

Jimmy Prince, Alan Yong





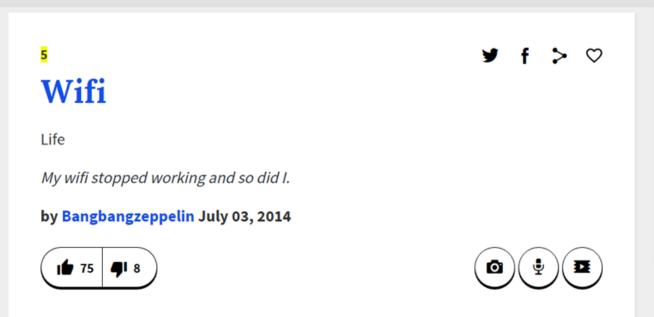
Type any word here...







At the end of 2013, there were more mobile devices than people on earth. – SAP

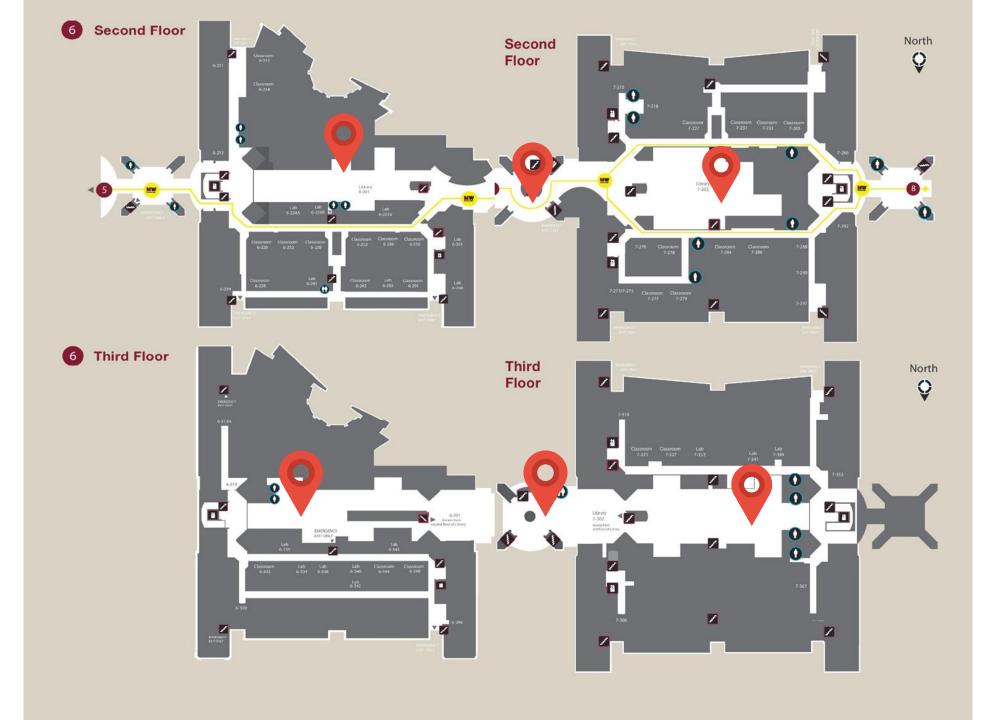




Smartphone users spend an average of 60 minutes a day. iPhone users average 90 minutes a day.

Experian

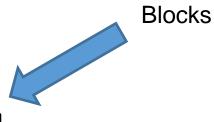




Blocks

- Time of Day (Morning, Noon, Evening)
- Day of the Week (Mon/Wed/Fri, Tues/Thurs)
- Device (Apple vs Android)
- Weeks (Nov.16 Nov.20, Nov.23 Nov.27)

Model Type



$$y_{ijklm} = \mu + \tau_i + \beta_j + \gamma_k + \alpha_l + \lambda_m + \epsilon_{ijklm}$$

 T_i = Location, i = 1,2,3,4,5,6 (6 2nd floor, middle 2nd floor, etc.)

