00106 | 0.40083 | 38.82 | <.0001 |
| browser_Coc_Coc | -0.00588 | 0.00392 | 0.02324 | 2.25 | 0.1336 |
| browser_Edge | -0.00763 | 0.00148 | 0.27310 | 26.45 | <.0001 |
| browser_Firefox | -0.00704 | 0.00119 | 0.35987 | 34.85 | <.0001 |
| browser_Internet_Explorer | -0.00501 | 0.00133 | 0.14722 | 14.26 | 0.0002 |
| browser_Maxthon | -0.00738 | 0.00657 | 0.01304 | 1.26 | 0.2612 |
| browser_Opera | -0.00527 | 0.00172 | 0.09655 | 9.35 | 0.0022 |
| browser_Safari | -0.01035 | 0.00113 | 0.86668 | 83.93 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Safari__in_app_ | -0.00939 | 0.00170 | 0.31528 | 30.53 | <.0001 |
| browser_YaBrowser | -0.00589 | 0.00248 | 0.05846 | 5.66 | 0.0173 |
| operatingSystem_Chrome_OS | 0.01361 | 0.00223 | 0.38364 | 37.15 | <.0001 |
| operatingSystem_Linux | 0.00494 | 0.00221 | 0.05162 | 5.00 | 0.0254 |
| operatingSystem_Macintosh | 0.01497 | 0.00216 | 0.49710 | 48.14 | <.0001 |
| operatingSystem_Windows | 0.00682 | 0.00215 | 0.10407 | 10.08 | 0.0015 |
| operatingSystem_Windows_Phone | 0.00716 | 0.00295 | 0.06084 | 5.89 | 0.0152 |
| operatingSystem_iOS | 0.00389 | 0.00059400 | 0.44194 | 42.80 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064187 | 0.11271 | 10.92 | 0.0010 |
| continent_Africa | -0.00526 | 0.00088293 | 0.36615 | 35.46 | <.0001 |
| continent_Asia | -0.00664 | 0.00029288 | 5.30570 | 513.82 | <.0001 |
| continent_Europe | -0.00677 | 0.00029155 | 5.57234 | 539.64 | <.0001 |
| continent_Oceania | -0.00805 | 0.00084752 | 0.93232 | 90.29 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03249 | 3.15 | 0.0761 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12002 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00199 | 0.00152 | 0.01774 | 1.72 | 0.1899 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01890 | 0.01441 | 0.01778 | 1.72 | 0.1895 |

**Bounds on condition number: 95.978, 21811**

**Backward Elimination: Step 72**

**Variable browser_Maxthon Removed: R-Square = 0.1792 and C(p) = -12.9989**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 39 | 2037.49963 | 52.24358 | 5059.39 | <.0001 |
| Error | 903613 | 9330.76791 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62685 | 0.49028 | 2.49887 | 242.00 | <.0001 |
| date | 3.769813E-7 | 2.430973E-8 | 2.48322 | 240.48 | <.0001 |
| visitNumber | -0.00014599 | 0.00001197 | 1.53491 | 148.64 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08689 | 10176.9 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.04652 | 30413.0 | <.0001 |
| bounces | 0.01916 | 0.00024235 | 64.55630 | 6251.78 | <.0001 |
| newVisits | -0.00984 | 0.00043564 | 5.26712 | 510.08 | <.0001 |
| isMobileBool | 0.00304 | 0.00213 | 0.02102 | 2.04 | 0.1536 |
| isTrueDirectBool | 0.00614 | 0.00050943 | 1.50108 | 145.37 | <.0001 |
| channelGrouping_Direct | 0.00162 | 0.00141 | 0.01360 | 1.32 | 0.2511 |
| channelGrouping_Organic_Search | 0.00272 | 0.00130 | 0.04517 | 4.37 | 0.0365 |
| channelGrouping_Paid_Search | 0.00287 | 0.00161 | 0.03298 | 3.19 | 0.0739 |

| | | | | | |
|---|---|---|---|---|---|
| channelGrouping_Referral | 0.02092 | 0.00132 | 2.58062 | 249.91 | <.0001 |
| channelGrouping_Social | 0.01123 | 0.00133 | 0.74218 | 71.87 | <.0001 |
| browser_Amazon_Silk | -0.00642 | 0.00445 | 0.02149 | 2.08 | 0.1491 |
| browser_Android_Webview | -0.00635 | 0.00153 | 0.17771 | 17.21 | <.0001 |
| browser_Chrome | -0.00644 | 0.00105 | 0.38796 | 37.57 | <.0001 |
| browser_Coc_Coc | -0.00568 | 0.00392 | 0.02177 | 2.11 | 0.1465 |
| browser_Edge | -0.00743 | 0.00147 | 0.26280 | 25.45 | <.0001 |
| browser_Firefox | -0.00685 | 0.00118 | 0.34757 | 33.66 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13819 | 13.38 | 0.0003 |
| browser_Opera | -0.00508 | 0.00172 | 0.09047 | 8.76 | 0.0031 |
| browser_Safari | -0.01016 | 0.00112 | 0.85425 | 82.73 | <.0001 |
| browser_Safari__in_app_ | -0.00920 | 0.00169 | 0.30576 | 29.61 | <.0001 |
| browser_YaBrowser | -0.00569 | 0.00247 | 0.05489 | 5.32 | 0.0211 |
| operatingSystem_Chrome_OS | 0.01356 | 0.00223 | 0.38091 | 36.89 | <.0001 |
| operatingSystem_Linux | 0.00489 | 0.00221 | 0.05066 | 4.91 | 0.0268 |
| operatingSystem_Macintosh | 0.01492 | 0.00216 | 0.49391 | 47.83 | <.0001 |
| operatingSystem_Windows | 0.00677 | 0.00215 | 0.10235 | 9.91 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06066 | 5.87 | 0.0154 |
| operatingSystem_iOS | 0.00388 | 0.00059394 | 0.43985 | 42.60 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064187 | 0.11300 | 10.94 | 0.0009 |
| continent_Africa | -0.00523 | 0.00088267 | 0.36300 | 35.15 | <.0001 |
| continent_Asia | -0.00663 | 0.00029286 | 5.30023 | 513.29 | <.0001 |
| continent_Europe | -0.00677 | 0.00029154 | 5.57427 | 539.83 | <.0001 |
| continent_Oceania | -0.00805 | 0.00084752 | 0.93239 | 90.30 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00230 | 0.00130 | 0.03243 | 3.14 | 0.0763 |
| campaign_AW___Electronics | -0.03553 | 0.01042 | 0.12001 | 11.62 | 0.0007 |
| campaign_Data_Share_Promo | 0.00200 | 0.00152 | 0.01780 | 1.72 | 0.1892 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01890 | 0.01441 | 0.01777 | 1.72 | 0.1896 |

