Kira Plastinina Customer Insights Project

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Defining the question

In this weeks problem, I will be working as a data scientist for a client, Kira Plastinina. Kira Plastinina is a Russian brand that is sold throughout retail stores in Russia, Ukraine, Kazakhstan, Belarus, China, Philippines, and Armenia. It's marketing team would like to better understand their customers behaviors and therefore requested me to draw insights on the characteristics of various customer groups.

Defining the metric of success

The metric of success is to obtain several distinct clusters of the Kira Plastina's customers and their characteristics.

Data Sourcing

The dataset was sourced from the company's database of existing customers. The dataset was availed by the brand's sales and marketing team.

The Experimental Design

For me to be able to obtain the required results, the following steps will be undertaken

- 1. Problem definition
- 2. Data sourcing
- 3. Checking the data
- 4. Performing data cleaning
- 5. Perform Exploratory data analysis
- 6. Implementing the solution
- 7. Challenging the solution
- 8. Follow up questions

Checking the data

Loading the dataset

```
# the dataset has been downloaded to a local repository and will be loaded as a csv file
data <- read.csv(file.choose())
head(data)</pre>
```

```
Administrative Administrative_Duration Informational Informational_Duration
## 1
                  0
## 2
                  0
                                           0
                                                                                  0
## 3
                  0
                                                          0
                                          -1
                                                                                 -1
## 4
                  0
                                           0
                                                          0
                                                                                  0
## 5
                  0
                                           0
                                                          0
                                                                                  0
                  0
                                           0
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
                  1
                                    0.000000 0.20000000 0.2000000
## 2
                  2
                                   64.000000 0.00000000 0.1000000
## 3
                  1
                                   -1.000000 0.20000000 0.2000000
                                                                              0
                  2
                                                                              0
## 4
                                    2.666667 0.05000000 0.1400000
## 5
                 10
                                  627.500000 0.02000000 0.0500000
                                                                              0
                 19
                                  154.216667 0.01578947 0.0245614
## 6
     SpecialDay Month OperatingSystems Browser Region TrafficType
## 1
              0
                  Feb
                                      1
                                               1
                                                      1
## 2
              0
                  Feb
                                      2
                                              2
                                                      1
## 3
                                                                  3
                  Feb
                                      4
                                              1
                                                      9
## 4
              0
                  Feb
                                      3
                                              2
                                                      2
                                                                  4
                                      3
                                              3
## 5
              0
                  Feb
                                                                  4
## 6
              0
                  Feb
                                      2
                                              2
                                                      1
                                                                  3
           VisitorType Weekend Revenue
## 1 Returning_Visitor
                         FALSE
                                  FALSE
## 2 Returning_Visitor
                         FALSE
                                  FALSE
## 3 Returning_Visitor
                         FALSE
                                  FALSE
## 4 Returning_Visitor
                         FALSE
                                  FALSE
## 5 Returning_Visitor
                          TRUE
                                  FALSE
## 6 Returning_Visitor
                        FALSE
                                  FALSE
```

previewing the bottom of the dataset tail(data)

```
##
         Administrative Administrative_Duration Informational
## 12326
                       3
                                              145
                                                              0
## 12327
                       0
                                                0
                                                               0
                       0
                                                0
                                                              0
## 12328
## 12329
                                               75
## 12330
                      0
                                                0
                                                              0
         Informational_Duration ProductRelated ProductRelated_Duration BounceRates
##
## 12325
                               0
                                              16
                                                                 503.000 0.000000000
## 12326
                               0
                                              53
                                                                1783.792 0.007142857
## 12327
                               0
                                              5
                                                                  465.750 0.000000000
## 12328
                               0
                                              6
                                                                  184.250 0.083333333
                               0
                                              15
## 12329
                                                                  346.000 0.000000000
## 12330
                               0
                                               3
                                                                  21.250 0.000000000
          ExitRates PageValues SpecialDay Month OperatingSystems Browser Region
                       0.00000
## 12325 0.03764706
                                         0
                                              Nov
                                                                  2
                                                                          2
## 12326 0.02903061
                     12.24172
                                             Dec
                                                                          6
                                                                                 1
## 12327 0.02133333
                                                                  3
                                                                          2
                       0.00000
                                         0
                                             Nov
                                                                                 1
## 12328 0.08666667
                       0.00000
                                         0
                                              Nov
                                                                  3
                                                                          2
                                                                                 1
                                         0
                                                                          2
## 12329 0.02105263
                       0.00000
                                              Nov
                                                                  2
                                                                                 3
## 12330 0.06666667
                     0.00000
                                         0
                                              Nov
                                                                  3
                                                                          2
##
         TrafficType
                            VisitorType Weekend Revenue
```

```
## 12325
                1 Returning_Visitor FALSE
                                            FALSE
## 12326
                1 Returning_Visitor TRUE
                                            FALSE.
## 12327
                                      TRUE
                                            FALSE
                8 Returning Visitor
## 12328
                13 Returning_Visitor
                                      TRUE
                                            FALSE
## 12329
                11 Returning_Visitor FALSE
                                            FALSE
## 12330
                        New Visitor
                                      TRUE
                                            FALSE
                 2
# displaying the structure of the dataset
str(data)
## 'data.frame':
                  12330 obs. of 18 variables:
                     : int 000000100...
## $ Administrative
## $ Administrative_Duration: num 0 0 -1 0 0 0 -1 -1 0 0 ...
## $ Informational
                         : int 0000000000...
## $ Informational Duration : num 0 0 -1 0 0 0 -1 -1 0 0 ...
## $ ProductRelated : int 1 2 1 2 10 19 1 1 2 3 ...
## $ ProductRelated_Duration: num
                                0 64 -1 2.67 627.5 ...
## $ BounceRates
                         : num 0.2 0 0.2 0.05 0.02 ...
## $ ExitRates
                         : num 0.2 0.1 0.2 0.14 0.05 ...
## $ PageValues
                         : num 0000000000...
## $ SpecialDay
                                 0 0 0 0 0 0 0.4 0 0.8 0.4 ...
                          : num
                         : chr
                                "Feb" "Feb" "Feb" "Feb" ...
## $ Month
## $ OperatingSystems
                         : int 1243322122...
## $ Browser
                          : int 1212324224 ...
## $ Region
                          : int 1 1 9 2 1 1 3 1 2 1 ...
## $ TrafficType
                         : int 1 2 3 4 4 3 3 5 3 2 ...
## $ VisitorType
                         : chr "Returning_Visitor" "Returning_Visitor" "Returning_Visitor" "Return
                         : logi FALSE FALSE FALSE TRUE FALSE ...
## $ Weekend
                         : logi FALSE FALSE FALSE FALSE FALSE ...
## $ Revenue
# displaying the dimension of the dataset
dim(data)
## [1] 12330
              18
the data contains 12,330 entries and 18 columns
# checking the names of the columns and their datatypes in the dataset
columns = colnames(data)
for (column in seq(length(colnames(data)))){
 print(columns[column])
 print(class(data[, column]))
 cat('\n')
}
## [1] "Administrative"
## [1] "integer"
##
## [1] "Administrative_Duration"
## [1] "numeric"
```