 β_{i} = Time, j = 1,2,3 (Morning (10), Noon(12), Afternoon(2))

 γ_k = Day of the Week, k = 1,2 (Mon/Wed/Fri, Tues/Thurs)

 α_{l} = Device/User, l = 1,2 (Jimmy/Android, Alan/Apple)

 $\lambda_{\rm m}$ = Week, m = 1,2

Downloads: Data Appropriate?

```
Levene's Test for Homogeneity of Variance (center = median)

Df F value Pr(>F)
group 5 0.784 0.5629

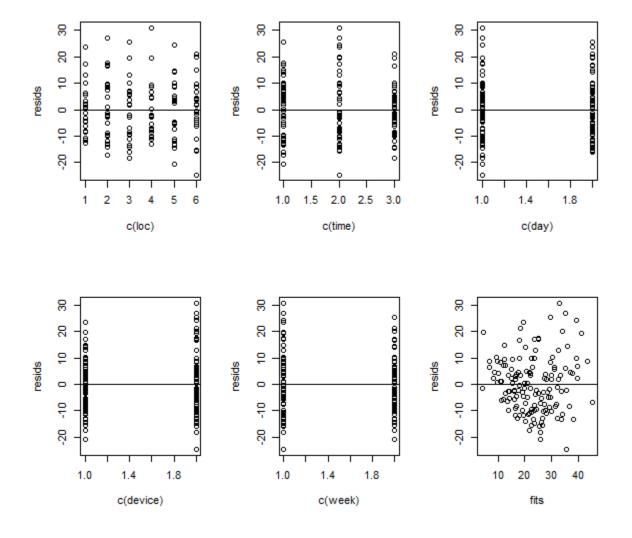
138
```

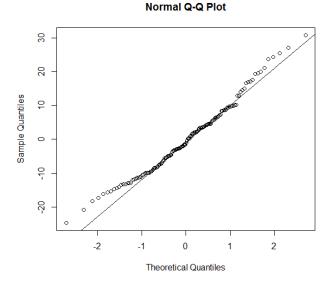
Additive Model - Results

```
Sum Sq Mean Sq F value
                                           Pr(>F)
               1461. 1
                        292. 23
                                2. 4234
OC
                                         0.038746
time
                6035. 2 3017. 60 25. 0247
day
                                9. 6546
                                        0.002310
devi ce
                1933. 2 1933. 18 16. 0317
                                        0.000103
week
                631. 2
                        631. 20
                                5. 2345
                                         0.023721 *
Residuals 133 16037.8
                        120. 58
```

We see that all Factors and blocks are significant.

