Dataset description

Each row in the dataset refers to a single event, which is characterized by all the following fields:

- **Timestamp:** Date and time of the event expressed according to the Unix time system
- **User ID:** Cookie-centric identifier of the user (for each browser or device used there is a different user ID)
- **Cross-device user ID:** User-centric identifier that can be common to various browsers or devices
- **Existing client:** Equals 1 if the user has already done a purchase on the website in the past, and 0 otherwise
- **Event type:** Defines the nature of the event as one of the following
    - *Listing*: User visited a page listing various products belonging to the same category (there shouldn't be any particular product associated to the event)
    - *Product*: User visited a page dedicated to a specific product
    - *Basket*: User added a product to his basket
    - *Sales*: User purchased a product
- **Product ID:** Unique identifier of the product on the advertiser website
- **Product price:** Price of the product in €
- **Product quantity:** Can be superior to 1 for 'Basket' and 'Sales' events if the user has added several times the same product in his basket
- **Product category:** Classification of the product within one of the following categories ("Small Items"/"Medium Items"/"Large Items"/"Packages")
- **Environment:** Type of environment on which the event took place (web or app_android)
- **Device type:** Classification of the device the user visited the website with (determined according to his user agent-https://en.wikipedia.org/wiki/User_agent)

- **Browser family:** Classification of the browser the user visited the website with (determined according to his user agent)
- **User location:** Is "Inland" if the user was located in the country of the advertiser at the time of the event, "Outside" if the user is locate in another country, and "Unknown" if we are unaware of the location of the user