##

```
## [1] "Informational"
## [1] "integer"
##
## [1] "Informational_Duration"
## [1] "numeric"
##
## [1] "ProductRelated"
## [1] "integer"
##
## [1] "ProductRelated_Duration"
## [1] "numeric"
## [1] "BounceRates"
## [1] "numeric"
##
## [1] "ExitRates"
## [1] "numeric"
##
## [1] "PageValues"
## [1] "numeric"
##
## [1] "SpecialDay"
## [1] "numeric"
## [1] "Month"
## [1] "character"
##
## [1] "OperatingSystems"
## [1] "integer"
##
## [1] "Browser"
## [1] "integer"
##
## [1] "Region"
## [1] "integer"
## [1] "TrafficType"
## [1] "integer"
## [1] "VisitorType"
## [1] "character"
##
## [1] "Weekend"
## [1] "logical"
## [1] "Revenue"
## [1] "logical"
```

Checking for missing values

```
# checking if the dataset contains any missing values
any(is.na(data))
```

```
## [1] TRUE
# checking the columns with missing data
colSums(is.na(data))
##
            Administrative Administrative_Duration
                                                                Informational
##
##
                                      ProductRelated ProductRelated_Duration
    Informational_Duration
##
                                                  14
                                           ExitRates
##
               BounceRates
                                                                   PageValues
##
                SpecialDay
                                                             OperatingSystems
##
                                               Month
##
                          0
##
                                                                  TrafficType
                    Browser
                                              Region
##
                                                   0
##
               VisitorType
                                             Weekend
                                                                      Revenue
##
\# since the missing data is not a lot I will skip the missing data
df <- na.omit(data)</pre>
# cheking the dimension of the new dataset
dim(df)
## [1] 12316
                 18
checking for duplicates
# checking for duplicated data in the dataset
any(duplicated(df))
## [1] TRUE
# identifying the duplicated data
dup <- df[duplicated(df),]</pre>
```

```
dup
```

```
##
         Administrative Administrative_Duration Informational
## 159
                        0
                                                  0
## 179
                        0
                                                  0
                                                                  0
## 419
                        0
                                                  0
                                                                  0
## 457
                        0
                                                  0
                                                                  0
## 484
                        0
                                                  0
                                                                  0
## 513
                        0
                                                  0
                                                                  0
## 555
                        0
                                                  0
                                                                  0
## 590
                        0
                                                  0
                                                                  0
## 660
                        0
                                                  0
                                                                  0
## 775
                        0
                                                  0
                                                                  0
## 873
                        0
                                                  0
                                                                  0
                        0
                                                  0
                                                                  0
## 890
```

			•	_
	923	0	0	0
	948	0	0	0
	975	0	0	0
##	1035	0	0	0
##	1120	0	0	0
##	1171	0	0	0
##	1177	0	0	0
##	1214	0	0	0
##	1215	0	0	0
##	1292	0	0	0
##	1326	0	0	0
##	1357	0	0	0
##	1367	0	0	0
##	1382	0	0	0
##	1391	0	0	0
##	1395	0	0	0
##	1437	0	0	0
##	1454	0	0	0
##	1516	0	0	0
##	1574	0	0	0
##	1609	0	0	0
##	1698	0	0	0
##	1776	0	0	0
##	1805	0	0	0
##	1840	0	0	0
##	1867	0	0	0
##	1926	0	0	0
##	1934	0	0	0
##	1950	0	0	0
##	2057	0	0	0
##	2058	0	0	0
##	2236	0	0	0
##	2622	0	0	0
##	2740	0	0	0
##	3232 3273	0	0	0
## ##	3282	0	0	0
	3578	0	0	
	3651	0	0	0
	3664	0	0	0
	3722	0	0	0
	3892	0	0	0
	4164	0	0	0
	4183	0	0	0
	4232	0	0	0
	4344	0	0	0
	4375	0	0	
	4404	0	0	0
	4427	0	0	0
	4464	0	0	
	4490	0	0	0
	4553	0	0	0
	4818	0	0	0
	4884	0	0	0
##	TUUT			J

		_	_	_	
	4914	0	0	0	
	5039	0	0	0	
	5044	0	0	0	
	5057	0	0	0	
##	5119	0	0	0	
##	5199	0	0	0	
##	5200	0	0	0	
##	5255	0	0	0	
##	5277	0	0	0	
	5287	0	0	0	
	5356	0	0	0	
	5408	0	0	0	
	6930	0	0	0	
	7152	0	0	0	
	7636	0	0	0	
	8545	0	0	0	
	9307	0	0	0	
	9495	0	0	0	
	9552	0	0	0	
	9569	0	0	0	
	9582	0	0	0	
	9719	0	0	0	
	9770	0	0	0	
	9879	0	0	0	
	9908	0	0	0	
	10147	0	0	0	
	10223	0	0	0	
	10270	0	0	0	
	10573	0	0	0	
	10632	0	0	0	
	10752	0	0	0	
	10796	0	0	0	
	10842	0	0	0	
	10989	0	0	0	
	11044	0	0	0	
	11206	0	0	0	
	11405	0	0	0	
	11524	0	0	0	
	11582	0	0	0	
	11625	0	0	0	
##	11659	0	0	0	
##	11734	0	0	0	
##	11748	0	0	0	
##	11802	0	0	0	
##	11814	0	0	0	
##	11828	0	0	0	
##	11935	0	0	0	
##	11939	0	0	0	
	12160	0	0	0	
##	12181	0	0	0	
	12186	0	0	0	
##		Informational_Duration	ProductRelated ProductRelat	ted_Duration	n BounceRates
##	159	0	1	_ (
##	179	0	1	(0.2