Additive Model - Residuals



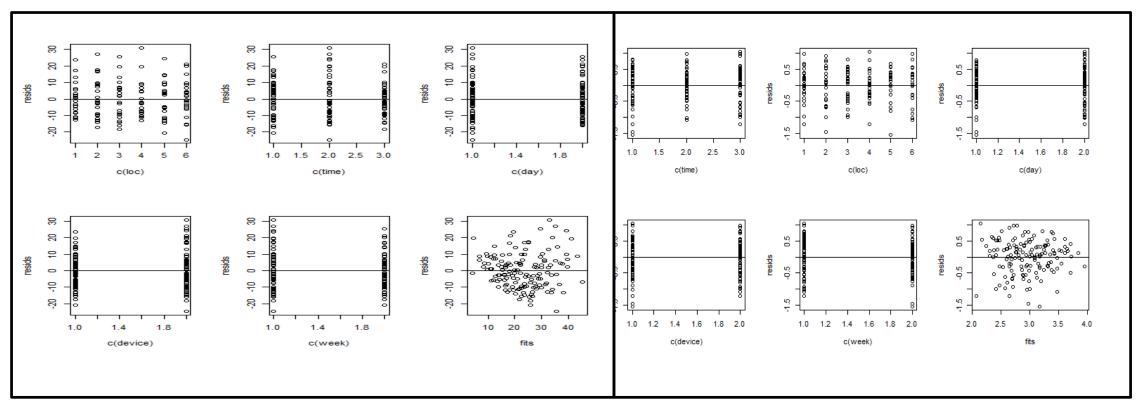


- Variances alright
- Normality not bad
- Fits have slight funnel shape

All in all, no major violations

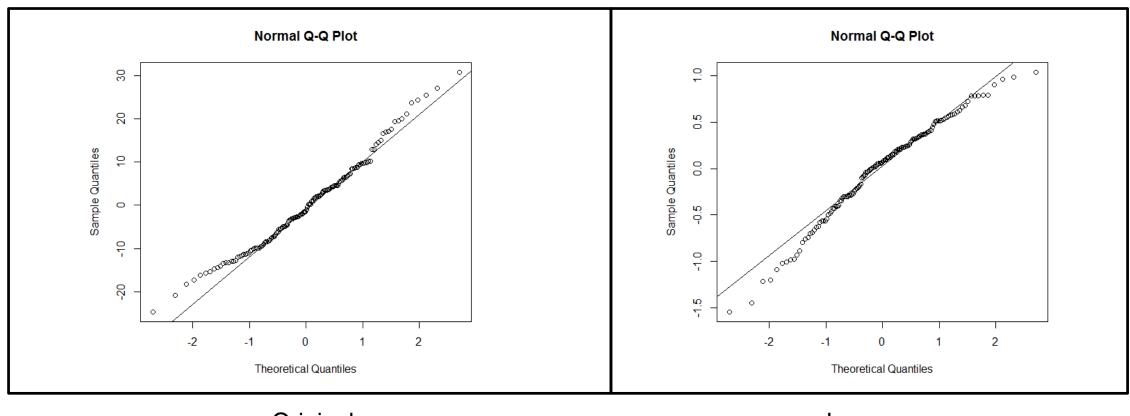
Will a log transformation help?

