

YData Profiling Report

Overview

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- Overview
- Alerts 37
- Reproduction

Dataset statistics

Number of variables	29
Number of observations	9240
Missing cells	0
Missing cells (%)	0.0%
Duplicate rows	155
Duplicate rows (%)	1.7%
Total size in memory	2.0 MiB
Average record size in memory	232.0 B

Variable types

Categorical	23
Numeric	6

Variables

Select Columns

Lead Origin

Categorical

High correlation

Distinct	5
Distinct (%)	0.1%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Landing ...	4886
API	3580
Lead Ad...	718
Lead Im...	55
Quick A...	1

More details

Lead Source

Categorical

High correlation

Distinct	22
Distinct (%)	0.2%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Google	2868
Direct Tr...	2543
Olark Chat	1755
Organic ...	1154
Reference	534
Other va...	386

More details

Do Not Email

Categorical

High correlation   Imbalance

Distinct	2
Distinct (%)	< 0.1%
Missing	0

0	8506
1	734

Missing (%)	0.0%
Memory size	72.3 KiB

More details

Do Not Call

Categorical

Imbalance

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

0 9238  
1 2

More details

Converted

Categorical

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

0 5679  
1 3561

More details

TotalVisits

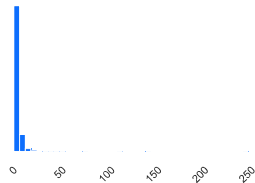
Real number (ℝ)

High correlation

Skewed

Zeros

Distinct	41	Minimum	0
Distinct (%)	0.4%	Maximum	251
Missing	0	Zeros	2189
Missing (%)	0.0%	Zeros (%)	23.7%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	3.4386364	Memory size	72.3 KiB



More details

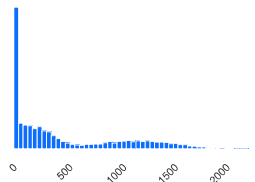
Total Time Spent on Website

Real number (ℝ)

High correlation

Zeros

Distinct	1731	Minimum	0
Distinct (%)	18.7%	Maximum	2272
Missing	0	Zeros	2193
Missing (%)	0.0%	Zeros (%)	23.7%
Infinite	0	Negative	0



Infinite (%)0.0%

Mean487.69827

Negative (%)0.0%

Memory size72.3 KiB

More details

Page Views Per Visit

Real number (ℝ)

High correlationZeros

Distinct114

Distinct (%)1.2%

Missing0

Missing (%)0.0%

Infinite0

Infinite (%)0.0%

Mean2.3574405

Minimum0

Maximum55

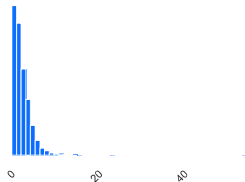
Zeros2189

Zeros (%)23.7%

Negative0

Negative (%)0.0%

Memory size72.3 KiB



More details

Last Activity

Categorical

High correlation

<b>Distinct</b>	18	Email Op...	3437
<b>Distinct (%)</b>	0.2%	SMS Sent	2745
<b>Missing</b>	0	Olark Ch...	973
<b>Missing (%)</b>	0.0%	Page Visi...	640
<b>Memory size</b>	72.3 KiB	Convert...	428
		Other va...	1017

More details

Country

Categorical

Imbalance

<b>Distinct</b>	39	India	6492
<b>Distinct (%)</b>	0.4%	Unknown	2461
<b>Missing</b>	0	United S...	69
<b>Missing (%)</b>	0.0%	United A...	53
<b>Memory size</b>	72.3 KiB	Singapore	24
		Other va...	141

More details

Specialization

Categorical

High correlation

<b>Distinct</b>	20	Select	1942
<b>Distinct (%)</b>	0.2%	Unknown	1438
<b>Missing</b>	0	Finance ...	976
		Human ...	848

Missing (%)	0.0%	Marketin...	838
Memory size	72.3 KiB	Other va...	3198

More details

What is your current occupation

Categorical

Imbalance

Distinct	7	Unempl...	5600
Distinct (%)	0.1%	Unknown	2690
Missing	0	Working...	706
Missing (%)	0.0%	Student	210
Memory size	72.3 KiB	Other	16
		Other va...	18

More details

Search

Categorical

Imbalance

Distinct	2	0	9226
Distinct (%)	< 0.1%	1	14
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

Magazine

Categorical

Constant

Distinct	1	0	9240
Distinct (%)	< 0.1%		
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

Newspaper Article

Categorical

Imbalance



Distinct	2	0	9238
Distinct (%)	< 0.1%	1 2	
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

X Education Forums

Categorical

Imbalance

Distinct	2	0	9239
Distinct (%)	< 0.1%	1 1	
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