##	419	0	1	0	0.2
##	457	0	1	0	0.2
##	484	0	1	0	0.2
##	513	0	1	0	0.2
	555	0	1	0	0.2
	590	0	1	0	0.2
	660	0	2	0	0.2
	775	0	1	0	0.2
	873	0	1	0	0.2
	890	0	1	0	0.2
	923	0	1	0	0.2
	948	0	1	0	0.2
	975	0	1	0	0.2
	1035	0	1	0	0.2
	1120	0	1	0	0.2
	1171	0	1	0	0.2
	1177	0	1	0	0.2
	1214	0	1	0	0.2
	1215	0	1	0	0.2
	1292	0	2	0	0.2
	1326	0	1	0	0.2
##	1357	0	2	0	0.2
	1367	0	1	0	0.2
	1382	0	1	0	0.2
	1391	0	1	0	0.2
	1395	0	1	0	0.2
	1437	0	1	0	0.2
	1454	0	1	0	0.2
##	1516	0	1	0	0.2
##	1574	0	1	0	0.2
##	1609	0	1	0	0.2
##	1698	0	1	0	0.2
##	1776	0	1	0	0.2
##	1805	0	1	0	0.2
##	1840	0	1	0	0.2
##	1867	0	1	0	0.2
##	1926	0	1	0	0.2
##	1934	0	1	0	0.2
##	1950	0	1	0	0.2
	2057	0	1	0	0.2
##	2058	0	1	0	0.2
	2236	0	1	0	0.2
	2622	0	1	0	0.2
	2740	0	1	0	0.2
	3232	0	1	0	0.2
	3273	0	1	0	0.2
	3282	0	1	0	0.2
	3578	0	1	0	0.2
	3651	0	1	0	0.2
	3664	0	1	0	0.2
	3722	0	1	0	0.2
	3892	0	1	0	0.2
	4164	0	1	0	0.2
##	4183	0	1	0	0.2

##	4232	0	1	0	0.2
##	4344	0	1	0	0.2
##	4375	0	1	0	0.2
##	4404	0	1	0	0.2
##	4427	0	1	0	0.2
##	4464	0	1	0	0.2
##	4490	0	1	0	0.2
##	4553	0	2	0	0.2
	4818	0	1	0	0.2
##	4884	0	1	0	0.2
##	4914	0	1	0	0.2
##	5039	0	1	0	0.2
##	5044	0	1	0	0.2
##	5057	0	1	0	0.2
##	5119	0	1	0	0.2
##	5199	0	1	0	0.2
##	5200	0	2	0	0.2
##	5255	0	1	0	0.2
##	5277	0	1	0	0.2
##	5287	0	1	0	0.2
##	5356	0	1	0	0.2
##	5408	0	1	0	0.2
##	6930	0	1	0	0.2
##	7152	0	1	0	0.2
##	7636	0	1	0	0.2
##	8545	0	1	0	0.2
##	9307	0	1	0	0.2
##	9495	0	1	0	0.2
##	9552	0	1	0	0.2
##	9569	0	1	0	0.2
##	9582	0	1	0	0.2
##	9719	0	1	0	0.2
##	9770	0	1	0	0.2
##	9879	0	1	0	0.2
	9908	0	1	0	0.2
##	10147	0	1	0	0.2
	10223	0	2	0	0.2
	10270	0	1	0	0.2
	10573	0	1	0	0.2
	10632	0	1	0	0.2
	10752	0	1	0	0.2
	10796	0	1	0	0.2
	10842	0	1	0	0.2
	10989	0	1	0	0.2
	11044	0	1	0	0.2
	11206	0	1	0	0.2
	11405	0	1	0	0.2
	11524	0	1	0	0.2
	11582	0	1	0	0.2
	11625	0	1	0	0.2
	11659	0	1	0	0.2
	11734	0	1	0	0.2
	11748	0	1	0	0.2
##	11802	0	1	0	0.2

##	11814			0	1		0	0.0
	11828			0	1 1		0	0.2 0.2
	11935			0	1		0	0.2
	11939			0	1		0	0.2
	12160			0	1		0	0.2
	12181			0	1		0	0.2
	12186			0	1		0	0.2
##	12100	EvitPatos	PagoValuos			OperatingSystems		
	159	0.2	1 agevarues	0.0	Feb	operatingsystems	browser 1	1
	179	0.2	0	0.0	Feb	3	2	3
	419	0.2	0	0.0	Mar	1	1	1
	457	0.2	0	0.0	Mar	2	2	4
	484	0.2	0	0.0	Mar	3	2	3
	513	0.2	0	0.0	Mar	2	2	1
	555	0.2	0	0.0	Mar	2	2	1
	590	0.2	0	0.0	Mar	2	2	1
	660	0.2	0	0.0	Mar	2	5	1
	775	0.2	0	0.0	Mar	2	2	4
	873	0.2	0	0.0	Mar	3	2	3
	890	0.2	0	0.0	Mar	1	1	2
##	923	0.2	0	0.0	Mar	3	2	2
##	948	0.2	0	0.0	Mar	2	2	1
##	975	0.2	0	0.0	Mar	2	2	1
##	1035	0.2	0	0.0	Mar	2	2	1
##	1120	0.2	0	0.0	Mar	2	2	1
##	1171	0.2	0	0.0	Mar	3	2	1
##	1177	0.2	0	0.0	Mar	2	4	1
##	1214	0.2	0	0.0	Mar	3	2	3
	1215	0.2	0	0.0	Mar	1	1	1
	1292	0.2	0	0.0	Mar	2	2	1
	1326	0.2	0	0.0	Mar	1	1	3
	1357	0.2	0	0.0	Mar	1	1	1
	1367	0.2	0	0.0	Mar	1	1	8
	1382	0.2	0	0.0	Mar	1	1	4
	1391	0.2	0	0.0	Mar	2	2	1
	1395	0.2	0	0.0	Mar	2	2	1
	1437	0.2	0	0.0	Mar	3	2	3
	1454	0.2	0	0.0	Mar	2	2	1
	1516	0.2	0	0.0	Mar	1	1	1
	1574	0.2	0	0.0	Mar	2	2	1
	1609	0.2	0	0.0	Mar	2	2	7
	1698	0.2	0	0.0	Mar	2 3	2 2	2
	1776 1805	0.2 0.2	0	0.0	Mar	1	1	1 8
	1840	0.2	0	0.0	Mar	2	2	1
	1867	0.2	0	0.0	Mar Mar	1	1	1
	1926	0.2	0	0.0	Mar	3	2	1
	1934	0.2	0	0.0	Mar	2	2	1
	1950	0.2	0	0.0	Mar	2	2	1
	2057	0.2	0	0.0	Mar	3	2	3
	2058	0.2	0	0.0	Mar	2	4	1
	2236	0.2	0	0.0	May	1	1	4
	2622	0.2	0	0.0	May	1	1	1
	2740	0.2	0	0.0	May	2	2	1
					-			