Log vs Original - Residuals



Original

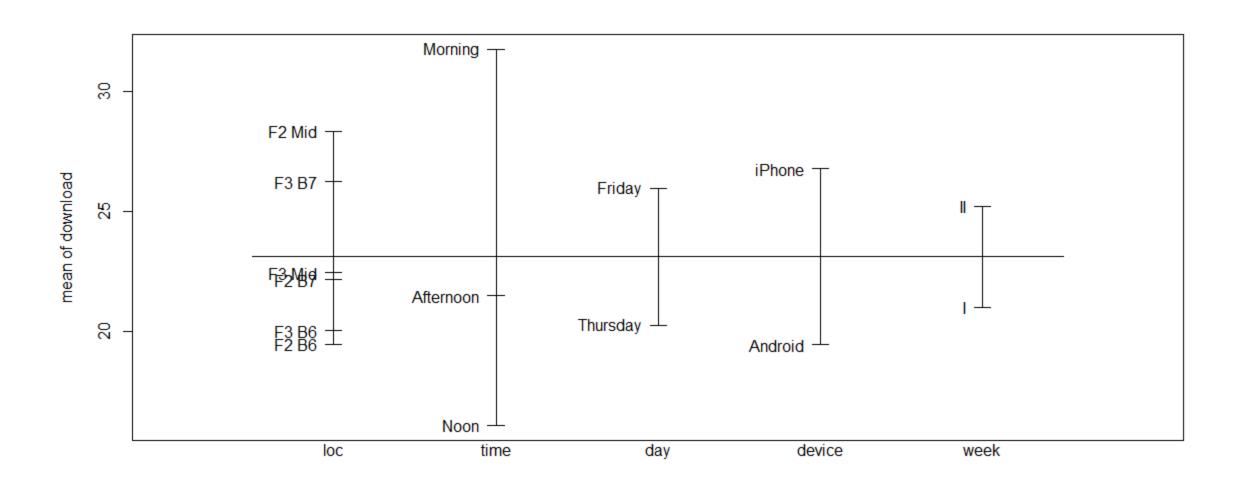
Log vs Original - Normality



Original

Not significantly better, we'll stick with original

Additive - Design Plot



Factors

Multiple Comparisons

95% Tukey-Kramer confidence intervals

```
Diff
                                  Lower
                                            Upper Decision Adj.
                                                                   p-val ue
                      - 2, 665 - 11, 83145
                                          6. 50145
muF2 B6-muF2 B7
                                                     FTR HO
                                                                  0.959293
muF2 B6-muF2 M d
                    -8.83729 -18.00374
                                          0.32916
                                                     FTR HO
                                                                  0.065678
muF2 B7-muF2 M d
                    - 6. 17229 - 15. 33874
                                          2. 99416
                                                     FTR HO
                                                                  0.378461
                                                                  0.999979
muF2 B6-muF3 B6
                    - 0. 54146
                              - 9. 70791
                                          8. 62499
                                                     FTR HO
                                                                  0.984931
muF2 B7-muF3 B6
                     2. 12354
                              - 7. 04291 11. 28999
                                                     FTR HO
                     8. 29583
                              -0.87061 17.46228
                                                     FTR HO
                                                                  0.100289
muF2 Mid-muF3 B6
muF2 B6-muF3 B7
                    - 6. 74125
                              - 15. 9077
                                           2.4252
                                                     FTR HO
                                                                  0.280094
muF2 B7-muF3 B7
                    - 4. 07625
                               - 13, 2427
                                           5.0902
                                                     FTR HO
                                                                  0.792247
                                                                  0.985791
muF2 Mid-muF3 B7
                     2. 09604
                               - 7. 07041 11. 26249
                                                     FTR HO
muF3 B6-muF3 B7
                    - 6. 19979 - 15. 36624
                                          2.96666
                                                     FTR HO
                                                                  0.373356
muF2 B6-muF3 M d
                    - 2. 96854 - 12. 13499
                                          6. 19791
                                                     FTR HO
                                                                  0.936323
                               - 9. 46999
                                          8.86291
                                                                  0.999999
muF2 B7-muF3 M d
                    - 0. 30354
                                                     FTR HO
                     5.86875
                                - 3, 2977
                                          15.0352
                                                     FTR HO
                                                                   0.43676
muF2 Mid-muF3 Mid
muF3 B6-muF3 M d
                   - 2. 42708 - 11. 59353
                                          6. 73936
                                                     FTR HO
                                                                  0.972759
                     3.77271
muF3 B7-muF3 M d
                              - 5. 39374 12. 93916
                                                     FTR HO
                                                                   0.84088
```

Multiple Comparisons – Protected LSD

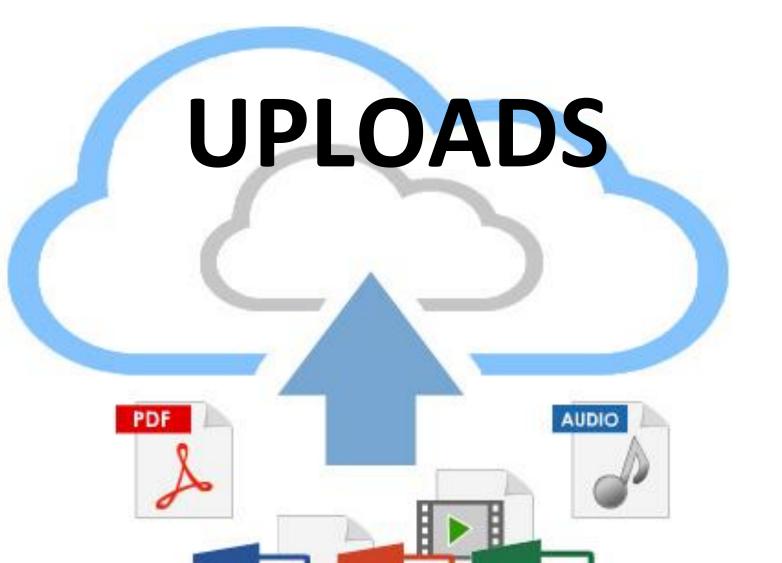
95% LSD confidence intervals

```
LSD
                                  Diff
                                                              Decision Adj.
                                                      Upper
                                                                              p- val ue
                                            Lower
                               - 2. 665
                                                    3.60496
muF2 B6-muF2 B7
                    6. 26996
                                        - 8. 93496
                                                                 FTR HO
                                                                              0.40202
                                                  - 2. 56733 Reject H0
muF2 B6-muF2 M d
                    6. 26996 - 8. 83729
                                       - 15. 10725
                                                                              0.00608
muF2 B7-muF2 M d
                    6. 26996
                             - 6. 17229
                                       - 12, 44225
                                                    0.09767
                                                                 FTR HO
                                                                              0.05362
muF2 B6-muF3 B6
                    6. 26996 - 0. 54146
                                        - 6. 81142
                                                     5.7285
                                                                 FTR HO
                                                                              0.86463
                                                     8.3935
muF2 B7-muF3 B6
                    6. 26996
                              2. 12354
                                         - 4. 14642
                                                                 FTR HO
                                                                              0.50408
muF2 M d-muF3 B6
                    6. 26996
                              8. 29583
                                          2. 02587 14. 56579 Rei
                                                                ect H0
                                                                               0.0099
                             - 6. 74125
muF2 B6-muF3 B7
                    6. 26996
                                       - 13. 01121 - 0. 47129
                                                             Reject HO
                                                                               0.0353
muF2 B7-muF3 B7
                    6. 26996
                             - 4. 07625
                                       - 10. 34621
                                                    2. 19371
                                                                 FTR HO
                                                                              0.20071
muF2 M d- muF3 B7
                    6. 26996
                              2.09604
                                         - 4. 17392
                                                      8.366
                                                                 FTR HO
                                                                              0.50961
                    6. 26996
                             - 6. 19979
                                                    0.07017
                                                                 FTR HO
muF3 B6-muF3 B7
                                       - 12. 46975
                                                                              0.05258
muF2 B6-muF3 M d
                    6. 26996 - 2. 96854
                                          - 9. 2385
                                                    3. 30142
                                                                 FTR HO
                                                                              0.35073
                                          - 6. 5735
muF2 B7-muF3 M d
                    6. 26996 - 0. 30354
                                                    5. 96642
                                                                 FTR HO
                                                                              0.92386
muF2 M d- muF3 M d 6, 26996
                              5.86875
                                         -0.40121 12.13871
                                                                 FTR HO
                                                                              0.06633
                                                                              0.44523
muF3 B6-muF3 M d
                    6. 26996 - 2. 42708
                                         - 8. 69704
                                                   3. 84288
                                                                 FTR HO
muF3 B7-muF3 M d
                                                                               0.2361
                    6. 26996
                              3. 77271
                                        - 2, 49725 10, 04267
                                                                 FTR HO
```