**Bounds on condition number: 95.921, 21174**

**Backward Elimination: Step 73**

**Variable channelGrouping_Direct Removed: R-Square = 0.1792 and C(p) = -13.6820**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 38 | 2037.48603 | 53.61805 | 5192.49 | <.0001 |
| Error | 903614 | 9330.78151 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62899 | 0.49027 | 2.50031 | 242.14 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| date | 3.771483E-7 | 2.43093E-8 | 2.48550 | 240.70 | <.0001 |
| visitNumber | -0.00014656 | 0.00001196 | 1.54942 | 150.05 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08900 | 10177.1 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.04965 | 30413.3 | <.0001 |
| bounces | 0.01916 | 0.00024235 | 64.55879 | 6252.02 | <.0001 |
| newVisits | -0.00967 | 0.00041134 | 5.71181 | 553.15 | <.0001 |
| isMobileBool | 0.00304 | 0.00213 | 0.02103 | 2.04 | 0.1536 |
| isTrueDirectBool | 0.00636 | 0.00047229 | 1.87334 | 181.42 | <.0001 |
| channelGrouping_Organic_Search | 0.00133 | 0.00047403 | 0.08151 | 7.89 | 0.0050 |
| channelGrouping_Paid_Search | 0.00152 | 0.00109 | 0.01997 | 1.93 | 0.1643 |
| channelGrouping_Referral | 0.01954 | 0.00054690 | 13.17866 | 1276.25 | <.0001 |
| channelGrouping_Social | 0.00984 | 0.00053076 | 3.54924 | 343.72 | <.0001 |
| browser_Amazon_Silk | -0.00642 | 0.00445 | 0.02149 | 2.08 | 0.1492 |
| browser_Android_Webview | -0.00635 | 0.00153 | 0.17772 | 17.21 | <.0001 |
| browser_Chrome | -0.00644 | 0.00105 | 0.38878 | 37.65 | <.0001 |
| browser_Coc_Coc | -0.00570 | 0.00392 | 0.02185 | 2.12 | 0.1458 |
| browser_Edge | -0.00744 | 0.00147 | 0.26319 | 25.49 | <.0001 |
| browser_Firefox | -0.00685 | 0.00118 | 0.34837 | 33.74 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13839 | 13.40 | 0.0003 |
| browser_Opera | -0.00508 | 0.00172 | 0.09058 | 8.77 | 0.0031 |
| browser_Safari | -0.01016 | 0.00112 | 0.85414 | 82.72 | <.0001 |
| browser_Safari__in_app_ | -0.00919 | 0.00169 | 0.30516 | 29.55 | <.0001 |
| browser_YaBrowser | -0.00570 | 0.00247 | 0.05504 | 5.33 | 0.0210 |
| operatingSystem_Chrome_OS | 0.01356 | 0.00223 | 0.38070 | 36.87 | <.0001 |
| operatingSystem_Linux | 0.00488 | 0.00221 | 0.05052 | 4.89 | 0.0270 |
| operatingSystem_Macintosh | 0.01492 | 0.00216 | 0.49365 | 47.81 | <.0001 |
| operatingSystem_Windows | 0.00677 | 0.00215 | 0.10248 | 9.92 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06070 | 5.88 | 0.0153 |
| operatingSystem_iOS | 0.00387 | 0.00059392 | 0.43853 | 42.47 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064187 | 0.11293 | 10.94 | 0.0009 |
| continent_Africa | -0.00522 | 0.00088263 | 0.36167 | 35.02 | <.0001 |
| continent_Asia | -0.00662 | 0.00029264 | 5.28743 | 512.05 | <.0001 |
| continent_Europe | -0.00676 | 0.00029133 | 5.56132 | 538.57 | <.0001 |
| continent_Oceania | -0.00804 | 0.00084747 | 0.93006 | 90.07 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00231 | 0.00130 | 0.03275 | 3.17 | 0.0749 |
| campaign_AW___Electronics | -0.03559 | 0.01042 | 0.12047 | 11.67 | 0.0006 |
| campaign_Data_Share_Promo | 0.00060499 | 0.00091749 | 0.00449 | 0.43 | 0.5096 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01887 | 0.01441 | 0.01772 | 1.72 | 0.1902 |

**Bounds on condition number: 95.921, 16888**

**Backward Elimination: Step 74**

**Variable campaign_Data_Share_Promo Removed: R-Square = 0.1792 and C(p) = -15.2472**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 37 | 2037.48154 | 55.06707 | 5332.82 | <.0001 |
| Error | 903615 | 9330.78600 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62993 | 0.49027 | 2.50094 | 242.20 | <.0001 |
| date | 3.772052E-7 | 2.430914E-8 | 2.48629 | 240.78 | <.0001 |
| visitNumber | -0.00014663 | 0.00001196 | 1.55104 | 150.21 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08494 | 10176.7 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.05990 | 30414.3 | <.0001 |
| bounces | 0.01916 | 0.00024234 | 64.56040 | 6252.18 | <.0001 |
| newVisits | -0.00975 | 0.00039397 | 6.32741 | 612.76 | <.0001 |
| isMobileBool | 0.00303 | 0.00213 | 0.02098 | 2.03 | 0.1541 |
| isTrueDirectBool | 0.00624 | 0.00043467 | 2.12770 | 206.05 | <.0001 |
| channelGrouping_Organic_Search | 0.00119 | 0.00042079 | 0.08229 | 7.97 | 0.0048 |
| channelGrouping_Paid_Search | 0.00137 | 0.00107 | 0.01690 | 1.64 | 0.2007 |
| channelGrouping_Referral | 0.01940 | 0.00050586 | 15.18810 | 1470.85 | <.0001 |
| channelGrouping_Social | 0.00969 | 0.00047625 | 4.27086 | 413.60 | <.0001 |
| browser_Amazon_Silk | -0.00641 | 0.00445 | 0.02144 | 2.08 | 0.1496 |
| browser_Android_Webview | -0.00632 | 0.00153 | 0.17647 | 17.09 | <.0001 |
| browser_Chrome | -0.00644 | 0.00105 | 0.38838 | 37.61 | <.0001 |
| browser_Coc_Coc | -0.00570 | 0.00392 | 0.02187 | 2.12 | 0.1456 |
| browser_Edge | -0.00743 | 0.00147 | 0.26307 | 25.48 | <.0001 |
| browser_Firefox | -0.00685 | 0.00118 | 0.34801 | 33.70 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13863 | 13.43 | 0.0002 |
| browser_Opera | -0.00508 | 0.00172 | 0.09049 | 8.76 | 0.0031 |
| browser_Safari | -0.01015 | 0.00112 | 0.85303 | 82.61 | <.0001 |
| browser_Safari__in_app_ | -0.00919 | 0.00169 | 0.30506 | 29.54 | <.0001 |
| browser_YaBrowser | -0.00570 | 0.00247 | 0.05498 | 5.32 | 0.0210 |
| operatingSystem_Chrome_OS | 0.01355 | 0.00223 | 0.38054 | 36.85 | <.0001 |
| operatingSystem_Linux | 0.00488 | 0.00221 | 0.05042 | 4.88 | 0.0271 |
| operatingSystem_Macintosh | 0.01492 | 0.00216 | 0.49396 | 47.84 | <.0001 |
| operatingSystem_Windows | 0.00678 | 0.00215 | 0.10289 | 9.96 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06069 | 5.88 | 0.0153 |
| operatingSystem_iOS | 0.00387 | 0.00059392 | 0.43839 | 42.45 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064186 | 0.11270 | 10.91 | 0.0010 |
| continent_Africa | -0.00521 | 0.00088252 | 0.36050 | 34.91 | <.0001 |
| continent_Asia | -0.00661 | 0.00029227 | 5.28536 | 511.85 | <.0001 |
| continent_Europe | -0.00675 | 0.00029092 | 5.56007 | 538.45 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| continent_Oceania | -0.00803 | 0.00084733 | 0.92801 | 89.87 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00231 | 0.00130 | 0.03255 | 3.15 | 0.0758 |
| campaign_AW___Electronics | -0.03555 | 0.01042 | 0.12014 | 11.63 | 0.0006 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01888 | 0.01441 | 0.01775 | 1.72 | 0.1899 |

