# Profile report – all\_sessions\_raw\_dataprep

• 3% mismatching values

Ecommerce Analytics Pipeline – Job ID: 20733052

33 columns 669 rows 3 data types

Job Status Completed

**Execution summary** 

Job Type Manual

Environment

BigQuery

Start time

Sun, Aug 6, 2023 9:50 PM +02:00

End time

Sun, Aug 6, 2023 9:51 PM +02:00

Duration 44 sec

Output destinations

all\_sessions\_raw\_dataprep.csv

72% valid values

All Data

Name

Location Status

gs://dataprep-staging-aa68e62f-6c42-42ed-a770-10f1109e8569/student-02-b84bcc3f7e44@qwiklabs.net/jobrun/all\_sessions\_raw\_dataprep.csv

25% missing values

Data sources

Name Location Schema validation

all\_sessions\_raw\_dataprep bigquery://qwiklabs-gcp-00-ff7215a8a719/ecommerce/ all\_sessions\_raw\_dataprep

**②** 

No schema changes found

#### fullVisitorId channelGrouping time country Integer Type String Type String Type Type String Valid 669 Valid 669 Valid 669 Valid 669 Mismatched 0 Mismatched 0 Mismatched 0 Mismatched 0 **Empty** 0 **Empty** 0 **Empty** 0 **Empty** 0 Top 20 values Top 4 values 284 Top value 502 84 75 9852625334775123501 87 Referral 669 United States 48 27 4520185947201930710 Direct 9947542428111966715 Organic Search 23 22 19 8 7519145914292413159 Paid Search 9135964269759937258 385231150756085903 19 1771797970955200965 16 4897021424322518417 15 8945917216741229076 13 8812275451738413277 10 6 6 8 3 2 1 13 748200454615490914 13 056516105397733466 1M 11 7506305472297329144 6434429149954155169 11 11 0572263157266627282 Minimum 0 10 6259202518292934794 Lower quartile 104,202 10 5936878543289156144 5408509515083537446 10 Median 314,734 0216141040361335595 10 Upper quartile 823,526 10 00122544416887869 Maximum 4,394,586 timeOnSite city totalTransactionRevenue transactions String Type Type Type Integer Type Integer Integer Valid 669 Valid 669 Valid 669 Valid 669 Mismatched 0 Mismatched 0 0 0 Mismatched Mismatched 0 0 0 **Empty Empty Empty Empty** 0 Top 18 values 547 123 454 153 not available in demo dataset 127 Sunnyvale 117 New York Mountain View 61 60 San Francisco 65 58 Chicago 20 Palo Alto 13 Ann Arbor 122 10 Cambridge 9 Redmond 27 Seattle 8 8 San Jose 2k 0B 0.4B 0.8B 1.2B 1.6B 2B 2.4B 2.8B 1 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9 2 0k 3k 4k 6 Kirkland 5 Santa Clara 5 Atlanta Minimum Minimum Minimum 139 3,990,000 Washington Lower quartile 53,790,000 Lower quartile Lower quartile 707 Austin

127,000,000

270,000,000

2,934,610,000

Median

Maximum

Upper quartile

Median

Maximum

Upper quartile

Fremont

1,222 2,521

4,885

Median

Maximum

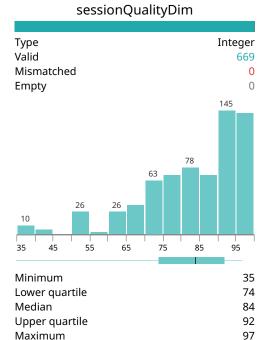
Upper quartile

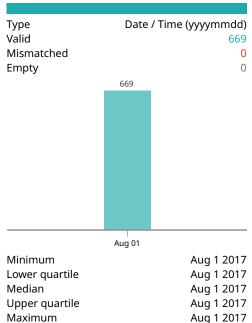
#### pageviews Type Integer Valid Mismatched **Empty** Minimum Lower quartile

Median

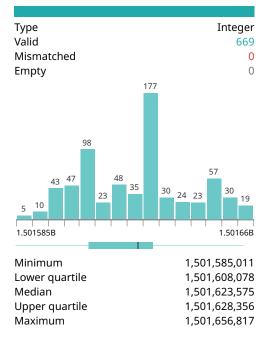
Maximum

Upper quartile





date



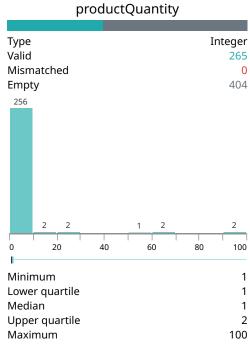
visitId

aqae_5c55.011_1a	
Type	String
Valid	669
Mismatched	0
Empty	0
Top 20 values	
98526253347751235011501623575	87
45201859472019307101501627131	44
99475424281119667151501608078	27
75191459142924131591501628356	23
91359642697599372581501647149	22
3852311507560859031501603468	19
17717979709552009651501624252	19
48970214243225184171501617938	16
89459172167412290761501606687	15
88122754517384132771501651868	13
<b>748200</b> 4546154909141501598702	13
0565161053977334661501646467	13
75063054722973291441501633124	11
64344291499541551691501614315	11
05722631572666272821501605515	11
62592025182929347941501596661	10
<b>59368</b> 785432891561441501614663	10

unique session id

type	:
Туре	String
Valid	669
Mismatched	0
Empty	0
Top value	
EVENT	669

Туре	Str
Valid	
Mismatched	
Empty	6
No valid values	



# productPrice Type Valid Mismatched Empty 40M 80M 120M 160M

ce	productRev	enue
<b>.</b> .	-	C
Integer	Type	String
669	Valid	0
0	Mismatched	0
0	Empty	669