Although the protected LSD results show us this, the method is not very reliable and does not correct for multiple comparisons.

Conclusions

As far as downloads go, the test we conducted does not show the six points we chose in the library are significantly different from each other.



Data Appropriate?

```
Levene's Test for Homogeneity of Variance (center = median)

Df F value Pr(>F)

group 5 2.8701 0.01694 *

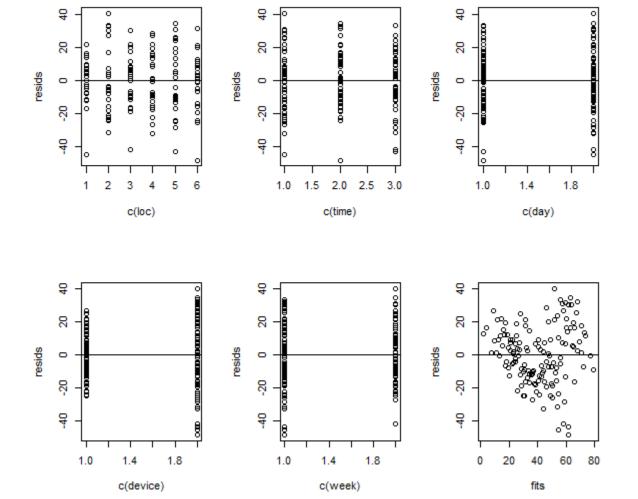
138
```

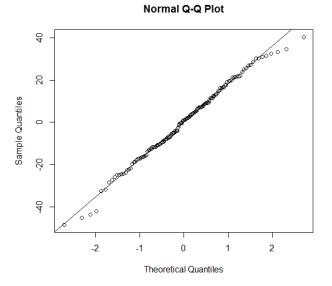
Additive Model - Results

```
Response:
          upl oad
              Sum Sq Mean Sq F value
                                          Pr(>F)
                10663 2132. 6 6. 2766 2. 923e- 05
l oc
                      1623. 3 4. 7777 0. 009913 **
                 3247
time
day
                  228
                        228. 4 0. 6721 0. 413785
                30234
                     30234. 2 88. 9853 < 2. 2e- 16
devi ce
                       1980. 3 5. 8285 0. 017129 *
week
                1980
                 45189
                           339.8
Residuals 133
```

We see that Location, time, device, and week are significant.

