1. First, I used the filter button to filter out the age bracket, so that only 18-40 year old data was checked.
2. Used filter button to filter out ads in non-US countries. I only checked ‘united states.’
3. Used split cells to take out the exact times that were included in the ‘start date’ and ‘end date’ columns.
4. Used arithmetic to calculated days the ad was used by subtracting start date from end date.
5. Used the weekday() function to figure out the start date in terms of days of the week.
6. Used IF statements to figure out if the start date was on a weekend.
7. Made a scatter plot with ‘Impressions’ and ‘days\_used’ from the insert tab.
8. Added a linear trendline by right-clicking on the data. Added in horizontal/vertical axes, and a title. Added in equation and r squared value by clicking the relevant options. This was my simple regression chart.
9. Applied a multiple linear regression analysis, by using Data Analysis toolpack in the Data tab. Clicked on the regression option, and allocated relevant variables in and Y input.
10. Saw pvalue of one of the variables was above.05.
11. Applied another multiple linear regression leaving out the variable with high p value.