##	3232	0.2	0	0.0	May	2	4	1
	3273	0.2	0	0.0	May	1	1	3
	3282	0.2	0	0.0	May	1	1	1
	3578	0.2	0	0.0	May	2	2	1
	3651	0.2	0	0.0	May	2	2	4
	3664	0.2	0	0.0	May	1	1	1
	3722	0.2	0	0.0	May	1	1	4
	3892	0.2	0	0.0	May	2	2	7
	4164	0.2	0	0.0	May	1	1	4
	4183	0.2	0	0.0	May	1	1	1
	4232	0.2	0	0.0	May	2	2	2
	4344	0.2	0	0.0	May	3	2	1
	4375	0.2	0	0.0	May	2	2	1
	4404	0.2	0	0.0	May	2	2	1
	4427	0.2	0	0.0	May	2	2	1
	4464	0.2	0	0.0	May	1	1	1
	4490	0.2	0	0.0		3	2	9
	4553				May	2	2	2
	4818	0.2	0	0.0	May	2	2	1
	4884				May	2	2	
	4914	0.2	0	0.0	May	2	2	1
		0.2	0	0.8	May			1
	5039	0.2	0	0.0	May	3	2	3
	5044	0.2	0	0.0	May	2	2	1
	5057	0.2	0	0.0	May	2	2	6
	5119	0.2	0	0.0	May	1	1	6
	5199	0.2	0	0.0	May	2	2	1
	5200	0.2	0	0.0	May	2	2	2
	5255	0.2	0	0.6	May	2	2	1
	5277	0.2	0	0.0	May	3	2	3
	5287	0.2	0	0.0	May	1	1	3
	5356	0.2	0	0.0	May	1	1	3
	5408	0.2	0	0.0	May	2	4	1
	6930	0.2	0		June	2	2	1
	7152	0.2	0		June	2	2	1
	7636	0.2	0		June	3	2	3
	8545	0.2	0	0.0	Nov	3	2	3
	9307	0.2	0	0.0	Dec	3	2	3
	9495	0.2	0	0.0	Dec	2	2	1
	9552	0.2	0	0.0	Nov	3	2	4
	9569	0.2	0	0.0	Dec	2	2	8
	9582	0.2	0	0.0	Nov	2	2	1
	9719	0.2	0	0.0	Nov	3	2	7
	9770	0.2	0	0.0	Dec	2	2	2
	9879	0.2	0	0.0	Dec	2	2	6
	9908	0.2	0	0.0	Dec	2	2	1
	10147	0.2	0	0.0	Dec	8	13	9
	10223	0.2	0	0.0	Nov	1	1	1
	10270	0.2	0	0.0	Nov	1	1	3
	10573	0.2	0	0.0	Nov	2	2	3
	10632	0.2	0	0.0	Nov	2	2	1
	10752	0.2	0	0.0	Dec	1	1	1
	10796	0.2	0	0.0	Nov	1	1	4
	10842	0.2	0	0.0	Nov	2	2	3
##	10989	0.2	0	0.0	Nov	2	4	3

	11044	0.2	0	0.0	Dec		3	2	
##	11206	0.2	0	0.0	Dec		8	13	
##	11405	0.2	0	0.0	Nov		3	2	
##	11524	0.2	0	0.0	Dec		2	2	
##	11582	0.2	0	0.0	Dec		8	13	
##	11625	0.2	0	0.0	Nov		3	2	
##	11659	0.2	0	0.0	Dec		1	1	
##	11734	0.2	0	0.0	Nov		2	2	
##	11748	0.2	0	0.0	Nov		1	1	
##	11802	0.2	0	0.0	Dec		1	1	
##	11814	0.2	0	0.0	Dec		2	2	
##	11828	0.2	0	0.0	Dec		2	2	
##	11935	0.2	0	0.0	Dec		1	1	
##	11939	0.2	0	0.0	Dec		1	1	
##	12160	0.2	0	0.0	Dec		1	1	
##	12181	0.2	0	0.0	Dec		1	13	
##	12186	0.2	0	0.0	Dec		8	13	
##		${\tt TrafficType}$	Visitor	Type We		Revenue			
##	159	3	Returning_Vis	itor	FALSE	FALSE			
##	179	3	Returning_Vis	itor	FALSE	FALSE			
##	419	1	Returning_Vis	itor	TRUE	FALSE			
##	457	1	Returning_Vis	itor	FALSE	FALSE			
##	484	1	Returning_Vis	itor	FALSE	FALSE			
##	513	1	Returning_Vis	itor	FALSE	FALSE			
##	555	1	Returning_Vis	itor	FALSE	FALSE			
##	590	1	Returning_Vis	itor	FALSE	FALSE			
##	660	1	Returning_Vis	itor	FALSE	FALSE			
##	775	1	Returning_Vis	itor	FALSE	FALSE			
##	873	1	Returning_Vis	itor	FALSE	FALSE			
##	890	1	Returning_Vis	itor	FALSE	FALSE			
##	923	1	Returning_Vis	itor	FALSE	FALSE			
##	948	1	Returning_Vis	itor	FALSE	FALSE			
##	975	1	Returning_Vis	itor	FALSE	FALSE			
##	1035	1	Returning_Vis	itor	FALSE	FALSE			
##	1120	1	Returning_Vis	itor	FALSE	FALSE			
##	1171	1	Returning_Vis	itor	FALSE	FALSE			
##	1177	1	Returning_Vis	itor	FALSE	FALSE			
##	1214	1	Returning_Vis	itor	FALSE	FALSE			
##	1215	3	Returning_Vis	itor	FALSE	FALSE			
##	1292	1	Returning_Vis	itor	FALSE	FALSE			
##	1326	3	Returning_Vis	itor	FALSE	FALSE			
##	1357	1	Returning_Vis	itor	FALSE	FALSE			
##	1367	1	Returning_Vis	itor	FALSE	FALSE			
##	1382	1	Returning_Vis	itor	FALSE	FALSE			
##	1391	1	Returning_Vis	itor	FALSE	FALSE			
##	1395	1	Returning_Vis	itor	FALSE	FALSE			
##	1437	1	Returning_Vis	itor	FALSE	FALSE			
##	1454	1	Returning_Vis	itor	FALSE	FALSE			
##	1516		Returning_Vis		TRUE	FALSE			
##	1574		Returning_Vis		FALSE	FALSE			
	1609		Returning_Vis		FALSE	FALSE			
	1698		Returning_Vis		FALSE	FALSE			
##	1776		Returning_Vis		FALSE	FALSE			
##	1805	1	Returning_Vis	itor	FALSE	FALSE			