**Bounds on condition number: 95.913, 16272**

**Backward Elimination: Step 75**

**Variable channelGrouping_Paid_Search Removed: R-Square = 0.1792 and C(p) = -15.6103**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 36 | 2037.46464 | 56.59624 | 5480.91 | <.0001 |
| Error | 903616 | 9330.80290 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.66028 | 0.48970 | 2.52679 | 244.70 | <.0001 |
| date | 3.787265E-7 | 2.428005E-8 | 2.51239 | 243.31 | <.0001 |
| visitNumber | -0.00014637 | 0.00001196 | 1.54597 | 149.71 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08524 | 10176.7 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.06273 | 30414.5 | <.0001 |
| bounces | 0.01916 | 0.00024234 | 64.57441 | 6253.53 | <.0001 |
| newVisits | -0.00988 | 0.00038055 | 6.96399 | 674.41 | <.0001 |
| isMobileBool | 0.00304 | 0.00213 | 0.02103 | 2.04 | 0.1535 |
| isTrueDirectBool | 0.00606 | 0.00041078 | 2.24556 | 217.46 | <.0001 |
| channelGrouping_Organic_Search | 0.00099066 | 0.00039155 | 0.06610 | 6.40 | 0.0114 |
| channelGrouping_Referral | 0.01921 | 0.00048402 | 16.26973 | 1575.60 | <.0001 |
| channelGrouping_Social | 0.00950 | 0.00045246 | 4.54776 | 440.42 | <.0001 |
| browser_Amazon_Silk | -0.00642 | 0.00445 | 0.02149 | 2.08 | 0.1491 |
| browser_Android_Webview | -0.00634 | 0.00153 | 0.17717 | 17.16 | <.0001 |
| browser_Chrome | -0.00642 | 0.00105 | 0.38643 | 37.42 | <.0001 |
| browser_Coc_Coc | -0.00568 | 0.00392 | 0.02170 | 2.10 | 0.1472 |
| browser_Edge | -0.00742 | 0.00147 | 0.26208 | 25.38 | <.0001 |
| browser_Firefox | -0.00684 | 0.00118 | 0.34672 | 33.58 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13821 | 13.38 | 0.0003 |
| browser_Opera | -0.00506 | 0.00172 | 0.08999 | 8.72 | 0.0032 |
| browser_Safari | -0.01012 | 0.00112 | 0.84850 | 82.17 | <.0001 |
| browser_Safari__in_app_ | -0.00920 | 0.00169 | 0.30576 | 29.61 | <.0001 |
| browser_YaBrowser | -0.00568 | 0.00247 | 0.05464 | 5.29 | 0.0214 |
| operatingSystem_Chrome_OS | 0.01353 | 0.00223 | 0.37953 | 36.75 | <.0001 |
| operatingSystem_Linux | 0.00485 | 0.00221 | 0.04973 | 4.82 | 0.0282 |

| | | | | | |
|---|---|---|---|---|---|
| operatingSystem_Macintosh | 0.01490 | 0.00216 | 0.49250 | 47.69 | <.0001 |
| operatingSystem_Windows | 0.00677 | 0.00215 | 0.10244 | 9.92 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00712 | 0.00295 | 0.06023 | 5.83 | 0.0157 |
| operatingSystem_iOS | 0.00386 | 0.00059390 | 0.43704 | 42.32 | <.0001 |
| deviceCategory_tablet | -0.00211 | 0.00064175 | 0.11112 | 10.76 | 0.0010 |
| continent_Africa | -0.00522 | 0.00088250 | 0.36156 | 35.01 | <.0001 |
| continent_Asia | -0.00662 | 0.00029214 | 5.30809 | 514.05 | <.0001 |
| continent_Europe | -0.00677 | 0.00029064 | 5.59779 | 542.10 | <.0001 |
| continent_Oceania | -0.00805 | 0.00084723 | 0.93197 | 90.25 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00116 | 0.00093831 | 0.01570 | 1.52 | 0.2175 |
| campaign_AW___Electronics | -0.03435 | 0.01038 | 0.11309 | 10.95 | 0.0009 |
| campaign_Retail__DO_NOT_EDIT_own | 0.02002 | 0.01438 | 0.02003 | 1.94 | 0.1637 |

**Bounds on condition number: 95.91, 15636**

**Backward Elimination: Step 76**

**Variable medium_cpc Entered: R-Square = 0.1792
and C(p) = -15.2472**

Note: The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 37 | 2037.48154 | 55.06707 | 5332.82 | <.0001 |
| Error | 903615 | 9330.78600 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.62993 | 0.49027 | 2.50094 | 242.20 | <.0001 |
| date | 3.772052E-7 | 2.430914E-8 | 2.48629 | 240.78 | <.0001 |
| visitNumber | -0.00014663 | 0.00001196 | 1.55104 | 150.21 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08494 | 10176.7 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.05990 | 30414.3 | <.0001 |
| bounces | 0.01916 | 0.00024234 | 64.56040 | 6252.18 | <.0001 |
| newVisits | -0.00975 | 0.00039397 | 6.32741 | 612.76 | <.0001 |
| isMobileBool | 0.00303 | 0.00213 | 0.02098 | 2.03 | 0.1541 |
| isTrueDirectBool | 0.00624 | 0.00043467 | 2.12770 | 206.05 | <.0001 |
| channelGrouping_Organic_Search | 0.00119 | 0.00042079 | 0.08229 | 7.97 | 0.0048 |
| channelGrouping_Referral | 0.01940 | 0.00050586 | 15.18810 | 1470.85 | <.0001 |
| channelGrouping_Social | 0.00969 | 0.00047625 | 4.27086 | 413.60 | <.0001 |
| browser_Amazon_Silk | -0.00641 | 0.00445 | 0.02144 | 2.08 | 0.1496 |
| browser_Android_Webview | -0.00632 | 0.00153 | 0.17647 | 17.09 | <.0001 |
| browser_Chrome | -0.00644 | 0.00105 | 0.38838 | 37.61 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| browser_Coc_Coc | -0.00570 | 0.00392 | 0.02187 | 2.12 | 0.1456 |
| browser_Edge | -0.00743 | 0.00147 | 0.26307 | 25.48 | <.0001 |
| browser_Firefox | -0.00685 | 0.00118 | 0.34801 | 33.70 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13863 | 13.43 | 0.0002 |
| browser_Opera | -0.00508 | 0.00172 | 0.09049 | 8.76 | 0.0031 |
| browser_Safari | -0.01015 | 0.00112 | 0.85303 | 82.61 | <.0001 |
| browser_Safari__in_app_ | -0.00919 | 0.00169 | 0.30506 | 29.54 | <.0001 |
| browser_YaBrowser | -0.00570 | 0.00247 | 0.05498 | 5.32 | 0.0210 |
| operatingSystem_Chrome_OS | 0.01355 | 0.00223 | 0.38054 | 36.85 | <.0001 |
| operatingSystem_Linux | 0.00488 | 0.00221 | 0.05042 | 4.88 | 0.0271 |
| operatingSystem_Macintosh | 0.01492 | 0.00216 | 0.49396 | 47.84 | <.0001 |
| operatingSystem_Windows | 0.00678 | 0.00215 | 0.10289 | 9.96 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00715 | 0.00295 | 0.06069 | 5.88 | 0.0153 |
| operatingSystem_iOS | 0.00387 | 0.00059392 | 0.43839 | 42.45 | <.0001 |
| deviceCategory_tablet | -0.00212 | 0.00064186 | 0.11270 | 10.91 | 0.0010 |
| continent_Africa | -0.00521 | 0.00088252 | 0.36050 | 34.91 | <.0001 |
| continent_Asia | -0.00661 | 0.00029227 | 5.28536 | 511.85 | <.0001 |
| continent_Europe | -0.00675 | 0.00029092 | 5.56007 | 538.45 | <.0001 |
| continent_Oceania | -0.00803 | 0.00084733 | 0.92801 | 89.87 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | -0.00231 | 0.00130 | 0.03255 | 3.15 | 0.0758 |
| campaign_AW___Electronics | -0.03555 | 0.01042 | 0.12014 | 11.63 | 0.0006 |
| campaign_Retail__DO_NOT_EDIT_own | 0.01888 | 0.01441 | 0.01775 | 1.72 | 0.1899 |
| medium_cpc | 0.00137 | 0.00107 | 0.01690 | 1.64 | 0.2007 |

