Profile report – all_sessions_raw_dataprep

Ecommerce Analytics Pipeline – Job ID: 11266647

All Data 33 columns 6,777 rows 4 data types

78% valid values

• 2% mismatching values

20% missing values

Output destinations

Name	Location	Status
revenue_reporting	bigquery://qwiklabs-gcp-02-a02e770fbe75/ecommerce/revenue_reporting	Completed

Data sources

Name	Location
all_sessions_raw_dataprep	bigquery://qwiklabs-gcp-02-a02e770fbe75/ecommerce/all_sessions_raw_dataprep

Execution summary

Job Status Completed

> Job Type Manual

Environment

BigQuery

Start time

Thu, Oct 21, 2021 4:07 AM +05:30

End time

Thu, Oct 21, 2021 4:08 AM +05:30

Duration 34 sec

fullVisitorId channelGrouping time country Type Type String Type String Type Integer String Valid 6,777 Valid 6,777 Valid 6,777 Valid 6,777 Mismatched 0 Mismatched 0 Mismatched 0 Mismatched 0 **Empty** 0 **Empty** 0 **Empty** 0 **Empty** 0 Top 20 values Top 5 values Top 3 values 3,563 Referral 4,517 United States 6,752 4520185947201930710 777 9852625334775123501 242 Organic Search 1,246 Finland 13 241 957 12 1771797970955200965 Canada Direct 229 49 9947542428111966715 Paid Search 219 748200454615490914 Display 211 9135964269759937258 1,368 196 056516105397733466 173 385231150756085903 172 679 8812275451738413277 5408509515083537446 170 152 2053321357504839510 145 7519145914292413159 0M 0.5M 1M 1.5M 2M 2.5M 3M 3.5M 4M 4.5M 5M 135 4036233621975669453 128 1623443938929969178 8945917216741229076 127 Minimum 123 6434429149954155169 Lower quartile 160,249 118 9641690225668962441 **593687**8543289156144 111 Median 451,000 8074064886439057273 110 Upper quartile 1,049,462 109 407317080599159176 Maximum 4,884,597 totalTransactionRevenue city totalTransactionRevenue1 transactions String Type Type Integer Type Integer Type Integer Valid 6,777 Valid 6,777 Valid 1,406 Valid 6,777 0 5.371 0 Mismatched Mismatched 0 Mismatched Mismatched 0 0 **Empty** 0 **Empty Empty Empty** 0 Top 19 values 6,249 4.569 503 1,847 not available in demo dataset 1,597 New York 689 Sunnyvale 689 Mountain View 283 577 San Francisco 372 231 Palo Alto 172 Ann Arbor Atlanta 107 854 103 Austin 528 215 21 76 San lose 72 Seattle 0.4B 0.8B 1.2B 1.6B 2B 2.4B 100 200 300 400 500 600 700 1 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9 2 71 2.8B Kirkland 60 Cambridge - 1 35 25 21 Redmond Minimum 27 Minimum 3,990,000 Minimum Washington Lower quartile 45,640,000 Lower quartile 122 Lower quartile Santa Clara 21 140,070,000 153

Median

Maximum

Upper quartile

281,000,000

2,934,610,000

Median

Maximum

Upper quartile

12

Fremont

Toronto

Median

Maximum

Upper quartile

245

747

timeOnSite Integer Type Valid 6,777 Mismatched 0 **Empty** 0 2,468 1,089 655 631 345 81 0k 0.5k 1k 1.5k 2k 2.5k 3k 3.5k Minimum 56 742 Lower quartile