##	1840		${\tt Returning_Visitor}$	FALSE	FALSE
##	1867		Returning_Visitor	TRUE	FALSE
##	1926		Returning_Visitor	FALSE	FALSE
##	1934		Returning_Visitor	FALSE	FALSE
##	1950		Returning_Visitor	FALSE	FALSE
##	2057		Returning_Visitor	FALSE	FALSE
##	2058		Returning_Visitor	FALSE	FALSE
##	2236		Returning_Visitor	FALSE	FALSE
##	2622		${\tt Returning_Visitor}$	FALSE	FALSE
##	2740		Returning_Visitor	FALSE	FALSE
##	3232		Returning_Visitor	FALSE	FALSE
##	3273		Returning_Visitor	FALSE	FALSE
##	3282		Returning_Visitor	FALSE	FALSE
##	3578		Returning_Visitor	FALSE	FALSE
##	3651		Returning_Visitor	FALSE	FALSE
##	3664		Returning_Visitor	FALSE	FALSE
##	3722		Returning_Visitor	FALSE	FALSE
##	3892		Returning_Visitor	FALSE	FALSE
##			Returning_Visitor	FALSE	FALSE
##	4183		Returning_Visitor	FALSE	FALSE
	4232		Returning_Visitor	FALSE	FALSE
	4344		Returning_Visitor	FALSE	FALSE
	4375		Returning_Visitor	FALSE	FALSE
	4404		Returning_Visitor	FALSE	FALSE
	4427		Returning_Visitor	FALSE	FALSE
	4464		Returning_Visitor	FALSE	FALSE
##	4490		Returning_Visitor	FALSE	FALSE
##	4553		Returning_Visitor	FALSE	FALSE
##	4818		Returning_Visitor	FALSE	FALSE
##	4884		Returning_Visitor	FALSE	FALSE
##	4914	1	O -	FALSE	FALSE
##	5039		Returning_Visitor	FALSE	FALSE
##	5044		Returning_Visitor	FALSE	FALSE
##	5057		Returning_Visitor	FALSE	FALSE
	5119		Returning_Visitor	TRUE	FALSE
##	5199 5200		Returning_Visitor	FALSE	FALSE
			Returning_Visitor	FALSE	FALSE
	5255 5277		Returning_Visitor	FALSE FALSE	FALSE FALSE
	5287		Returning_Visitor Returning_Visitor	FALSE	FALSE
##	5356		Returning_Visitor	FALSE	FALSE
	5408		Returning_Visitor	FALSE	FALSE
	6930		Returning_Visitor	FALSE	FALSE
##	7152		Returning_Visitor	FALSE	FALSE
##	7636		Returning_Visitor	FALSE	FALSE
	8545		Returning_Visitor	FALSE	FALSE
	9307		Returning_Visitor	TRUE	FALSE
	9495		Returning_Visitor	FALSE	FALSE
	9552		Returning_Visitor	FALSE	FALSE
	9569		Returning_Visitor	FALSE	FALSE
	9582		Returning_Visitor	FALSE	FALSE
	9719		Returning_Visitor	FALSE	FALSE
	9770		Returning_Visitor	FALSE	FALSE
	9879		Returning_Visitor	FALSE	FALSE
	55.0	10		- 11-0-1	- 111011

```
## 9908
                   13 Returning_Visitor
                                           FALSE
                                                   FALSE
## 10147
                   20
                                           FALSE
                                                   FALSE
                                  Other
## 10223
                    1 Returning Visitor
                                           FALSE
                                                   FALSE
## 10270
                    2 Returning_Visitor
                                                   FALSE
                                           FALSE
## 10573
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
## 10632
                    1 Returning Visitor
                                           FALSE
                                                   FALSE
## 10752
                    1 Returning Visitor
                                            TRUE
                                                   FALSE
## 10796
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
## 10842
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
## 10989
                    3 Returning_Visitor
                                           FALSE
                                                   FALSE
## 11044
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
                   20
## 11206
                                  Other
                                           FALSE
                                                   FALSE
## 11405
                   13 Returning_Visitor
                                           FALSE
                                                   FALSE
                                                   FALSE
## 11524
                   13 Returning_Visitor
                                           FALSE
## 11582
                   20
                                           FALSE
                                                   FALSE
                                   Other
## 11625
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
## 11659
                    1 Returning_Visitor
                                            TRUE
                                                   FALSE
## 11734
                    1 Returning Visitor
                                           FALSE
                                                   FALSE
## 11748
                    3 Returning_Visitor
                                           FALSE
                                                   FALSE
## 11802
                    1 Returning_Visitor
                                            TRUE
                                                   FALSE
## 11814
                    1 Returning_Visitor
                                           FALSE
                                                   FALSE
## 11828
                    1 Returning Visitor
                                           FALSE
                                                   FALSE
## 11935
                    2
                            New_Visitor
                                           FALSE
                                                   FALSE
## 11939
                    1 Returning Visitor
                                            TRUE
                                                   FALSE
## 12160
                    3 Returning_Visitor
                                           FALSE
                                                   FALSE
## 12181
                   20 Returning_Visitor
                                           FALSE
                                                   FALSE
## 12186
                   20
                                  Other
                                           FALSE
                                                   FALSE
```

data showed above as duplicated did not look like duplicated data. They had a lot of similar entries in some columns but did not have entirely similar column entries. Therefore I will not remove the 177 rows as this might cause inconsistencies within the data set and affect final results

checking for outliers

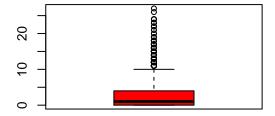
```
# obtaining the numerical columns
numerical = df[,c(1:10)]
head(numerical)
```