**Bounds on condition number: 95.913, 16272**

**Backward Elimination: Step 77**

**Variable medium_cpc Removed: R-Square = 0.1792 and C(p) = -15.6103**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 36 | 2037.46464 | 56.59624 | 5480.91 | <.0001 |
| Error | 903616 | 9330.80290 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.66028 | 0.48970 | 2.52679 | 244.70 | <.0001 |
| date | 3.787265E-7 | 2.428005E-8 | 2.51239 | 243.31 | <.0001 |
| visitNumber | -0.00014637 | 0.00001196 | 1.54597 | 149.71 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.08524 | 10176.7 | <.0001 |
| pageviews | 0.01499 | 0.00008596 | 314.06273 | 30414.5 | <.0001 |
| bounces | 0.01916 | 0.00024234 | 64.57441 | 6253.53 | <.0001 |

| | | | | | | |
|---|---|---|---|---|---|---|
| newVisits | | -0.00988 | 0.00038055 | 6.96399 | 674.41 | <.0001 |
| isMobileBool | | 0.00304 | 0.00213 | 0.02103 | 2.04 | 0.1535 |
| isTrueDirectBool | | 0.00606 | 0.00041078 | 2.24556 | 217.46 | <.0001 |
| channelGrouping_Organic_Search | | 0.00099066 | 0.00039155 | 0.06610 | 6.40 | 0.0114 |
| channelGrouping_Referral | | 0.01921 | 0.00048402 | 16.26973 | 1575.60 | <.0001 |
| channelGrouping_Social | | 0.00950 | 0.00045246 | 4.54776 | 440.42 | <.0001 |
| browser_Amazon_Silk | | -0.00642 | 0.00445 | 0.02149 | 2.08 | 0.1491 |
| browser_Android_Webview | | -0.00634 | 0.00153 | 0.17717 | 17.16 | <.0001 |
| browser_Chrome | | -0.00642 | 0.00105 | 0.38643 | 37.42 | <.0001 |
| browser_Coc_Coc | | -0.00568 | 0.00392 | 0.02170 | 2.10 | 0.1472 |
| browser_Edge | | -0.00742 | 0.00147 | 0.26208 | 25.38 | <.0001 |
| browser_Firefox | | -0.00684 | 0.00118 | 0.34672 | 33.58 | <.0001 |
| browser_Internet_Explorer | | -0.00481 | 0.00131 | 0.13821 | 13.38 | 0.0003 |
| browser_Opera | | -0.00506 | 0.00172 | 0.08999 | 8.72 | 0.0032 |
| browser_Safari | | -0.01012 | 0.00112 | 0.84850 | 82.17 | <.0001 |
| browser_Safari__in_app_ | | -0.00920 | 0.00169 | 0.30576 | 29.61 | <.0001 |
| browser_YaBrowser | | -0.00568 | 0.00247 | 0.05464 | 5.29 | 0.0214 |
| operatingSystem_Chrome_OS | | 0.01353 | 0.00223 | 0.37953 | 36.75 | <.0001 |
| operatingSystem_Linux | | 0.00485 | 0.00221 | 0.04973 | 4.82 | 0.0282 |
| operatingSystem_Macintosh | | 0.01490 | 0.00216 | 0.49250 | 47.69 | <.0001 |
| operatingSystem_Windows | | 0.00677 | 0.00215 | 0.10244 | 9.92 | 0.0016 |
| operatingSystem_Windows_Phone | | 0.00712 | 0.00295 | 0.06023 | 5.83 | 0.0157 |
| operatingSystem_iOS | | 0.00386 | 0.00059390 | 0.43704 | 42.32 | <.0001 |
| deviceCategory_tablet | | -0.00211 | 0.00064175 | 0.11112 | 10.76 | 0.0010 |
| continent_Africa | | -0.00522 | 0.00088250 | 0.36156 | 35.01 | <.0001 |
| continent_Asia | | -0.00662 | 0.00029214 | 5.30809 | 514.05 | <.0001 |
| continent_Europe | | -0.00677 | 0.00029064 | 5.59779 | 542.10 | <.0001 |
| continent_Oceania | | -0.00805 | 0.00084723 | 0.93197 | 90.25 | <.0001 |
| campaign_AW___Dynamic_Search_Ads | | -0.00116 | 0.00093831 | 0.01570 | 1.52 | 0.2175 |
| campaign_AW___Electronics | | -0.03435 | 0.01038 | 0.11309 | 10.95 | 0.0009 |
| campaign_Retail__DO_NOT_EDIT_own | | 0.02002 | 0.01438 | 0.02003 | 1.94 | 0.1637 |

**Bounds on condition number: 95.91, 15636**

**Backward Elimination: Step 78**

**Variable campaign_AW___Dynamic_Search_Ads Removed: R-Square = 0.1792 and C(p) = -16.0897**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 35 | 2037.44894 | 58.21283 | 5637.46 | <.0001 |
| Error | 903617 | 9330.81861 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.69670 | 0.48880 | 2.56020 | 247.94 | <.0001 |
| date | 3.805188E-7 | 2.423652E-8 | 2.54535 | 246.50 | <.0001 |
| visitNumber | -0.00014628 | 0.00001196 | 1.54413 | 149.54 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.07072 | 10175.3 | <.0001 |
| pageviews | 0.01499 | 0.00008595 | 314.05754 | 30414.0 | <.0001 |
| bounces | 0.01917 | 0.00024233 | 64.59916 | 6255.92 | <.0001 |
| newVisits | -0.00979 | 0.00037228 | 7.13440 | 690.91 | <.0001 |
| isMobileBool | 0.00303 | 0.00213 | 0.02096 | 2.03 | 0.1542 |
| isTrueDirectBool | 0.00621 | 0.00039098 | 2.60759 | 252.53 | <.0001 |
| channelGrouping_Organic_Search | 0.00116 | 0.00036553 | 0.10467 | 10.14 | 0.0015 |
| channelGrouping_Referral | 0.01938 | 0.00046397 | 18.02129 | 1745.22 | <.0001 |
| channelGrouping_Social | 0.00967 | 0.00043018 | 5.21620 | 505.15 | <.0001 |
| browser_Amazon_Silk | -0.00642 | 0.00445 | 0.02149 | 2.08 | 0.1491 |
| browser_Android_Webview | -0.00632 | 0.00153 | 0.17638 | 17.08 | <.0001 |
| browser_Chrome | -0.00643 | 0.00105 | 0.38739 | 37.52 | <.0001 |
| browser_Coc_Coc | -0.00569 | 0.00392 | 0.02180 | 2.11 | 0.1462 |
| browser_Edge | -0.00743 | 0.00147 | 0.26272 | 25.44 | <.0001 |
| browser_Firefox | -0.00685 | 0.00118 | 0.34758 | 33.66 | <.0001 |
| browser_Internet_Explorer | -0.00481 | 0.00131 | 0.13829 | 13.39 | 0.0003 |
| browser_Opera | -0.00507 | 0.00172 | 0.09011 | 8.73 | 0.0031 |
| browser_Safari | -0.01013 | 0.00112 | 0.85024 | 82.34 | <.0001 |
| browser_Safari__in_app_ | -0.00918 | 0.00169 | 0.30414 | 29.45 | <.0001 |
| browser_YaBrowser | -0.00569 | 0.00247 | 0.05480 | 5.31 | 0.0212 |
| operatingSystem_Chrome_OS | 0.01354 | 0.00223 | 0.37978 | 36.78 | <.0001 |
| operatingSystem_Linux | 0.00487 | 0.00221 | 0.05029 | 4.87 | 0.0273 |
| operatingSystem_Macintosh | 0.01491 | 0.00216 | 0.49321 | 47.76 | <.0001 |
| operatingSystem_Windows | 0.00678 | 0.00215 | 0.10268 | 9.94 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00714 | 0.00295 | 0.06040 | 5.85 | 0.0156 |
| operatingSystem_iOS | 0.00386 | 0.00059389 | 0.43656 | 42.28 | <.0001 |
| deviceCategory_tablet | -0.00211 | 0.00064174 | 0.11160 | 10.81 | 0.0010 |
| continent_Africa | -0.00520 | 0.00088230 | 0.35853 | 34.72 | <.0001 |
| continent_Asia | -0.00660 | 0.00029147 | 5.29331 | 512.62 | <.0001 |
| continent_Europe | -0.00674 | 0.00029005 | 5.58279 | 540.65 | <.0001 |
| continent_Oceania | -0.00803 | 0.00084707 | 0.92764 | 89.83 | <.0001 |
| campaign_AW___Electronics | -0.03419 | 0.01038 | 0.11210 | 10.86 | 0.0010 |
| campaign_Retail__DO_NOT_EDIT_own | 0.02021 | 0.01438 | 0.02042 | 1.98 | 0.1597 |