1,186

2,025

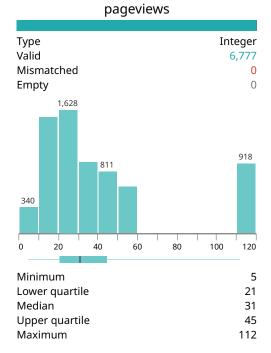
4,885

Median

Maximum

Maximum

Upper quartile







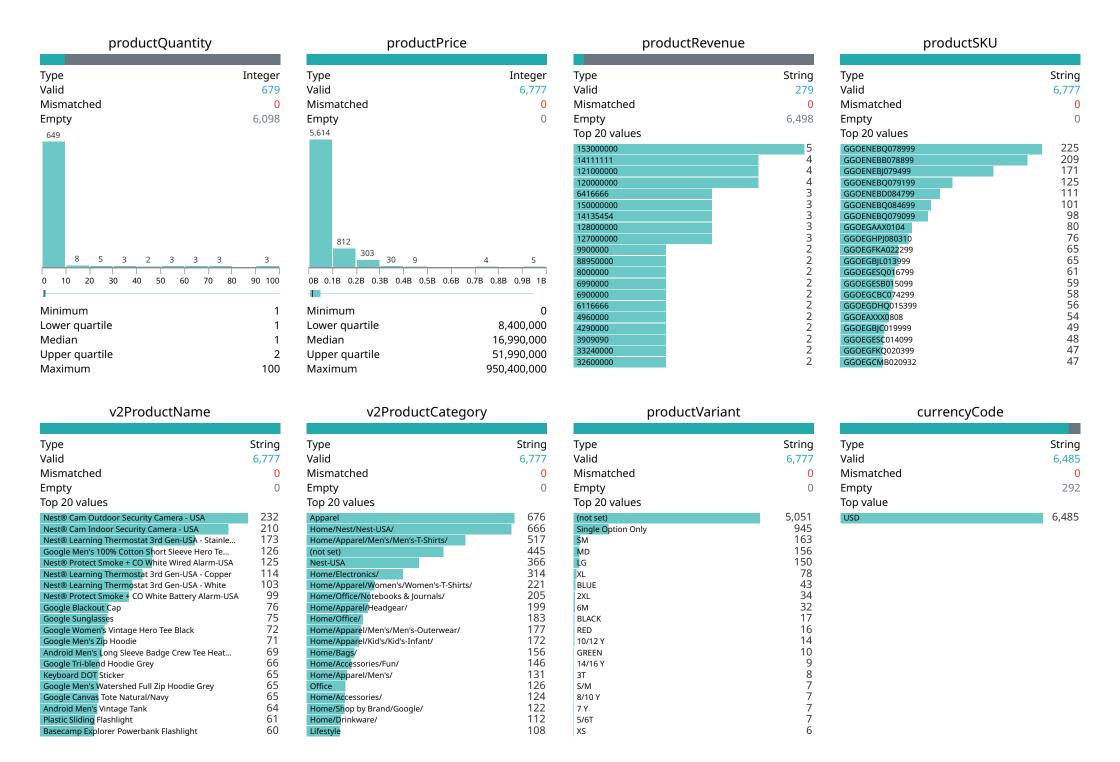
	visitId	
Type Valid Mismatched Empty	1,52:	Integer 6,777 0 0
958 508 25 1.501585B	421	581 200 225 1.50166B
Minimum Lower quartile Median Upper quartile		1,501,585,011 1,501,607,749 1,501,623,575 1,501,635,362

unique_session_id			
Type	String		
Valid	6,777		
Mismatched	0		
_	0		
Empty	0		
Top 20 values			
4520185947201930710-1501627131	676		
9852625334775123501-1501623575	242		
1771797970955200965-1501624252	241		
9947542428111966715-1501608078	229		
748200454615490914-1501598702	219		
9135964269759937258-1501647149	211		
056516105397733466-1501646467	196		
385231150756085903-1501603468	173		
8812275451738413277-1501651868	172		
5408509515083537446-1501592752	170		
2053321357504839510-1501651007	152		
751914591 4292413159-1501628356	145		
4036233621975669453-1501635362	135		
1623443938929969178-1501653087	128		
8945917216741229076-1501606687	127		
6434429149954155169-1501614315	123		
5936878543289156144-1501614663	111		
8074064886439057273-1501625413	110		
407317080599159176-1501605136	109		
4897021424322518417-1501617938	108		

type	
Type	Ctring
Type	String
Valid	6,777
Mismatched	0
Empty	0
Top value	
PAGE	6,777

productRefundAn	nount
Type	String
Valid	0
Mismatched	0
Empty	6,777
No valid values	