Additive Model - Residuals



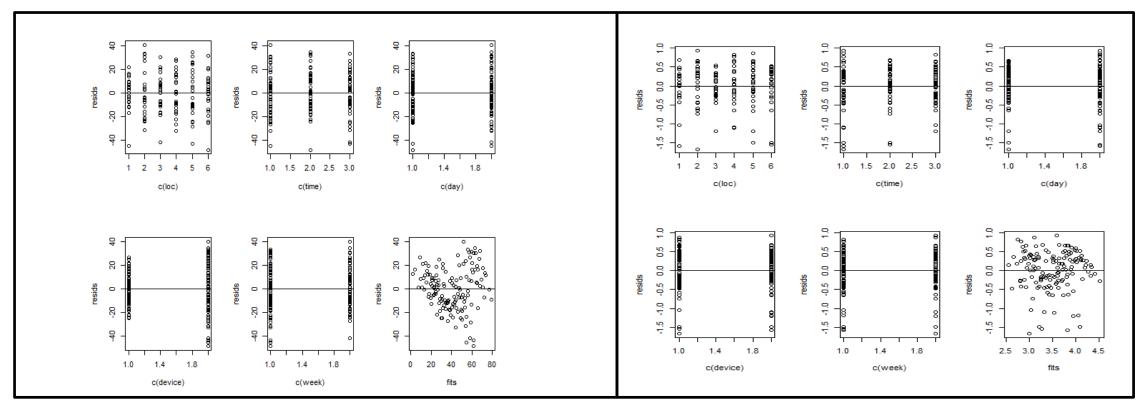


- Variances alright
- Normality great
- Fits have slight funnel shape

All in all, no major violations

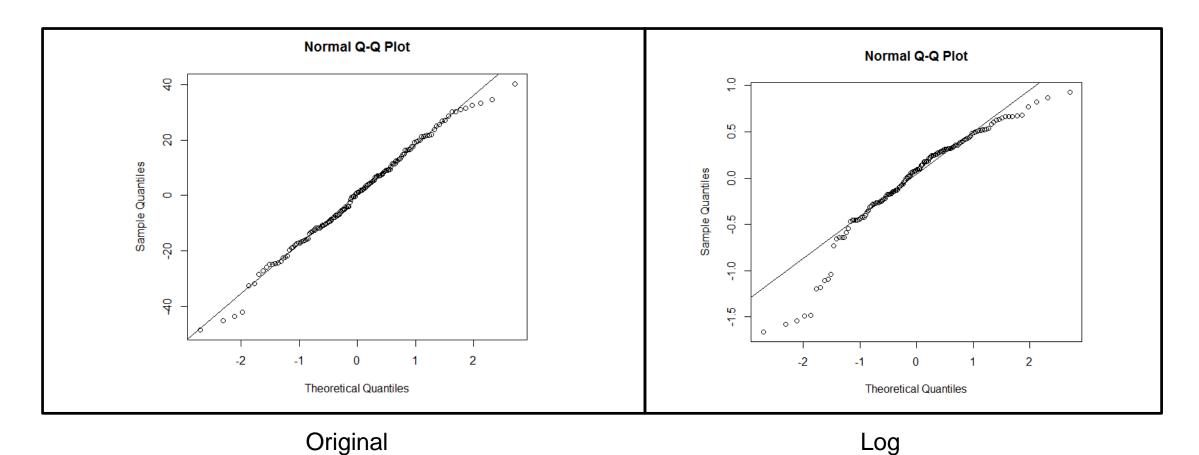
Will a log transformation help?