**Bounds on condition number: 95.909, 15113**

**Backward Elimination: Step 79**

**Variable campaign_Retail__DO_NOT_EDIT_own Removed: R-Square = 0.1792 and C(p) = -16.1128**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 34 | 2037.42852 | 59.92437 | 5803.20 | <.0001 |
| Error | 903618 | 9330.83902 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.70082 | 0.48880 | 2.56303 | 248.21 | <.0001 |
| date | 3.807236E-7 | 2.423609E-8 | 2.54818 | 246.77 | <.0001 |
| visitNumber | -0.00014628 | 0.00001196 | 1.54416 | 149.54 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.06917 | 10175.1 | <.0001 |
| pageviews | 0.01499 | 0.00008595 | 314.05448 | 30413.7 | <.0001 |
| bounces | 0.01917 | 0.00024233 | 64.60719 | 6256.70 | <.0001 |
| newVisits | -0.00979 | 0.00037226 | 7.14130 | 691.58 | <.0001 |
| isMobileBool | 0.00303 | 0.00213 | 0.02098 | 2.03 | 0.1541 |
| isTrueDirectBool | 0.00620 | 0.00039092 | 2.60045 | 251.83 | <.0001 |
| channelGrouping_Organic_Search | 0.00115 | 0.00036545 | 0.10285 | 9.96 | 0.0016 |
| channelGrouping_Referral | 0.01937 | 0.00046392 | 18.00810 | 1743.94 | <.0001 |
| channelGrouping_Social | 0.00966 | 0.00043013 | 5.20737 | 504.29 | <.0001 |
| browser_Amazon_Silk | -0.00643 | 0.00445 | 0.02152 | 2.08 | 0.1488 |
| browser_Android_Webview | -0.00632 | 0.00153 | 0.17638 | 17.08 | <.0001 |
| browser_Chrome | -0.00643 | 0.00105 | 0.38688 | 37.47 | <.0001 |
| browser_Coc_Coc | -0.00568 | 0.00392 | 0.02177 | 2.11 | 0.1465 |
| browser_Edge | -0.00743 | 0.00147 | 0.26249 | 25.42 | <.0001 |
| browser_Firefox | -0.00684 | 0.00118 | 0.34715 | 33.62 | <.0001 |
| browser_Internet_Explorer | -0.00480 | 0.00131 | 0.13811 | 13.37 | 0.0003 |
| browser_Opera | -0.00506 | 0.00172 | 0.08999 | 8.71 | 0.0032 |
| browser_Safari | -0.01013 | 0.00112 | 0.84954 | 82.27 | <.0001 |
| browser_Safari__in_app_ | -0.00917 | 0.00169 | 0.30399 | 29.44 | <.0001 |
| browser_YaBrowser | -0.00569 | 0.00247 | 0.05473 | 5.30 | 0.0213 |
| operatingSystem_Chrome_OS | 0.01353 | 0.00223 | 0.37948 | 36.75 | <.0001 |
| operatingSystem_Linux | 0.00487 | 0.00221 | 0.05018 | 4.86 | 0.0275 |
| operatingSystem_Macintosh | 0.01491 | 0.00216 | 0.49290 | 47.73 | <.0001 |
| operatingSystem_Windows | 0.00677 | 0.00215 | 0.10255 | 9.93 | 0.0016 |
| operatingSystem_Windows_Phone | 0.00713 | 0.00295 | 0.06033 | 5.84 | 0.0156 |
| operatingSystem_iOS | 0.00386 | 0.00059388 | 0.43542 | 42.17 | <.0001 |
| deviceCategory_tablet | -0.00211 | 0.00064174 | 0.11133 | 10.78 | 0.0010 |
| continent_Africa | -0.00520 | 0.00088230 | 0.35888 | 34.76 | <.0001 |
| continent_Asia | -0.00660 | 0.00029147 | 5.29701 | 512.97 | <.0001 |
| continent_Europe | -0.00675 | 0.00029004 | 5.58678 | 541.04 | <.0001 |
| continent_Oceania | -0.00803 | 0.00084707 | 0.92813 | 89.88 | <.0001 |

| campaign_AW___Electronics | -0.03420 | 0.01038 | 0.11215 | 10.86 | 0.0010 |

**Bounds on condition number: 95.909, 14647**

**Backward Elimination: Step 80**

**Variable isMobileBool Removed: R-Square = 0.1792 and C(p) = -16.0815**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
| Model | 33 | 2037.40755 | 61.73962 | 5978.99 | <.0001 |
| Error | 903619 | 9330.86000 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.69479 | 0.48878 | 2.55921 | 247.84 | <.0001 |
| date | 3.805669E-7 | 2.423586E-8 | 2.54614 | 246.57 | <.0001 |
| visitNumber | -0.00014632 | 0.00001196 | 1.54513 | 149.63 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.06412 | 10174.6 | <.0001 |
| pageviews | 0.01499 | 0.00008595 | 314.04638 | 30412.9 | <.0001 |
| bounces | 0.01917 | 0.00024232 | 64.59501 | 6255.51 | <.0001 |
| newVisits | -0.00979 | 0.00037226 | 7.14386 | 691.83 | <.0001 |
| isTrueDirectBool | 0.00620 | 0.00039092 | 2.59882 | 251.68 | <.0001 |
| channelGrouping_Organic_Search | 0.00116 | 0.00036545 | 0.10346 | 10.02 | 0.0015 |
| channelGrouping_Referral | 0.01937 | 0.00046392 | 18.00745 | 1743.88 | <.0001 |
| channelGrouping_Social | 0.00965 | 0.00043010 | 5.20080 | 503.66 | <.0001 |
| browser_Amazon_Silk | -0.00631 | 0.00445 | 0.02074 | 2.01 | 0.1564 |
| browser_Android_Webview | -0.00616 | 0.00153 | 0.16853 | 16.32 | <.0001 |
| browser_Chrome | -0.00628 | 0.00104 | 0.37270 | 36.09 | <.0001 |
| browser_Coc_Coc | -0.00554 | 0.00391 | 0.02067 | 2.00 | 0.1571 |
| browser_Edge | -0.00720 | 0.00146 | 0.24964 | 24.18 | <.0001 |
| browser_Firefox | -0.00669 | 0.00118 | 0.33481 | 32.42 | <.0001 |
| browser_Internet_Explorer | -0.00445 | 0.00129 | 0.12294 | 11.91 | 0.0006 |
| browser_Opera | -0.00491 | 0.00171 | 0.08495 | 8.23 | 0.0041 |
| browser_Safari | -0.00997 | 0.00111 | 0.83181 | 80.55 | <.0001 |
| browser_Safari__in_app_ | -0.00902 | 0.00169 | 0.29489 | 28.56 | <.0001 |
| browser_YaBrowser | -0.00553 | 0.00247 | 0.05185 | 5.02 | 0.0250 |
| operatingSystem_Chrome_OS | 0.01051 | 0.00070513 | 2.29605 | 222.35 | <.0001 |
| operatingSystem_Linux | 0.00185 | 0.00063667 | 0.08758 | 8.48 | 0.0036 |
| operatingSystem_Macintosh | 0.01189 | 0.00040927 | 8.71064 | 843.56 | <.0001 |
| operatingSystem_Windows | 0.00375 | 0.00036584 | 1.08731 | 105.30 | <.0001 |
| operatingSystem_Windows_Phone | 0.00710 | 0.00295 | 0.05980 | 5.79 | 0.0161 |
| operatingSystem_iOS | 0.00386 | 0.00059388 | 0.43572 | 42.20 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| deviceCategory_tablet | -0.00206 | 0.00064080 | 0.10648 | 10.31 | 0.0013 |
| continent_Africa | -0.00516 | 0.00088189 | 0.35396 | 34.28 | <.0001 |
| continent_Asia | -0.00659 | 0.00029142 | 5.28627 | 511.93 | <.0001 |
| continent_Europe | -0.00675 | 0.00029004 | 5.58814 | 541.17 | <.0001 |
| continent_Oceania | -0.00803 | 0.00084707 | 0.92852 | 89.92 | <.0001 |
| campaign_AW___Electronics | -0.03420 | 0.01038 | 0.11216 | 10.86 | 0.0010 |

