YData Profiling Report

Overview

Brought to you by YData

Overview | Alerts 37 | Reproduction

Reproduction

Analysis started	2025-07-17 05:04:58.105310
Analysis finished	2025-07-17 05:05:06.961532
Duration	8.86 seconds
Software version	ydata-profiling vv4.16.1
Download configuration	config.json

Variables

Select Columns

Lead Origin

Categorical

High correlation

Distinct	5
Distinct (%)	0.1%
Missing	0
Missing (%)	0.0%

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

Memory size	72.3 KiB

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
Missing (%)	0.0%
Memory size	72.3 KiB

0	8506
1	734

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

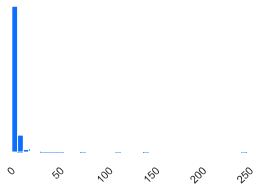
TotalVisits

Real number (ℝ)

High correlation **Skewed** **Zeros**

Distinct	41
Distinct (%)	0.4%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	3.4386364

Minimum	0
Maximum	251
Zeros	2189
Zeros (%)	23.7%
Negative	0
Negative (%)	0.0%
Memory size	72.3 Ki



More details

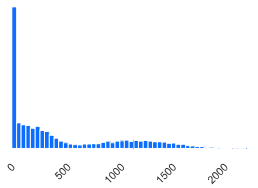
Total Time Spent on Website

Real number (ℝ)

High correlation **Zeros**

Distinct	1731
Distinct (%)	18.7%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%

Minimum	0
Maximum	2272
Zeros	2193
Zeros (%)	23.7%
Negative	0
Negative (%)	0.0%
Memory size	72.3 Ki



Mean	487.69827

More details

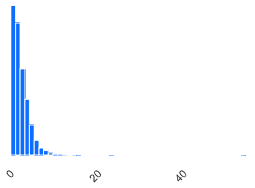
Page Views Per Visit

Real number (ℝ)

High correlation **Zeros**

Distinct	114
Distinct (%)	1.2%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	2.3574405

Minimum	0
Maximum	55
Zeros	2189
Zeros (%)	23.7%
Negative	0
Negative (%)	0.0%
Memory size	72.3 Ki



More details

Last Activity

Categorical

High correlation

Distinct	18
Distinct (%)	0.2%

Email Op...	3437
SMS Sent	2745
Olark Ch...	973

Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Page Visi...	640
Convert...	428
Other va...	1017

More details

Country

Categorical

Imbalance

Distinct	39
Distinct (%)	0.4%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

India	6492
Unknown	2461
United S...	69
United A...	53
Singapore	24
Other va...	141

More details

Specialization

Categorical

High correlation

Distinct	20
Distinct (%)	0.2%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Select	1942
Unknown	1438
Finance ...	976
Human ...	848
Marketin...	838
Other va...	3198

More details

What is your current occupation

Categorical

Imbalance

Distinct	7
Distinct (%)	0.1%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Unempl...	5600
Unknown	2690
Working...	706
Student	210
Other	16
Other va...	18

More details

Search

Categorical

Imbalance

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

0	9226
1	14

More details

Magazine

Categorical

Constant

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

0 9240

More details

Newspaper Article

Categorical

Imbalance

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

0 9238

1 2

More details

X Education Forums

Categorical

Imbalance

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

0 9239
1 1

More details

Newspaper

Categorical

Imbalance

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

0 9239
1 1

More details

Digital Advertisement

Categorical

Imbalance

Distinct	2
Distinct (%)	< 0.1%
Missing	0

0 9236
1 4

Missing (%)	0.0%
Memory size	72.3 KiB

More details

Through Recommendations

Categorical

Imbalance

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

0 9233

1 7

More details

Receive More Updates About Our Courses

Categorical

Constant

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

0 9240

More details

Update me on Supply Chain Content

Categorical

Constant

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

0 9240

More details

Get updates on DM Content

Categorical

Constant

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

0	9240

More details

City

Categorical

High correlation

Distinct	8
Distinct (%)	0.1%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Mumbai	3222
Select	2249
Unknown	1420
Thane &...	752
Other Ci...	686
Other va...	911

More details

I agree to pay the amount through cheque

Categorical

Constant

Distinct	1
Distinct (%)	< 0.1%
Missing	0

0	9240

Missing (%)	0.0%
Memory size	72.3 KiB

More details

A free copy of Mastering The Interview

Categorical

High correlation

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

0	6352
1	2888

More details

Last Notable Activity

Categorical

High correlation

Distinct	16
Distinct (%)	0.2%
Missing	0
Missing (%)	0.0%
Memory size	72.3 KiB

Modified	3407
Email Op...	2827
SMS Sent	2172
Page Visi...	318
Olark Ch...	183
Other va...	333

