**Task 1 – Data Schema**

The file *session\_data.csv* is comma (,) separated and has the following structure :

|  |  |
| --- | --- |
| **Column Name** | **Description** |
| Ymd | Date of session in YYYYMMDD format |
| Session\_id | Unique identifier for the visit |
| Tracking\_id | Unique identifier of the user’s cookie |
| Platform | Country code of the platform of the session |
| Is\_app | Flag sessions coming from mobile apps |
| Is\_repeater | Flag sessions that are from a cookie that has visited before |
| Traffic\_type | Coded categorization of session marketing channel |
| Country\_name | Name of the country where the user IP is located |
| Agent\_id | Coded categorization of session device type |
| Clickouts | Number of clicks to partner sites made by the session |
| Bookings | Number of bookings made by the session |
| Session\_duration | Length of the session in seconds |
| Entry\_page | First action of the user on our site |
| Total\_ctp | Total number of content items viewed by the session |
| Arrival\_day | Arrival date from search dates |
| Departure\_day | Departure date from search dates |