**Bounds on condition number: 31.906, 5114.8**

**Backward Elimination: Step 81**

**Variable browser_Coc_Coc Removed: R-Square = 0.1792 and C(p) = -16.0800**

### Analysis of Variance

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|---|---|---|---|---|---|
| Model | 32 | 2037.38688 | 63.66834 | 6165.76 | <.0001 |
| Error | 903620 | 9330.88067 | 0.01033 | | |
| Corrected Total | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.69186 | 0.48877 | 2.55731 | 247.65 | <.0001 |
| date | 3.804039E-7 | 2.42356E-8 | 2.54401 | 246.37 | <.0001 |
| visitNumber | -0.00014628 | 0.00001196 | 1.54412 | 149.54 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.06775 | 10175.0 | <.0001 |
| pageviews | 0.01499 | 0.00008595 | 314.04955 | 30413.1 | <.0001 |
| bounces | 0.01916 | 0.00024232 | 64.58852 | 6254.87 | <.0001 |
| newVisits | -0.00979 | 0.00037226 | 7.14091 | 691.54 | <.0001 |
| isTrueDirectBool | 0.00620 | 0.00039092 | 2.60055 | 251.84 | <.0001 |
| channelGrouping_Organic_Search | 0.00116 | 0.00036544 | 0.10329 | 10.00 | 0.0016 |
| channelGrouping_Referral | 0.01937 | 0.00046392 | 18.00844 | 1743.97 | <.0001 |
| channelGrouping_Social | 0.00965 | 0.00043010 | 5.19892 | 503.47 | <.0001 |
| browser_Amazon_Silk | -0.00594 | 0.00444 | 0.01845 | 1.79 | 0.1813 |
| browser_Android_Webview | -0.00580 | 0.00150 | 0.15373 | 14.89 | 0.0001 |
| browser_Chrome | -0.00589 | 0.00101 | 0.35231 | 34.12 | <.0001 |
| browser_Edge | -0.00680 | 0.00144 | 0.23133 | 22.40 | <.0001 |
| browser_Firefox | -0.00630 | 0.00114 | 0.31420 | 30.43 | <.0001 |
| browser_Internet_Explorer | -0.00405 | 0.00126 | 0.10702 | 10.36 | 0.0013 |
| browser_Opera | -0.00452 | 0.00169 | 0.07386 | 7.15 | 0.0075 |
| browser_Safari | -0.00959 | 0.00108 | 0.81812 | 79.23 | <.0001 |
| browser_Safari__in_app_ | -0.00863 | 0.00166 | 0.27744 | 26.87 | <.0001 |
| browser_YaBrowser | -0.00513 | 0.00245 | 0.04527 | 4.38 | 0.0363 |
| operatingSystem_Chrome_OS | 0.01049 | 0.00070487 | 2.28592 | 221.37 | <.0001 |
| operatingSystem_Linux | 0.00184 | 0.00063654 | 0.08593 | 8.32 | 0.0039 |

| | | | | | |
|---|---|---|---|---|---|
| operatingSystem_Macintosh | 0.01186 | 0.00040880 | 8.68997 | 841.55 | <.0001 |
| operatingSystem_Windows | 0.00372 | 0.00036481 | 1.07094 | 103.71 | <.0001 |
| operatingSystem_Windows_Phone | 0.00708 | 0.00295 | 0.05942 | 5.75 | 0.0164 |
| operatingSystem_iOS | 0.00383 | 0.00059362 | 0.43045 | 41.69 | <.0001 |
| deviceCategory_tablet | -0.00207 | 0.00064076 | 0.10747 | 10.41 | 0.0013 |
| continent_Africa | -0.00510 | 0.00088068 | 0.34600 | 33.51 | <.0001 |
| continent_Asia | -0.00660 | 0.00029141 | 5.29108 | 512.40 | <.0001 |
| continent_Europe | -0.00674 | 0.00029003 | 5.58221 | 540.59 | <.0001 |
| continent_Oceania | -0.00803 | 0.00084707 | 0.92796 | 89.87 | <.0001 |
| campaign_AW___Electronics | -0.03421 | 0.01038 | 0.11219 | 10.86 | 0.0010 |

**Bounds on condition number: 31.906, 4824.7**

**Backward Elimination: Step 82**

**Variable browser_Amazon_Silk Removed: R-Square = 0.1792 and C(p) = -16.2934**

| Analysis of Variance | | | | | |
|---|---|---|---|---|---|
| **Source** | **DF** | **Sum of Squares** | **Mean Square** | **F Value** | **Pr > F** |
| **Model** | 31 | 2037.36843 | 65.72156 | 6364.59 | <.0001 |
| **Error** | 903621 | 9330.89912 | 0.01033 | | |
| **Corrected Total** | 903652 | 11368 | | | |

| Variable | Parameter Estimate | Standard Error | Type II SS | F Value | Pr > F |
|---|---|---|---|---|---|
| Intercept | -7.69318 | 0.48877 | 2.55819 | 247.74 | <.0001 |
| date | 3.804542E-7 | 2.423558E-8 | 2.54469 | 246.43 | <.0001 |
| visitNumber | -0.00014623 | 0.00001196 | 1.54318 | 149.44 | <.0001 |
| hits | -0.00622 | 0.00006162 | 105.07065 | 10175.2 | <.0001 |
| pageviews | 0.01499 | 0.00008595 | 314.05736 | 30413.9 | <.0001 |
| bounces | 0.01917 | 0.00024232 | 64.59424 | 6255.42 | <.0001 |
| newVisits | -0.00979 | 0.00037225 | 7.13565 | 691.03 | <.0001 |
| isTrueDirectBool | 0.00620 | 0.00039091 | 2.60161 | 251.94 | <.0001 |
| channelGrouping_Organic_Search | 0.00115 | 0.00036544 | 0.10286 | 9.96 | 0.0016 |
| channelGrouping_Referral | 0.01937 | 0.00046392 | 18.00659 | 1743.79 | <.0001 |
| channelGrouping_Social | 0.00965 | 0.00043008 | 5.19343 | 502.94 | <.0001 |
| browser_Android_Webview | -0.00551 | 0.00149 | 0.14165 | 13.72 | 0.0002 |
| browser_Chrome | -0.00560 | 0.00098458 | 0.33393 | 32.34 | <.0001 |
| browser_Edge | -0.00651 | 0.00142 | 0.21692 | 21.01 | <.0001 |
| browser_Firefox | -0.00601 | 0.00112 | 0.29668 | 28.73 | <.0001 |
| browser_Internet_Explorer | -0.00376 | 0.00124 | 0.09501 | 9.20 | 0.0024 |
| browser_Opera | -0.00423 | 0.00168 | 0.06575 | 6.37 | 0.0116 |
| browser_Safari | -0.00930 | 0.00106 | 0.80166 | 77.63 | <.0001 |
| browser_Safari__in_app_ | -0.00835 | 0.00165 | 0.26399 | 25.56 | <.0001 |

| | | | | | |
|---|---|---|---|---|---|
| **browser_YaBrowser** | -0.00484 | 0.00244 | 0.04057 | 3.93 | 0.0475 |
| **operatingSystem_Chrome_OS** | 0.01049 | 0.00070487 | 2.28673 | 221.45 | <.0001 |
| **operatingSystem_Linux** | 0.00184 | 0.00063651 | 0.08674 | 8.40 | 0.0038 |
| **operatingSystem_Macintosh** | 0.01186 | 0.00040880 | 8.69173 | 841.72 | <.0001 |
| **operatingSystem_Windows** | 0.00371 | 0.00036481 | 1.07017 | 103.64 | <.0001 |
| **operatingSystem_Windows_Phone** | 0.00708 | 0.00295 | 0.05948 | 5.76 | 0.0164 |
| **operatingSystem_iOS** | 0.00386 | 0.00059327 | 0.43712 | 42.33 | <.0001 |
| **deviceCategory_tablet** | -0.00218 | 0.00063501 | 0.12189 | 11.80 | 0.0006 |
| **continent_Africa** | -0.00504 | 0.00087968 | 0.33918 | 32.85 | <.0001 |
| **continent_Asia** | -0.00658 | 0.00029120 | 5.27495 | 510.84 | <.0001 |
| **continent_Europe** | -0.00674 | 0.00029001 | 5.57556 | 539.95 | <.0001 |
| **continent_Oceania** | -0.00802 | 0.00084704 | 0.92581 | 89.66 | <.0001 |
| **campaign_AW___Electronics** | -0.03420 | 0.01038 | 0.11211 | 10.86 | 0.0010 |