Log vs Original - Residuals



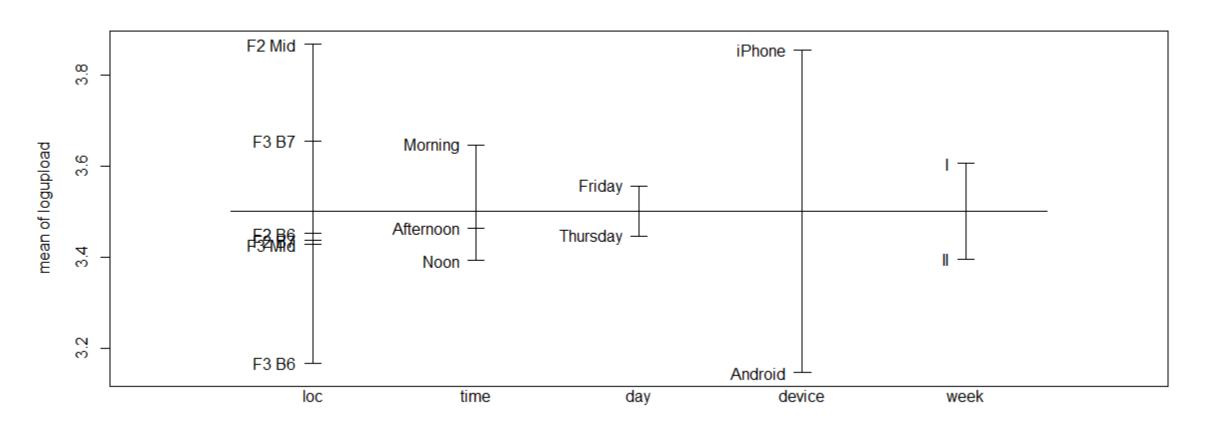
Original

Log vs Original - Normality



While fitted residuals look slightly better, normality gets wrecked. We'll stick with original

Additive - Design Plot



Factors

Multiple Comparisons

95% Tukey-Kramer confidence intervals

```
Diff
                                                   Decision Adj. p-value
                                 Lower
                                           Upper
muF2 B6-muF2 B7
                     0. 01537 - 0. 43455
                                         0.46529
                                                     FTR HO
                                                                 0.999999
                                         0.03482
muF2 B6-muF2 M d
                     - 0. 4151 - 0. 86502
                                                     FTR HO
                                                                 0.088715
muF2 B7-muF2 M d
                    - 0. 43047 - 0. 88039
                                         0.01945
                                                     FTR HO
                                                                 0.069334
muF2 B6-muF3 B6
                     0. 28459 - 0. 16533
                                         0.73451
                                                     FTR HO
                                                                 0.450778
muF2 B7-muF3 B6
                     0. 26922
                             - 0. 1807
                                         0.71914
                                                     FTR HO
                                                                  0.514398
muF2 M d- muF3 B6
                     0.69969
                               0. 24977
                                         1. 14961 Reject HO
                                                                  0.000212
muF2 B6-muF3 B7
                               -0.6531
                                         0. 24674
                                                                  0.781352
                    - 0. 20318
                                                     FTR HO
muF2 B7-muF3 B7
                    - 0. 21856 - 0. 66848
                                         0.23137
                                                     FTR HO
                                                                  0.724155
muF2 M d-muF3 B7
                     0. 21192 - 0. 23801
                                         0.66184
                                                     FTR HO
                                                                 0.749483
muF3 B6-muF3 B7
                    - 0. 48777
                               - 0. 9377
                                        - 0. 03785 Rej ect
                                                                 0.025269
muF2 B6-muF3 M d
                     0. 02339 - 0. 42653
                                         0.47331
                                                     FTR HO
                                                                 0.999989
muF2 B7-muF3 M d
                     0.00802
                               -0.4419
                                         0.45794
                                                     FTR HO
muF2 M d-muF3 M d
                     0. 43849 - 0. 01143
                                         0.88841
                                                     FTR HO
                                                                 0.060714
                     -0.2612 -0.71112
                                                                 0.548198
muF3 B6-muF3 M d
                                         0. 18872
                                                     FTR HO
muF3 B7-muF3 M d
                     0. 22657 - 0. 22335
                                          0.6765
                                                                 0.692505
                                                     FTR HO
```

Significant differences between: $Mid^2 - 6^3$ $6^3 - 7^3$

6³ Mid³ 7² 6² 7³ Mid²

Conclusions

•As far as uploads go, the test we conducted shows the only difference supported by the data is in between $Mid^2 - 6^3$, $6^3 - 7^3$.

THE VERDICT



Maybe some community service