Newspaper

Categorical

Imbalance

Distinct	2	0	9239
Distinct (%)	< 0.1%	1 1	
Missing	0		

**Missing (%)** 0.0%

**Memory size** 72.3 KiB

More details

Digital Advertisement

Categorical

Imbalance

**Distinct** 2 0 9236

**Distinct (%)** < 0.1% 1 4

**Missing** 0

**Missing (%)** 0.0%

**Memory size** 72.3 KiB

More details

Through Recommendations

Categorical

Imbalance

Distinct	2	0	9233
Distinct (%)	< 0.1%	1	7
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

Receive More Updates About Our Courses

Categorical

Constant

Distinct	1	0	9240
Distinct (%)	< 0.1%		
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

Update me on Supply Chain Content

Categorical

Constant

<b>Distinct</b>	1	0	9240
<b>Distinct (%)</b>	< 0.1%		
<b>Missing</b>	0		
<b>Missing (%)</b>	0.0%		
<b>Memory size</b>	72.3 KiB		

More details

## Get updates on DM Content

Categorical

Constant

<b>Distinct</b>	1	0	9240
<b>Distinct (%)</b>	< 0.1%		
<b>Missing</b>	0		
<b>Missing (%)</b>	0.0%		
<b>Memory size</b>	72.3 KiB		

More details

## City

Categorical

High correlation

<b>Distinct</b>	8	Mumbai	3222
<b>Distinct (%)</b>	0.1%	Select	2249
<b>Missing</b>	0	Unknown	1420
		Thane &...	752

Missing (%)	0.0%
Memory size	72.3 KiB

Other Ci... 686  
Other va... 911

More details

I agree to pay the amount through cheque

Categorical

Constant

Distinct	1	0	9240
Distinct (%)	< 0.1%		
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

## A free copy of Mastering The Interview

Categorical

High correlation

Distinct	2	0	6352
Distinct (%)	< 0.1%	1	2888
Missing	0		
Missing (%)	0.0%		
Memory size	72.3 KiB		

More details

## Last Notable Activity

Categorical

High correlation

Distinct	16	Modified	3407
Distinct (%)	0.2%	Email Op...	2827
Missing	0	SMS Sent	2172
Missing (%)	0.0%	Page Visi...	318
Memory size	72.3 KiB	Olark Ch...	183
		Other va...	333

More details

## TotalVisits\_Log

Real number ( $\mathbb{R}$ )

High correlation    Zeros

Distinct41

Distinct (%)0.4%

Missing0

Missing (%)0.0%

Infinite0

Infinite (%)0.0%

Mean1.1900981

Minimum0

Maximum5.5294

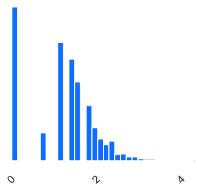
Zeros2189

Zeros (%)23.7%

Negative0

Negative (%)0.0%

Memory size72.3 KiB



More details

TotalTimeSpent\_Log

Real number ( $\mathbb{R}$ )

High correlationZeros

Distinct1731

Distinct (%)18.7%

Missing0

Missing (%)0.0%

Infinite0

Infinite (%)0.0%

Minimum0

Maximum7.7288

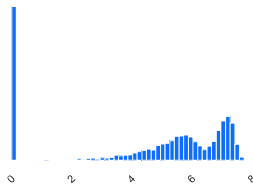
Zeros2193

Zeros (%)23.7%

Negative0

Negative (%)0.0%

Memory size72.3 KiB



Mean 4.5066329

More details

PageViewsPerVisit\_Log

Real number (ℝ)