**Bounds on condition number: 31.906, 4580**

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

| Summary of Backward Elimination | | | | | | | |
|---|---|---|---|---|---|---|---|
| Step | Variable Entered | Variable Removed | Number Vars In | Partial R-Square | Model R-Square | C(p) | F Value | Pr > F |
| 1 | | browser_User_Agent | 100 | 0.0000 | 0.1792 | 100.000 | 0.00 | 0.9953 |
| 2 | | browser_MQQBrowser | 99 | 0.0000 | 0.1792 | 98.0002 | 0.00 | 0.9913 |
| 3 | | browser_LYF_LS_4002_11 | 98 | 0.0000 | 0.1792 | 96.0003 | 0.00 | 0.9917 |
| 4 | | channelGrouping_Affiliates | 97 | 0.0000 | 0.1792 | 94.0004 | 0.00 | 0.9893 |
| 5 | medium__not_set_ | | 98 | 0.0000 | 0.1792 | 96.0003 | 0.00 | 0.9893 |
| 6 | | medium__not_set_ | 97 | 0.0000 | 0.1792 | 94.0004 | 0.00 | 0.9893 |
| 7 | medium_affiliate | | 98 | 0.0000 | 0.1792 | 96.0003 | 0.00 | 0.9893 |
| 8 | | medium_affiliate | 97 | 0.0000 | 0.1792 | 94.0004 | 0.00 | 0.9893 |
| 9 | | browser_Android_Runtime | 96 | 0.0000 | 0.1792 | 92.0008 | 0.00 | 0.9853 |
| 10 | | browser_UC_Browser | 95 | 0.0000 | 0.1792 | 90.0013 | 0.00 | 0.9827 |
| 11 | | browser_HTC802t_TD | 94 | 0.0000 | 0.1792 | 88.0016 | 0.00 | 0.9854 |
| 12 | | browser_M5 | 93 | 0.0000 | 0.1792 | 86.0021 | 0.00 | 0.9821 |
| 13 | | browser_CSM_Click | 92 | 0.0000 | 0.1792 | 84.0027 | 0.00 | 0.9802 |
| 14 | | browser_Reddit | 91 | 0.0000 | 0.1792 | 82.0035 | 0.00 | 0.9773 |
| 15 | | browser_0 | 90 | 0.0000 | 0.1792 | 80.0044 | 0.00 | 0.9766 |
| 16 | | operatingSystem_Nintendo_WiiU | 89 | 0.0000 | 0.1792 | 78.0055 | 0.00 | 0.9730 |
| 17 | | browser_no_ua | 88 | 0.0000 | 0.1792 | 76.0068 | 0.00 | 0.9710 |
| 18 | | browser_IE_with_Chrome_Frame | 87 | 0.0000 | 0.1792 | 74.0083 | 0.00 | 0.9701 |
| 19 | | browser_Konqueror | 86 | 0.0000 | 0.1792 | 72.0101 | 0.00 | 0.9655 |
| 20 | | browser_Lunascape | 85 | 0.0000 | 0.1792 | 70.0126 | 0.00 | 0.9600 |
| 21 | | operatingSystem_Nintendo_3DS | 84 | 0.0000 | 0.1792 | 68.0154 | 0.00 | 0.9579 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 22 | | browser_subjectAgent__NoticiasBo | 83 | 0.0000 | 0.1792 | 66.0185 | 0.00 | 0.9560 |
| 23 | | campaign_Data_Share | 82 | 0.0000 | 0.1792 | 64.0231 | 0.00 | 0.9459 |
| 24 | | operatingSystem_SunOS | 81 | 0.0000 | 0.1792 | 62.0289 | 0.01 | 0.9392 |
| 25 | | browser_ThumbSniper | 80 | 0.0000 | 0.1792 | 60.0349 | 0.01 | 0.9380 |
| 26 | | browser_TCL_P500M | 79 | 0.0000 | 0.1792 | 58.0412 | 0.01 | 0.9370 |
| 27 | | campaign_All_Products | 78 | 0.0000 | 0.1792 | 56.0476 | 0.01 | 0.9361 |
| 28 | | operatingSystem_Nintendo_Wii | 77 | 0.0000 | 0.1792 | 54.0550 | 0.01 | 0.9313 |
| 29 | | browser_Changa_99695759 | 76 | 0.0000 | 0.1792 | 52.0634 | 0.01 | 0.9269 |
| 30 | | operatingSystem_Samsung | 75 | 0.0000 | 0.1792 | 50.0721 | 0.01 | 0.9257 |
| 31 | | browser_Hisense_M20_M_LTE | 74 | 0.0000 | 0.1792 | 48.0823 | 0.01 | 0.9196 |
| 32 | | browser_Seznam | 73 | 0.0000 | 0.1792 | 46.0942 | 0.01 | 0.9131 |
| 33 | | browser__Use_default_User_agent | 72 | 0.0000 | 0.1792 | 44.1064 | 0.01 | 0.9120 |
| 34 | | browser_Nichrome | 71 | 0.0000 | 0.1792 | 42.1202 | 0.01 | 0.9066 |
| 35 | | operatingSystem_BlackBerry | 70 | 0.0000 | 0.1792 | 40.1342 | 0.01 | 0.9059 |
| 36 | | browser_Apple_iPhone7C2 | 69 | 0.0000 | 0.1792 | 38.1527 | 0.02 | 0.8917 |
| 37 | | campaign_AW___Accessories | 68 | 0.0000 | 0.1792 | 36.1765 | 0.02 | 0.8774 |
| 38 | | browser_BlackBerry | 67 | 0.0000 | 0.1792 | 34.2050 | 0.03 | 0.8660 |
| 39 | | browser_NokiaE52_1 | 66 | 0.0000 | 0.1792 | 32.2377 | 0.03 | 0.8565 |
| 40 | operatingSystem_Nokia | | 67 | 0.0000 | 0.1792 | 34.2050 | 0.03 | 0.8565 |
| 41 | | operatingSystem_Nokia | 66 | 0.0000 | 0.1792 | 32.2377 | 0.03 | 0.8565 |
| 42 | | browser_ADM | 65 | 0.0000 | 0.1792 | 30.2761 | 0.04 | 0.8446 |
| 43 | | deviceCategory_mobile | 64 | 0.0000 | 0.1792 | 28.3154 | 0.04 | 0.8429 |
| 44 | | operatingSystem_Xbox | 63 | 0.0000 | 0.1792 | 26.3612 | 0.05 | 0.8305 |
| 45 | | operatingSystem_OpenBSD | 62 | 0.0000 | 0.1792 | 24.4227 | 0.06 | 0.8041 |
| 46 | | browser_Nokia_Browser | 61 | 0.0000 | 0.1792 | 22.4882 | 0.07 | 0.7981 |
| 47 | | browser_YE | 60 | 0.0000 | 0.1792 | 20.5619 | 0.07 | 0.7860 |
| 48 | | operatingSystem_FreeBSD | 59 | 0.0000 | 0.1792 | 18.6383 | 0.08 | 0.7823 |
| 49 | | campaign_AW___Apparel | 58 | 0.0000 | 0.1792 | 16.7307 | 0.09 | 0.7611 |
| 50 | | browser_LYF_LS_4002_12 | 57 | 0.0000 | 0.1792 | 14.8417 | 0.11 | 0.7390 |
| 51 | | browser_osee2unifiedRelease | 56 | 0.0000 | 0.1792 | 12.9745 | 0.13 | 0.7155 |
| 52 | | browser_Mozilla | 55 | 0.0000 | 0.1792 | 11.1116 | 0.14 | 0.7112 |
| 53 | | browser_Iron | 54 | 0.0000 | 0.1792 | 9.3243 | 0.21 | 0.6446 |
| 54 | | browser_Nintendo_Browser | 53 | 0.0000 | 0.1792 | 7.5752 | 0.25 | 0.6165 |
| 55 | | browser_SeaMonkey | 52 | 0.0000 | 0.1792 | 5.8379 | 0.26 | 0.6082 |
| 56 | | operatingSystem_Firefox_OS | 51 | 0.0000 | 0.1792 | 4.1198 | 0.28 | 0.5955 |
| 57 | | channelGrouping_Display | 50 | 0.0000 | 0.1792 | 2.4083 | 0.29 | 0.5912 |
| 58 | medium_cpm | | 51 | 0.0000 | 0.1792 | 4.1198 | 0.29 | 0.5912 |
| 59 | | medium_cpm | 50 | 0.0000 | 0.1792 | 2.4083 | 0.29 | 0.5912 |
| 60 | | browser_DASH_JR_3G | 49 | 0.0000 | 0.1792 | 0.7632 | 0.35 | 0.5513 |
| 61 | | campaign_test_liyuhz | 48 | 0.0000 | 0.1792 | -0.8424 | 0.39 | 0.5300 |
| 62 | | browser_DoCoMo | 47 | 0.0000 | 0.1792 | -2.4406 | 0.40 | 0.5261 |
| 63 | operatingSystem_NTT_DoCoMo | | 48 | 0.0000 | 0.1792 | -0.8424 | 0.40 | 0.5261 |
| 64 | | operatingSystem_NTT_DoCoMo | 47 | 0.0000 | 0.1792 | -2.4406 | 0.40 | 0.5261 |
| 65 | | operatingSystem_Android | 46 | 0.0000 | 0.1792 | -3.9110 | 0.53 | 0.4668 |
| 66 | | | | | | | | |

