Data Description:

The dataset contains the following features:

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| **Features** | **Description** | **DataType** |
| Administrative | Number of pages visited by the user for user account management related activities | Discrete values from 0 to 27 |
| Administrative\_Duration | Time spent on Admin pages by the user | Continuous value (time in seconds) |
| Informational | Number of pages visited by the user about the website | Discrete values from 0 to 24 |
| Informational Duration | Time spent on Informational pages by the user | Continuous value (time in seconds) |
| ProductRelated | Number of product related pages visited by the user | Discrete values from 0 to 705 |
| ProductRelated\_Duration | Time spent on Product related pages by the user | Continuous value (time in seconds) |
| BounceRates | Average bounce rate of the pages visited by the user | Continuous value |
| ExitRates | Average exit rate of the pages visited by the user | Continuous value |
| PageValues | Average page value of the pages visited by the user | Continuous value |
| SpecialDay | Closeness of the visiting day to a special event like Mother’s Day or festivals like Christmas | Discrete values (0, 0.2, 0.4, 0.6, 0.8, 1.0) |
| Month | Month of the visit from Jan to Dec | Categorical |
| OperatingSystems | OperatingSystems of the visitor | Discrete values from 0 to 7 |
| Browser | Browser of the visitor | Discrete values from 0 to 12 |
| Region | Geographic region from which the session has been started by the visitor | Discrete values from 0 to 8 |
| TrafficType | Traffic source through which user has entered the website | Discrete values from 0 to 19 |
| VisitorType | Visitor type as New visitor, Returning user or Others | Categorical |
| Weekend | If the user visited on a weekend or not | Boolean |
| Revenue | If the user visit resulted with a transaction | Boolean |