No valid values

Type	Integer
Valid	0
Mismatched	669
Empty	0

productSKU

String

669

0

0

Type

Valid

Empty

Mismatched

Top 20 values	
Nest® Cam Outdoor Security Camera	46
Nest® Cam Indoor Security Camera	40
Google Infant Short Sleeve Tee Gre	34
Nest® Learning Thermostat 3rd Gen	26
Google Men's Zip Hoodie	20
Google Sunglasses	16
Google Tri-blend Hoodie Grey	15
Google Canvas Tote Natural/Navy	15
Google Men's 100% Cotton Short Sle	14
26 oz Double Wall Insulated Bottle	12
Google Leather Perforated Journal	11
Nest® Protect Smoke + CO White Wir	10
Nest® Learning Thermostat 3rd Gen	10
Google Youth Baseball Raglan Heath	10
Google Women's Vintage Hero Tee Bl	10
Google Women's Performance Full Zi	9
Collapsible Shopping Bag	9
Nest® Learning Thermostat 3rd Gen	8
Google Spiral Journal with Pen	8
Google Blackout Cap	8

1,200,000
13,590,000
18,990,000
64,990,000
249,000,000

v2ProductCategory

String

oroductVariant

productival	110116
Type	String
Valid	669
Mismatched	0
Empty	0
Top value	
(not set)	669

currencyc	ouc
Type	String
Valid	266
Mismatched	0
Empty	403
Top value	
USD	266

currencyCode

itemRevenue
-------------

Туре	String
Valid	C
Mismatched	C
Empty	669
No valid values	

Туре	String
Valid	669
Mismatched	0
_	•
Empty	0
Top 20 values	
Home/Nest/Nest-USA/	134
\${escCatTitle}	110
Home/Apparel/Kid's/Kid's-Infant/	67
Home/Apparel/Men's/Men's-Outerwe	28
(not set)	27
Home/Office/Notebooks & Journals/	26
Home/Electronics/	25
Home/Bags/	22
Home/Apparel/Men's/Men's-T-Shirt	21
Home/Apparel/Men's/	20
Home/Apparel/Headgear/	18
Home/Accessories/Fun/	15
Home/Bags/Shopping and Totes/	14
Home/Bags/More Bags/	13
Home/Apparel/Kid's/Kids-Youth/	12
Home/Apparel/Kid's/Kid's-Toddler/	12
Home/Apparel/Women's/Women's-T-S	11
Home/Drinkware/Water Bottles and	10
Home/Electronics/Flashlights/	9
Home/Apparel/Women's/Women's-Out	9

Туре	String
Valid	0
Mismatched	0
Empty	669
No valid values	

transactionRevenue

Type	String
Valid	0
Mismatched	0
Empty	669
No valid values	

transactionId

Туре	Str
Valid	6
Mismatched	
Empty	
Top 20 values	
Nost LICA	1

Infant | Kids' Apparel | Google ... Men's Outerwear | Apparel | Goog...

Notebooks & Journals | Office | ... Electronics | Google Merchandise... Bags | Google Merchandise Store Men's T-Shirts | Apparel | Googl... Men's Apparel | Google Merchandi...

Headgear | Apparel | Google Merc...

Fun | Accessories | Google Merch...

Shopping & Totes | Bags | Google...

More Bags | Bags | Google Mercha... Youth | Kids' Apparel | Google M...

Toddler | Kids' Apparel | Google...

Women's T-Shirts | Apparel | Goo...

Water Bottles & Tumblers | Drink...

Women's Outerwear | Apparel | Go... Flashlights | Electronics | Goog...

Store search results Shopping Cart pageTitle

String 668 0 1	Typ Vali Mis Em No
134	INO
67 28 27 27 26 25 22 21	

18

15

14

13 12

12

11

10

9

9

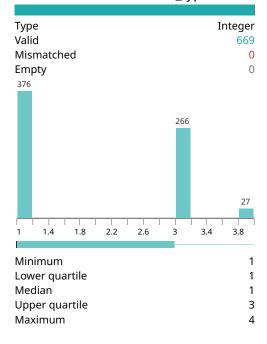
## searchKeyword Strin

ype	String
alid	0
lismatched	0
mpty	669
lo valid values	

#### pagePathLevel1

Type	String
Valid	669
Mismatched	0
Empty	0
Top 4 values	
/google+redesign/	614
/basket.html	27
/asearch.html	27
/storeitem.html	1

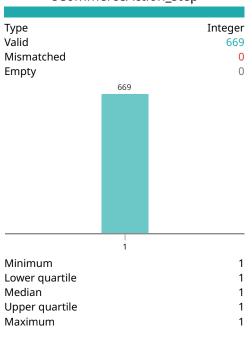
### eCommerceAction\_type



#### eCommerceAction label

ccommerce/tetion_lab	~!
Type	String
Valid	669
Mismatched	0
Empty	0
Top 3 values	
Click through of product lists	376
Add product(s) to cart	266
Remove product(s) from cart	27

#### eCommerceAction\_step



### eCommerceAction\_option

Туре	String
Valid	0
Mismatched	0
Empty	669
No valid values	