1,501,656,817



transactionRevenue

transactionId

pageTitle

searchKeyword

Type						D	ecimal
Valid							279
Misn	natch	ed					0
Emp	ty						6,498
173	•						
	56						
	00						
	26		18				
		1	10				5
0B	0.4B	0.8B	1.2B	1.6B	2B	2.4B	2.8B
-							

3,990,000.00

48,670,000.00

152,690,000.00

276,000,000.00

2,934,610,000.00

Туре	String
Valid	582
Mismatched	0
_	0
Empty	6,195
Top 20 values	
ORD201708012517	48
ORD201708012584	44
ORD201708012558	22
ORD201708012572	20
ORD201708012449	20
ORD201708012481	18
ORD201708012550	16
ORD201708012533	16
ORD201708012562	14
ORD201708012543	12
ORD201708012493	12
ORD201708012415	12
ORD201708012360	12
ORD201708012585	10
ORD201708012578	10
ORD201708012560	10
ORD201708012539	10
ORD201708012527	10
ORD201708012479	10

Туре	String
Valid	6,772
Mismatched	0
Empty	5
Top 20 values	
Nest-USA	666
Checkout Confirmation Men's T-Shirts Apparel Google Merchandise Store Payment Method Checkout Your Information Electronics Google Merchandise Store Checkout Review Women's T-Shirts Apparel Google Merchandise Notebooks & Journals Office Google Merchandi Headgear Apparel Google Merchandise Store Store search results Office Google Merchandise Store Men's Outerwear Apparel Google Merchandise Infant Kids' Apparel Google Merchandise Store Bags Google Merchandise Store Fun Accessories Google Merchandise Store Men's Apparel Google Merchandise Store Accessories Google Merchandise Store Accessories Google Merchandise Store Accessories Google Merchandise Store Accessories Google Merchandise Store Drinkware Google Merchandise Store	582 517 463 400 314 281 225 199 185 183 177 172 156 146 131 124 122

Type	String
Valid	0
Mismatched	0
Empty	6,777
No valid values	

pagePathLevel1

Minimum

Median

Maximum

Lower quartile

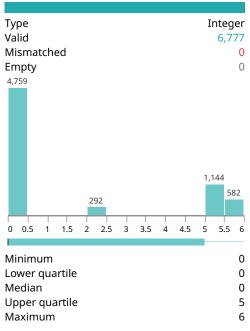
Upper quartile

Type	String
Valid	6,777
Mismatched	0
Empty	0
Top 9 values	
/google+redesign/	4,825
/ordercompleted.html	582
/payment.html	463
/yourinfo.html	400
/revieworder.html	281
/asearch.html	171
/store.html	36
/asearch.html/	14
/storeitem.html	5



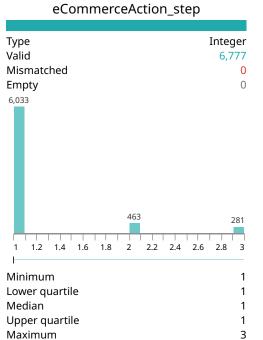
10

ORD201708012473



eCommerceAction label

econinierceAction_label			
Type	String		
Valid	6,777		
Mismatched	0		
Empty	0		
Top 4 values			
Unknown	4,759		
Check out Completed purchase	1,144 582		
Product detail views	292		
_			



eCommerceAction_option

Туре	String
Valid	1,144
Mismatched	(
Empty	5,633
Top 3 values	
Payment	463
Billing and Shipping	400
Review	281