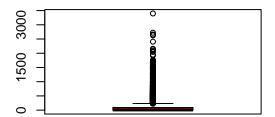
```
##
     Administrative Administrative_Duration Informational Informational_Duration
## 1
                   0
                                            0
                                                           0
                                                                                    0
## 2
                   0
                                            0
                                                           0
                                                                                    0
## 3
                   0
                                           -1
                                                           0
                                                                                   -1
                   0
                                            0
                                                           0
                                                                                    0
## 4
## 5
                   0
                                            0
                                                           0
                                                                                    0
## 6
                   0
                                            0
                                                           0
                                                                                    0
##
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
                                     0.000000 0.20000000 0.2000000
## 1
                   1
                                                                               0
## 2
                   2
                                    64.000000 0.00000000 0.1000000
## 3
                   1
                                    -1.000000
                                               0.20000000 0.2000000
                                                                               0
                                                                               0
## 4
                   2
                                     2.666667 0.05000000 0.1400000
                  10
                                   627.500000 0.02000000 0.0500000
                                                                               0
## 5
                                   154.216667 0.01578947 0.0245614
                                                                               0
## 6
                  19
```

```
## 1 SpecialDay
## 1 0
## 2 0
## 3 0
## 4 0
## 5 0
```

```
# generating boxplots for the numerical columns
par(mfrow=c(2,2), mar=c(5,4,2,2))

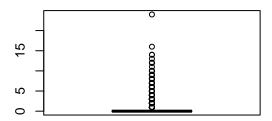
for (i in names(numerical)){
    x <- (numerical)[,i]
    boxplot(x, xlab= i, col="red")
    boxplot.stats(x)$out
}</pre>
```

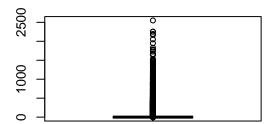




Administrative

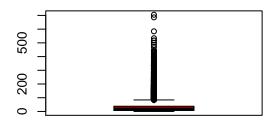
Administrative_Duration

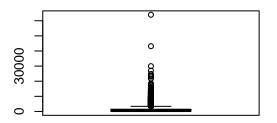




Informational

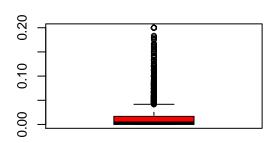
Informational_Duration

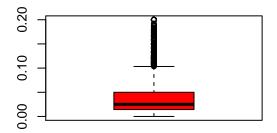




ProductRelated

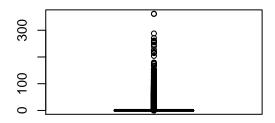
ProductRelated_Duration

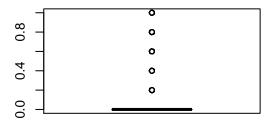




BounceRates

ExitRates





PageValues

SpecialDay

dealing with the outliers

checking the summary of the dataset summary(df)

```
Administrative_Duration Informational
   Administrative
   Min. : 0.000
                           : -1.00
##
                    Min.
                                            Min.
                                                   : 0.000
##
   1st Qu.: 0.000
                    1st Qu.:
                               0.00
                                             1st Qu.: 0.000
                               8.00
   Median : 1.000
                    Median:
                                            Median : 0.000
   Mean
         : 2.318
                              80.91
                                                   : 0.504
##
                    Mean
                                            Mean
##
   3rd Qu.: 4.000
                     3rd Qu.:
                              93.50
                                             3rd Qu.: 0.000
##
           :27.000
                            :3398.75
                                                    :24.000
   Max.
                    Max.
                                            Max.
   Informational_Duration ProductRelated
                                           ProductRelated_Duration
##
   Min.
          : -1.00
                          Min.
                                 : 0.00
                                           Min.
                                                  :
                                                      -1.0
                          1st Qu.: 7.00
##
   1st Qu.:
               0.00
                                            1st Qu.:
                                                     185.0
##
   Median :
              0.00
                          Median : 18.00
                                           Median: 599.8
          : 34.51
                                : 31.76
                                            Mean
                                                  : 1196.0
   Mean
                          Mean
##
   3rd Qu.:
              0.00
                          3rd Qu.: 38.00
                                            3rd Qu.: 1466.5
##
   Max.
           :2549.38
                          Max.
                                  :705.00
                                           Max.
                                                   :63973.5
##
    BounceRates
                        ExitRates
                                           PageValues
                                                            SpecialDay
  Min.
           :0.000000
                             :0.00000
                      Min.
                                        Min. : 0.000
                                                          Min. :0.0000
   1st Qu.:0.000000
                      1st Qu.:0.01429
                                                          1st Qu.:0.0000
##
                                        1st Qu.: 0.000
   Median :0.003119
                      Median :0.02512
##
                                        Median : 0.000
                                                          Median :0.0000
## Mean
         :0.022152
                      Mean
                             :0.04300
                                        Mean : 5.896
                                                          Mean :0.0615
   3rd Qu.:0.016684
                      3rd Qu.:0.05000
                                        3rd Qu.: 0.000
                                                          3rd Qu.:0.0000
```

```
Max. :0.200000 Max.
                           :0.20000
                                     Max. :361.764
                                                     Max. :1.0000
##
##
                    OperatingSystems
      Month
                                       Browser
                                                        Region
##
  Length: 12316
                   Min.
                           :1.000
                                    Min. : 1.000 Min.
                                                          :1.000
                     1st Qu.:2.000
                                    1st Qu.: 2.000 1st Qu.:1.000
  Class :character
##
   Mode :character
                     Median :2.000
                                    Median: 2.000 Median: 3.000
##
                           :2.124
                                          : 2.358 Mean
                                                           :3.148
                     Mean
                                    Mean
##
                     3rd Qu.:3.000
                                    3rd Qu.: 2.000
                                                    3rd Qu.:4.000
                           :8.000
##
                     Max.
                                    Max.
                                          :13.000 Max.
                                                           :9.000
##
    TrafficType
                  VisitorType
                                    Weekend
                                                   Revenue
         : 1.00
## Min.
                  Length: 12316
                                    Mode :logical
                                                   Mode :logical
## 1st Qu.: 2.00
                  Class :character
                                    FALSE:9451
                                                   FALSE: 10408
## Median : 2.00
                  Mode :character
                                    TRUE :2865
                                                   TRUE :1908
## Mean
         : 4.07
## 3rd Qu.: 4.00
## Max.
         :20.00
```