High correlation Zeros

Distinct 114

Distinct (%) 1.2%

Missing 0

Missing (%) 0.0%

Infinite 0

Infinite (%) 0.0%

Mean 1.0115731

Minimum 0

Maximum 4.0253

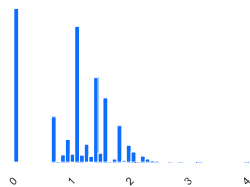
Zeros 2189

Zeros (%) 23.7%

Negative 0

Negative (%) 0.0%

Memory size 72.3 KiB



More details

Interactions

TotalVisits

Total Time Spent on Website

Page Views Per Visit

TotalVisits\_Log

TotalTimeSpent\_Log

PageViewsPerVisit\_Log



PageViewsPerVisit\_Log

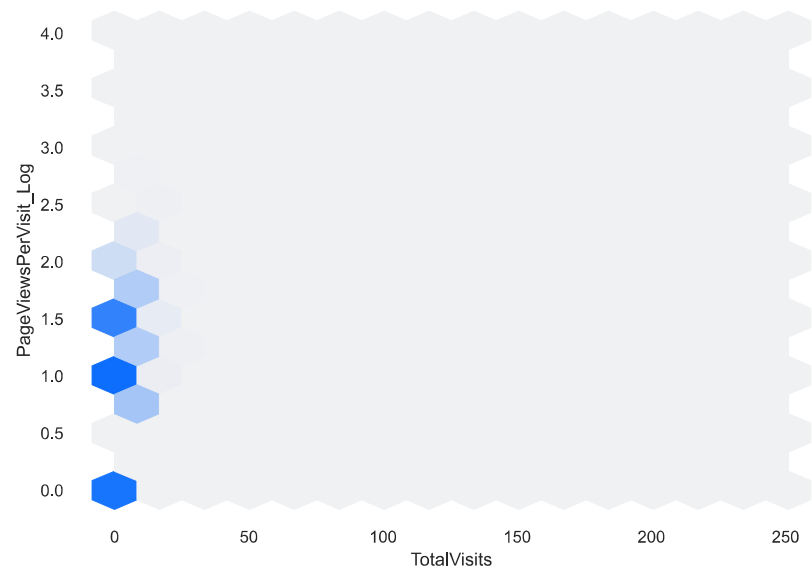
TotalVisits

Total Time Spent on Website

Page Views Per Visit

TotalVisits\_Log

TotalTimeSpent\_Log



# Correlations

Auto

Heatmap

Table

A free copy of Master

A free copy of Mastering The Interview 1.000

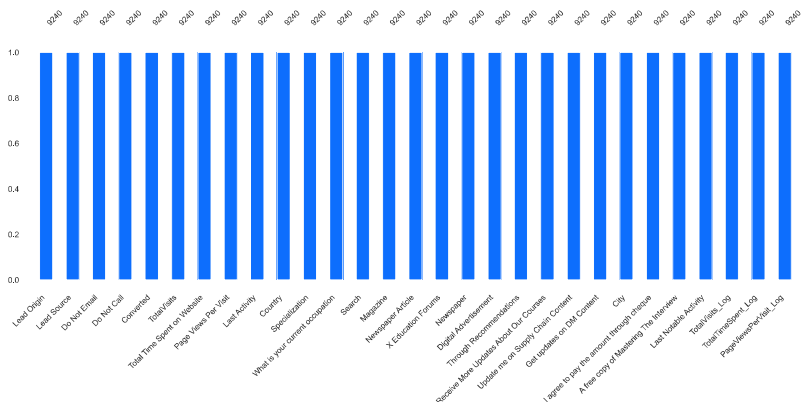
	<b>A free copy of Master</b>
<b>City</b>	0.561
<b>Converted</b>	0.038
<b>Country</b>	0.404
<b>Digital Advertisement</b>	0.000
<b>Do Not Call</b>	0.000
<b>Do Not Email</b>	0.054
<b>Last Activity</b>	0.209
<b>Last Notable Activity</b>	0.110
<b>Lead Origin</b>	0.569
<b>Lead Source</b>	0.670
<b>Newspaper</b>	0.000
<b>Newspaper Article</b>	0.000
<b>Page Views Per Visit</b>	0.129
<b>PageViewsPerVisit_Log</b>	0.391
<b>Search</b>	0.000
<b>Specialization</b>	0.524
<b>Through Recommendations</b>	0.004
<b>Total Time Spent on Website</b>	0.207
<b>TotalTimeSpent_Log</b>	0.374
<b>TotalVisits</b>	0.016
<b>TotalVisits_Log</b>	0.388
<b>What is your current occupation</b>	0.066

	A free copy of Master
X Education Forums	0.000

# Missing values

Count

Matrix



A simple visualization of nullity by column.

# Sample

First rows

Last rows

	Lead Origin	Lead Source	Do Not Email	Do Not Call
0	API	Olark Chat	0	0
1	API	Organic Search	0	0
2	Landing Page Submission	Direct Traffic	0	0
3	Landing Page Submission	Direct Traffic	0	0
4	Landing Page Submission	Google	0	0
5	API	Olark Chat	0	0
6	Landing Page Submission	Google	0	0
7	API	Olark Chat	0	0
8	Landing Page Submission	Direct Traffic	0	0
9	API	Google	0	0

## Duplicate rows

### Most frequently occurring

	Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted	TotalVisits
24	API	Olark Chat	0	0	0	0.0
15	API	Olark Chat	0	0	0	0.0

	Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted	TotalVisits
<b>20</b>	API	Olark Chat	0	0	0	0.0
<b>12</b>	API	Olark Chat	0	0	0	0.0
<b>59</b>	API	Olark Chat	0	0	1	0.0
<b>25</b>	API	Olark Chat	0	0	0	0.0
<b>41</b>	API	Olark Chat	0	0	1	0.0
<b>16</b>	API	Olark Chat	0	0	0	0.0
<b>150</b>	Lead Add Form	Welingak Website	0	0	1	0.0
<b>134</b>	Lead Add Form	Reference	0	0	1	0.0

Report generated by [YData](#).