

Method

Link function	Natural log
Categorical predictor coding	(1, 0)
Rows used	74
Rows unused	3

Regression Equation

UG Enrollment = exp(Y')

Ads

N Y' = 5.334 + 0.03966 Domain Rating (DR) - 0.000000 Ahrefs Rank (AR)
- 0.01172 URL Rating (UR) - 0.000000 Backlinks + 0.000001 Referring Domains
- 0.000004 Keywords + 0.000003 Traffic

Y Y' = 5.380 + 0.03966 Domain Rating (DR) - 0.000000 Ahrefs Rank (AR)
- 0.01172 URL Rating (UR) - 0.000000 Backlinks + 0.000001 Referring Domains
- 0.000004 Keywords + 0.000003 Traffic

Coefficients

Term	Coef	SE Coef	Z-Value	P-Value	VIF
Constant	5.3343	0.0668	79.88	0.000	
Domain Rating (DR)	0.039659	0.000886	44.74	0.000	7.08
Ahrefs Rank (AR)	-0.000000	0.000000	-8.57	0.000	5.43
URL Rating (UR)	-0.011718	0.000559	-20.97	0.000	1.39
Backlinks	-0.000000	0.000000	-14.50	0.000	1.54
Referring Domains	0.000001	0.000000	22.54	0.000	1.05
Keywords	-0.000004	0.000000	-31.22	0.000	5.62
Traffic	0.000003	0.000000	41.57	0.000	4.81

Ads

Y 0.04520 0.00570 7.92 0.000 1.20

Model Summary

Deviance	Deviance			
R-Sq	R-Sq(adj)	AIC	AICc	BIC
43.01%	42.99%	24039.69	24042.50	24060.42

Goodness-of-Fit Tests

Test	DF	Estimate	Mean	Chi-Square	P-Value
Deviance	65	23325.64609	358.85609	23325.65	0.000
Pearson	65	23274.39059	358.06755	23274.39	0.000

Analysis of Variance

Source	DF	Wald Test	
		Chi-Square	P-Value
Regression	8	15608.55	0.000
Domain Rating (DR)	1	2001.69	0.000
Ahrefs Rank (AR)	1	73.53	0.000
URL Rating (UR)	1	439.60	0.000
Backlinks	1	210.30	0.000
Referring Domains	1	508.04	0.000
Keywords	1	974.43	0.000
Traffic	1	1728.13	0.000
Ads	1	62.79	0.000

Fits and Diagnostics for Unusual Observations

UG						
Obs	Enrollment	Fit	Resid	Std Resid		
1	4556.0	3539.8	16.3	19.60	R	
2	3591.0	4077.3	-7.8	-11.20	R	X
3	2174.0	3284.4	-20.7	-22.40	R	
4	2858.0	2689.2	3.2	4.84	R	X
5	3385.0	2925.2	8.3	8.56	R	
6	2044.0	2894.6	-16.7	-17.61	R	
7	2566.0	3172.7	-11.1	-11.93	R	
8	2576.0	2840.9	-5.1	-5.43	R	
9	1971.0	2709.5	-14.9	-18.06	R	
11	3996.0	2973.8	17.8	18.83	R	
12	2240.0	2867.0	-12.2	-12.65	R	
13	2262.0	2662.7	-8.0	-8.20	R	
14	4227.0	2708.8	26.9	28.03	R	
15	1951.0	2664.4	-14.5	-14.81	R	
16	1748.0	2907.9	-23.2	-23.85	R	
17	1821.0	2515.3	-14.6	-14.92	R	
18	4117.0	2591.0	27.6	28.59	R	
19	2159.0	2762.2	-11.9	-12.17	R	
20	3217.0	2580.5	12.1	12.30	R	
21	1031.0	1185.4	-4.6	-5.74	R	
22	1757.0	1915.9	-3.7	-4.18	R	
23	3029.0	2519.9	9.8	9.98	R	
24	4003.0	2429.0	29.2	29.83	R	
25	1829.0	2585.6	-15.7	-16.35	R	
26	638.0	2596.5	-46.1	-48.26	R	
27	1571.0	2981.3	-28.4	-33.85	R	
28	4652.0	3391.6	20.5	29.63	R	X
29	2988.0	2446.0	10.6	10.74	R	
30	3671.0	2529.2	21.3	22.00	R	
31	4603.0	2741.7	32.4	33.25	R	
32	1701.0	2325.5	-13.6	-13.88	R	

33	4207.0	2908.6	22.6	23.93 R
34	1873.0	3160.7	-24.8	-27.47 R
35	4179.0	2498.8	30.6	31.39 R
36	1368.0	2253.6	-20.1	-20.45 R
37	2853.0	2299.6	11.1	11.81 R
39	1271.0	2034.1	-18.2	-18.77 R
40	3063.0	2334.7	14.4	14.65 R
41	771.0	2392.2	-38.7	-40.03 R
42	1954.0	2102.2	-3.3	-3.32 R
43	1421.0	2080.4	-15.3	-15.62 R
44	1311.0	2265.5	-21.8	-22.11 R
45	2059.0	2804.1	-14.8	-15.65 R
46	4120.0	2090.8	39.1	39.68 R
47	2149.0	2387.4	-5.0	-5.21 R
49	2302.0	2167.8	2.9	2.92 R
50	3668.0	2052.9	32.1	33.00 R
51	2423.0	1635.5	18.2	18.51 R
52	2588.0	2581.7	0.1	3.38 R X
53	1739.0	2282.6	-11.9	-13.43 R
54	2977.0	1790.7	25.6	26.20 R
55	1454.0	1758.5	-7.5	-8.11 R
56	988.0	1614.2	-16.8	-17.13 R
57	1870.0	1616.5	6.2	6.33 R
58	3156.0	2408.3	14.5	16.22 R
59	1064.0	1604.5	-14.4	-14.72 R
60	564.0	1508.1	-27.9	-28.64 R
61	906.0	1475.6	-16.0	-16.38 R
62	1206.0	1417.8	-5.8	-5.90 R
63	1288.0	1574.6	-7.5	-7.68 R
64	1279.0	1486.0	-5.5	-5.64 R
65	1530.0	1392.9	3.6	3.71 R
68	2050.0	1305.1	19.0	19.45 R

69	1066.0	1247.4	-5.3	-5.40 R
71	1304.0	1104.5	5.8	6.09 R
72	1038.0	1152.8	-3.4	-3.61 R
74	492.0	959.0	-16.7	-17.35 R
75	1060.0	898.2	5.2	5.57 R
76	1253.0	870.8	12.1	13.21 R
77	526.0	728.5	-7.9	-9.48 R

R Large residual

X Unusual X