Univariate Exploratory Data Analysis

Measures of central tendancies

```
# obtaining the mean of the numerical columns
for (i in names(numerical)){
 x <- numerical[,i]
 mean \leftarrow mean(x)
 print(paste("The mean ", i , "is" , mean))
  cat('\n')
}
## [1] "The mean Administrative is 2.31779798635921"
##
## [1] "The mean Administrative_Duration is 80.9061763519009"
## [1] "The mean Informational is 0.503978564468983"
                Informational_Duration is 34.5063873375142"
## [1] "The mean
## [1] "The mean ProductRelated is 31.7638843780448"
## [1] "The mean ProductRelated_Duration is 1196.03705685414"
##
## [1] "The mean BounceRates is 0.0221524619360182"
##
## [1] "The mean ExitRates is 0.0430025384157194"
##
## [1] "The mean PageValues is 5.89595237471679"
##
## [1] "The mean SpecialDay is 0.0614972393634297"
# obtaining the median of the numerical columns
```

```
for (i in names(numerical)){
  x <- numerical[,i]
  mean <- median(x)</pre>
  print(paste("The mean ", i , "is" , mean))
  cat('\n')
## [1] "The mean Administrative is 1"
## [1] "The mean Administrative_Duration is 8"
## [1] "The mean Informational is 0"
##
## [1] "The mean Informational_Duration is 0"
## [1] "The mean ProductRelated is 18"
##
## [1] "The mean ProductRelated_Duration is 599.76619045"
## [1] "The mean BounceRates is 0.003119412"
##
## [1] "The mean ExitRates is 0.025124489"
##
## [1] "The mean PageValues is 0"
##
## [1] "The mean SpecialDay is 0"
# displaying the mode of the numerical columns
getmode <- function(a){</pre>
  uniqv <- unique(a)
  uniqv[which.max(tabulate(match(a,uniqv)))]
# looping through the columns to get the mode
for (i in names(numerical)){
  x <- numerical[,i]</pre>
  mode <- getmode(x)</pre>
  print(paste("column", i , ":" , mode))
  cat('\n')
}
## [1] "column Administrative : 0"
## [1] "column Administrative_Duration : 0"
##
## [1] "column Informational : 0"
##
## [1] "column Informational Duration : 0"
##
## [1] "column ProductRelated : 1"
##
```

```
## [1] "column ProductRelated_Duration : 0"
##
## [1] "column BounceRates : 0"
##
## [1] "column ExitRates : 0.2"
##
## [1] "column PageValues : 0"
##
## [1] "column SpecialDay : 0"
```

Measures of dispersion

```
# obtaining the five number summary of the numerical columns

for (i in names(numerical)){
    x <- numerical[,i]
    quantile <- quantile(x)
    print(paste(i))
    cat('\n')
    print(quantile)
    cat('\n')
}</pre>
```

```
## [1] "Administrative"
##
##
     0% 25% 50% 75% 100%
##
           0
                1
                     4
##
##
  [1] "Administrative_Duration"
##
##
        0%
               25%
                       50%
                                75%
                                       100%
     -1.00
              0.00
                      8.00
##
                             93.50 3398.75
## [1] "Informational"
##
##
     0% 25% 50% 75% 100%
##
           0
                0
                     0
##
## [1] "Informational_Duration"
##
##
         0%
                 25%
                          50%
                                    75%
                                            100%
     -1.000
               0.000
                        0.000
                                  0.000 2549.375
##
##
##
   [1] "ProductRelated"
##
##
     0% 25% 50% 75% 100%
##
      0
           7
               18
                    38 705
## [1] "ProductRelated_Duration"
##
##
           0%
                     25%
                                 50%
                                            75%
                                                      100%
##
      -1.0000
                185.0000
                           599.7662 1466.4799 63973.5222
```

```
##
## [1] "BounceRates"
##
            0%
##
                        25%
                                    50%
                                                 75%
                                                             100%
## 0.00000000 0.00000000 0.003119412 0.016683674 0.200000000
##
## [1] "ExitRates"
##
##
           0%
                      25%
                                 50%
                                             75%
                                                       100%
## 0.00000000 0.01428571 0.02512449 0.05000000 0.20000000
## [1] "PageValues"
##
##
         0%
                  25%
                           50%
                                    75%
                                             100%
##
     0.0000
              0.0000
                        0.0000
                                 0.0000 361.7637
## [1] "SpecialDay"
##
##
     0% 25% 50% 75% 100%
##
      0
           0
                0
                      0
# showing the variances and standard deviation of the munerical columns
for (i in names(numerical)){
  x <- numerical[,i]</pre>
  Sdev \leftarrow sd(x)
  var \leftarrow var(x)
  print(paste(i))
  cat('\n')
  print(paste("Variance :", round(var, digits = 2), "Standard deviation :", round(Sdev, digits = 2)))
  cat('\n')
}
## [1] "Administrative"
## [1] "Variance : 11.04 Standard deviation : 3.32"
##
## [1] "Administrative_Duration"
## [1] "Variance : 31279.61 Standard deviation : 176.86"
##
## [1] "Informational"
##
## [1] "Variance : 1.61 Standard deviation : 1.27"
##
## [1] "Informational_Duration"
##
## [1] "Variance : 19831.82 Standard deviation : 140.83"
##
## [1] "ProductRelated"
##
## [1] "Variance : 1979.39 Standard deviation : 44.49"
##
## [1] "ProductRelated_Duration"
##
```

```
## [1] "Variance: 3664822.11 Standard deviation: 1914.37"
##
## [1] "BounceRates"
##
## [1] "Variance : 0 Standard deviation : 0.05"
##
## [1] "ExitRates"
##
## [1] "Variance : 0 Standard deviation : 0.05"
##
## [1] "PageValues"
##
## [1] "Variance : 345.14 Standard deviation : 18.58"
##
## [1] "SpecialDay"
##
## [1] "Variance : 0.04 Standard deviation : 0.2"
```