| | | browser_Puffin | 45 | 0.0000 | 0.1792 | -5.3872 | 0.52 | 0.4692 |
|---|---|---|---|---|---|---|---|---|
| 67 | | browser_Android_Browser | 44 | 0.0000 | 0.1792 | -6.8613 | 0.53 | 0.4683 |
| 68 | | browser_MRCHROME | 43 | 0.0000 | 0.1792 | -8.3171 | 0.54 | 0.4607 |
| 69 | | browser_Mozilla_Compatible_Agent | 42 | 0.0000 | 0.1792 | -9.6237 | 0.69 | 0.4050 |
| 70 | | browser_Opera_Mini | 41 | 0.0000 | 0.1792 | -10.982 | 0.64 | 0.4231 |
| 71 | | continent_Americas | 40 | 0.0000 | 0.1792 | -12.261 | 0.72 | 0.3960 |
| 72 | | browser_Maxthon | 39 | 0.0000 | 0.1792 | -12.999 | 1.26 | 0.2612 |
| 73 | | channelGrouping_Direct | 38 | 0.0000 | 0.1792 | -13.682 | 1.32 | 0.2511 |
| 74 | | campaign_Data_Share_Promo | 37 | 0.0000 | 0.1792 | -15.247 | 0.43 | 0.5096 |
| 75 | | channelGrouping_Paid_Search | 36 | 0.0000 | 0.1792 | -15.610 | 1.64 | 0.2007 |
| 76 | medium_cpc | | 37 | 0.0000 | 0.1792 | -15.247 | 1.64 | 0.2007 |
| 77 | | medium_cpc | 36 | 0.0000 | 0.1792 | -15.610 | 1.64 | 0.2007 |
| 78 | | campaign_AW___Dynamic_Search_Ads | 35 | 0.0000 | 0.1792 | -16.090 | 1.52 | 0.2175 |
| 79 | | campaign_Retail__DO_NOT_EDIT_own | 34 | 0.0000 | 0.1792 | -16.113 | 1.98 | 0.1597 |
| 80 | | isMobileBool | 33 | 0.0000 | 0.1792 | -16.082 | 2.03 | 0.1541 |
| 81 | | browser_Coc_Coc | 32 | 0.0000 | 0.1792 | -16.080 | 2.00 | 0.1571 |
| 82 | | browser_Amazon_Silk | 31 | 0.0000 | 0.1792 | -16.293 | 1.79 | 0.1813 |

## 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 | 31 | 2037.36843 | 65.72156 | 6364.59 | <.0001 |
| Error | 903621 | 9330.89912 | 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 | 797.45529 | | |

### Parameter Estimates

| Variable | DF | Parameter Estimate | Standard Error | t Value | Pr > \|t\| | Variance Inflation |
|---|---|---|---|---|---|---|
| Intercept | 1 | -7.69318 | 0.48877 | -15.74 | <.0001 | 0 |
| date | 1 | 3.804542E-7 | 2.423558E-8 | 15.70 | <.0001 | 1.13433 |
| visitNumber | 1 | -0.00014623 | 0.00001196 | -12.22 | <.0001 | 1.07921 |
| hits | 1 | -0.00622 | 0.00006162 | -100.87 | <.0001 | 30.88374 |
| pageviews | 1 | 0.01499 | 0.00008595 | 174.40 | <.0001 | 31.90612 |
| bounces | 1 | 0.01917 | 0.00024232 | 79.09 | <.0001 | 1.28467 |
| newVisits | 1 | -0.00979 | 0.00037225 | -26.29 | <.0001 | 2.09426 |
| isTrueDirectBool | 1 | 0.00620 | 0.00039091 | 15.87 | <.0001 | 2.82541 |
| channelGrouping_Organic_Search | 1 | 0.00115 | 0.00036544 | 3.16 | 0.0016 | 2.85106 |
| channelGrouping_Referral | 1 | 0.01937 | 0.00046392 | 41.76 | <.0001 | 1.93160 |
| channelGrouping_Social | 1 | 0.00965 | 0.00043008 | 22.43 | <.0001 | 3.03684 |
| browser_Android_Webview | 1 | -0.00551 | 0.00149 | -3.70 | 0.0002 | 1.67256 |
| browser_Chrome | 1 | -0.00560 | 0.00098458 | -5.69 | <.0001 | 18.25742 |
| browser_Edge | 1 | -0.00651 | 0.00142 | -4.58 | <.0001 | 1.97098 |
| browser_Firefox | 1 | -0.00601 | 0.00112 | -5.36 | <.0001 | 4.33022 |
| browser_Internet_Explorer | 1 | -0.00376 | 0.00124 | -3.03 | 0.0024 | 2.82343 |
| browser_Opera | 1 | -0.00423 | 0.00168 | -2.52 | 0.0116 | 1.52467 |
| browser_Safari | 1 | -0.00930 | 0.00106 | -8.81 | <.0001 | 15.69790 |
| browser_Safari__in_app_ | 1 | -0.00835 | 0.00165 | -5.06 | <.0001 | 1.79627 |
| browser_YaBrowser | 1 | -0.00484 | 0.00244 | -1.98 | 0.0475 | 1.20688 |
| operatingSystem_Chrome_OS | 1 | 0.01049 | 0.00070487 | 14.88 | <.0001 | 1.23027 |
| operatingSystem_Linux | 1 | 0.00184 | 0.00063651 | 2.90 | 0.0038 | 1.32128 |
| operatingSystem_Macintosh | 1 | 0.01186 | 0.00040880 | 29.01 | <.0001 | 2.95477 |
| operatingSystem_Windows | 1 | 0.00371 | 0.00036481 | 10.18 | <.0001 | 2.76390 |
| operatingSystem_Windows_Phone | 1 | 0.00708 | 0.00295 | 2.40 | 0.0164 | 1.02342 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **operatingSystem_iOS** | 1 | 0.00386 | 0.00059327 | 6.51 | <.0001 | 3.23252 |
| **deviceCategory_tablet** | 1 | -0.00218 | 0.00063501 | -3.44 | 0.0006 | 1.14897 |
| **continent_Africa** | 1 | -0.00504 | 0.00087968 | -5.73 | <.0001 | 1.08695 |
| **continent_Asia** | 1 | -0.00658 | 0.00029120 | -22.60 | <.0001 | 1.38222 |
| **continent_Europe** | 1 | -0.00674 | 0.00029001 | -23.24 | <.0001 | 1.26075 |
| **continent_Oceania** | 1 | -0.00802 | 0.00084704 | -9.47 | <.0001 | 1.02856 |
| **campaign_AW___Electronics** | 1 | -0.03420 | 0.01038 | -3.30 | 0.0010 | 1.00122 |

## 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.