More details

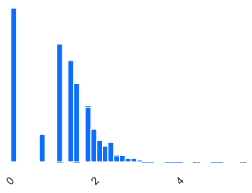
TotalVisits_Log

Real number (ℝ)

High correlation **Zeros**

Distinct	41
Distinct (%)	0.4%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	1.1900981

Minimum	0
Maximum	5.5294
Zeros	2189
Zeros (%)	23.7%
Negative	0
Negative (%)	0.0%
Memory size	72.3 Ki



More details

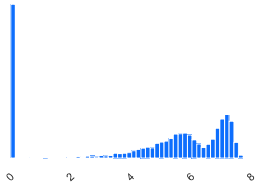
TotalTimeSpent_Log

Real number (ℝ)

High correlation **Zeros**

Distinct	1731
Distinct (%)	18.7%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	4.5066329

Minimum	0
Maximum	7.7288
Zeros	2193
Zeros (%)	23.7%
Negative	0
Negative (%)	0.0%
Memory size	72.3 Ki



More details

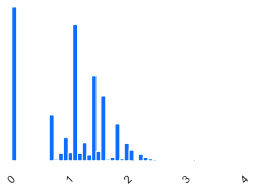
PageViewsPerVisit_Log

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 Ki

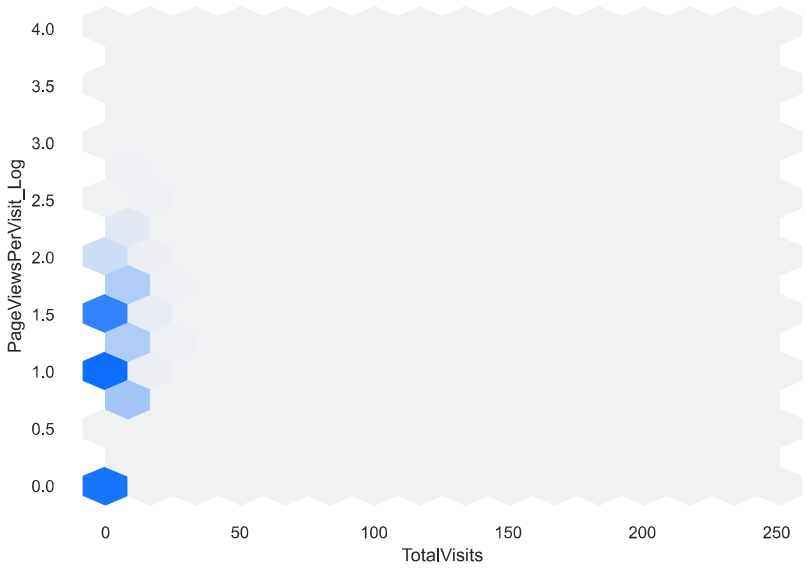


More details

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

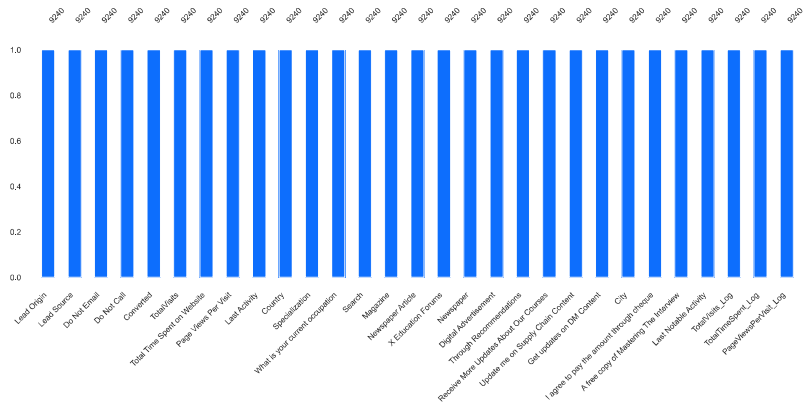
Heatmap | Table

	A free copy of Master
A free copy of Mastering The Interview	1.000
City	0.561
Converted	0.038
Country	0.404

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

	Lead Origin	Lead Source	Do Not Email	D
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
20	API	Olark Chat	0	0	0	0.0
12	API	Olark Chat	0	0	0	0.0
59	API	Olark Chat	0	0	1	0.0

	Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted	TotalVisits
25	API	Olark Chat	0	0	0	0.0
41	API	Olark Chat	0	0	1	0.0
16	API	Olark Chat	0	0	0	0.0
150	Lead Add Form	Welingak Website	0	0	1	0.0
134	Lead Add Form	Reference	0	0	1	0.0

Report generated by YData.