**1. count\_session**

* **Description**: The total number of sessions associated with a visitor. A session refers to the time a user spends on the website in a single visit.

**2. count\_hit**

* **Description**: The total number of hits or interactions during a session. A hit could represent an action like a page load, button click, or any other interaction.

**3. channelGrouping**

* **Description**: Represents how the user arrived at the website. Common channels include "Paid Search," "Organic Search," "Direct," "Referral," and "Social."

**4. totals\_newVisits**

* **Description**: Indicates if this session represents a new visit from the user. Typically a binary indicator (1 for new visit, 0 for returning visit).

**5. device\_browser**

* **Description**: The browser (e.g., Chrome, Firefox, Safari) that the visitor used to access the website.

**6. device\_operatingSystem**

* **Description**: The operating system (e.g., Windows, iOS, Android) that the visitor's device is running.

**7. device\_isMobile**

* **Description**: Indicates whether the visitor is using a mobile device (True/False).

**8. device\_deviceCategory**

* **Description**: The type of device used (e.g., mobile, tablet, desktop).

**9. geoNetwork\_region**

* **Description**: The geographical region from which the visitor accessed the website (e.g., city, state, or area).

**10. geoNetwork\_latitude**

* **Description**: The latitude coordinates for the visitor's geographical location, indicating their approximate position.

**11. geoNetwork\_longitude**

* **Description**: The longitude coordinates for the visitor's geographical location, indicating their approximate position.

**12. historic\_session**

* **Description**: The visitor’s historic session count, which helps in understanding whether the visitor has accessed the site before and how often.

**13. historic\_session\_page**

* **Description**: The average number of pages visited during a user's historic sessions.

**14. youtube**

* **Description**: Information on the user’s interaction with YouTube videos or campaigns, potentially showing engagement with multimedia content.

**15. avg\_session\_time**

* **Description**: The average time a visitor spends during a session, measured in seconds or minutes.

**16. avg\_session\_time\_page**

* **Description**: The average time spent on a specific page by a visitor during a session.

**17. single\_page\_rate**

* **Description**: The rate at which visitors only view a single page before leaving the website (bounce rate).

**18. sessionQualityDim**

* **Description**: A measure of the quality of a session based on interactions and engagement. Higher numbers indicate better-quality sessions.

**19. last\_visitId**

* **Description**: The ID associated with the last visit by the visitor.

**20. latest\_visit\_id**

* **Description**: The ID of the most recent visit by the visitor.

**21. visitId\_threshold**

* **Description**: A threshold for visits, possibly indicating a certain range of visits used for analysis purposes.

**22. earliest\_visit\_id**

* **Description**: The ID associated with the visitor’s first visit to the site.

**23. earliest\_visit\_number**

* **Description**: A number representing the visitor's earliest session on the website.

**24. latest\_visit\_number**

* **Description**: A number representing the visitor’s most recent session on the website.

**25. time\_earliest\_visit**

* **Description**: The timestamp of the visitor’s earliest visit to the site.

**26. time\_latest\_visit**

* **Description**: The timestamp of the visitor’s most recent visit to the site.

**27. avg\_visit\_time**

* **Description**: The average time spent per visit by the visitor, across all sessions.

**28. days\_since\_last\_visit**

* **Description**: The number of days since the visitor’s last visit to the site.

**29. days\_since\_first\_visit**

* **Description**: The number of days since the visitor’s first visit to the site.

**30. visits\_per\_day**

* **Description**: The average number of visits per day made by the visitor.

**31. bounce\_rate**

* **Description**: The percentage of sessions in which the user only viewed one page before leaving the website (high bounce rates often indicate low engagement).

**32. earliest\_source**

* **Description**: The source (e.g., Google, direct) from which the visitor accessed the website during their earliest session.

**33. latest\_source**

* **Description**: The source from which the visitor accessed the website during their most recent session.

**34. earliest\_medium**

* **Description**: The medium (e.g., CPC, organic) from which the visitor accessed the website in their first session.

**35. latest\_medium**

* **Description**: The medium from which the visitor accessed the website in their most recent session.

**36. earliest\_keyword**

* **Description**: The search keyword or phrase that led the visitor to the website during their earliest session.

**37. latest\_keyword**

* **Description**: The search keyword or phrase that led the visitor to the website during their most recent session.

**38. earliest\_isTrueDirect**

* **Description**: Indicates whether the visitor came directly to the site during their first session (True/False).

**39. latest\_isTrueDirect**

* **Description**: Indicates whether the visitor came directly to the site during their most recent session (True/False).

**40. num\_interactions**

* **Description**: The total number of interactions or engagements the visitor had on the site.

**41. bounces**

* **Description**: The number of times a visitor bounced (viewed only one page) in their sessions.

**42. time\_on\_site**

* **Description**: The total time the visitor spent on the site during all sessions.

**43. transactionRevenue**

* **Description**: The total revenue generated from the visitor’s transactions during all sessions.

**44. products\_array**

* **Description**: An array of products that the visitor interacted with, viewed, or purchased.

**45. has\_converted**

* **Description**: The target variable indicating whether the visitor converted into a customer (1 for converted, 0 for not converted).

**46. target\_date**

* **Description**: The target date, likely representing the date of the analysis or conversion outcome.