Bivariate analysis

Multivariate analysis

Implimenting the solution

K-Means Clustering

This method involves partitioning the data set into clusters or k groups.

```
# Since clustering is unsupervised learning I will remove the class attribute which is revenue df_{e} < -df_{e} <
```

```
# looking at the predictor data
head(df_new)
```

```
Administrative Administrative_Duration Informational Informational_Duration
##
## 1
                  0
                  0
                                           0
                                                         0
                                                                                 0
## 2
## 3
                  0
                                                         0
                                          -1
                                                                                -1
## 4
                  0
                                                                                 0
## 5
                  0
                                           0
                                                                                 0
## 6
                  0
##
    ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
                                    0.000000 0.20000000 0.2000000
## 2
                  2
                                   64.000000 0.00000000 0.1000000
                                                                             0
## 3
                                                                             0
                  1
                                   -1.000000 0.20000000 0.2000000
## 4
                  2
                                    2.666667 0.05000000 0.1400000
                                                                             0
## 5
                 10
                                  627.500000 0.02000000 0.0500000
                                                                             0
## 6
                 19
                                  154.216667 0.01578947 0.0245614
                                                                             0
```

normalizing the dataset head(df)

```
Administrative Administrative_Duration Informational Informational_Duration
## 1
                  0
## 2
                  0
                                           0
                                                          0
                                                                                  0
## 3
                  0
                                                          0
                                          -1
                                                                                 -1
## 4
                  0
                                           0
                                                          0
                                                                                 0
## 5
                                                          0
                  0
                                           0
                                                                                  0
## 6
                  0
                                                          0
                                           0
                                                                                  0
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
                                    0.000000 0.20000000 0.2000000
                  1
                  2
## 2
                                   64.000000 0.00000000 0.1000000
                                                                             0
## 3
                  1
                                   -1.000000 0.20000000 0.2000000
                                                                             0
                  2
## 4
                                    2.666667 0.05000000 0.1400000
                                                                             0
## 5
                                  627.500000 0.02000000 0.0500000
                                                                             0
                 10
                                  154.216667 0.01578947 0.0245614
## 6
                 19
                                                                             0
     SpecialDay Month OperatingSystems Browser Region TrafficType
##
              0
                  Feb
                                      1
                                              1
                                                      1
                                      2
                                              2
                                                                  2
## 2
              0
                  Feb
                                                      1
## 3
                  Feb
                                      4
                                              1
                                                      9
                                                                  3
                                      3
                                              2
                                                      2
## 4
              0
                  Feb
                                                                  4
## 5
              0
                  Feb
                                      3
                                              3
                                                                  4
                                                      1
                                      2
## 6
              0
                  Feb
                                              2
                                                      1
                                                                  3
           VisitorType Weekend Revenue
## 1 Returning_Visitor
                         FALSE
                                  FALSE
## 2 Returning_Visitor
                         FALSE
                                  FALSE
## 3 Returning_Visitor
                         FALSE
                                  FALSE
## 4 Returning_Visitor
                         FALSE
                                  FALSE
                          TRUE
## 5 Returning_Visitor
                                  FALSE
## 6 Returning_Visitor
                         FALSE
                                  FALSE
# printing unique values for the categorical columns
for (i in names(df[,c(11:18)])){
  print(unique(df[i]))
}
##
        Month
```

```
## 1
          Feb
## 185
          Mar
## 2092
          May
## 5456
          Oct
## 5457
         June
## 5461
          Jul
## 5463
          Aug
## 5464
          Nov
## 5469
          Sep
## 7983
          Dec
##
        OperatingSystems
## 1
## 2
                        2
## 3
                        4
## 4
                        3
```

```
## 261
                         7
## 2415
                         6
                         8
## 3365
## 6317
                         5
##
        Browser
## 1
               1
## 2
               2
## 5
               3
## 7
               4
## 14
               5
## 29
               6
               7
## 69
## 245
              10
## 267
               8
## 285
               9
## 3051
              12
## 5680
              13
## 6317
              11
##
      Region
## 1
## 3
            9
## 4
            2
## 7
            3
## 12
            4
## 21
            5
## 31
            6
            7
## 36
## 38
            8
##
        TrafficType
## 1
                   1
## 2
                   2
## 3
                   3
## 4
                   4
## 8
                   5
## 32
                   6
## 99
                   7
## 185
                   8
## 202
                   9
## 205
                  10
## 213
                  11
## 220
                  12
## 311
                  13
## 463
                  14
## 688
                  15
## 2124
                  18
## 2425
                  19
## 2576
                  16
## 2641
                  17
## 2768
                  20
               {\tt VisitorType}
##
## 1
        Returning_Visitor
## 94
               New_Visitor
## 5680
                     Other
##
     Weekend
```

```
## 1
      FALSE
## 5
       TRUE
##
     Revenue
       FALSE
## 1
## 66
        TRUE
One hot encoding the categorical columns
library(caret)
## Loading required package: lattice
## Loading required package: ggplot2
dummy <- dummyVars("~.", data=df, fullRank=T)</pre>
df_enc <- data.frame(predict(dummy, newdata=df))</pre>
str(df_enc)
## 'data.frame':
                   12316 obs. of 27 variables:
##
   $ Administrative
                                : num 000000100...
## $ Administrative Duration
                                : num 0 0 -1 0 0 0 -1 -1 0 0 ...
                                : num 0000000000...
## $ Informational
   $ Informational Duration
                                : num 0 0 -1 0 0 0 -1 -1 0 0 ...
## $ ProductRelated
                                : num 1 2 1 2 10 19 1 1 2 3 ...
## $ ProductRelated_Duration
                                : num 0 64 -1 2.67 627.5 ...
## $ BounceRates
                                      0.2 0 0.2 0.05 0.02 ...
                                : num
##
   $ ExitRates
                                : num
                                      0.2 0.1 0.2 0.14 0.05 ...
                                       0 0 0 0 0 0 0 0 0 0 ...
## $ PageValues
                                : num
                                      0 0 0 0 0 0 0.4 0 0.8 0.4 ...
## $ SpecialDay
                                : num
## $ MonthDec
                                       0 0 0 0 0 0 0 0 0 0 ...
                                : num
   $ MonthFeb
                                       1 1 1 1 1 1 1 1 1 1 ...
                                : num
## $ MonthJul
                                      0 0 0 0 0 0 0 0 0 0 ...
## $ MonthJune
                                : num
                                      0 0 0 0 0 0 0 0 0 0 ...
## $ MonthMar
                                       0 0 0 0 0 0 0 0 0 0 ...
                                : num
## $ MonthMay
                                : num
                                      00000000000...
## $ MonthNov
                                       0000000000...
                                : num 0000000000...
## $ MonthOct
## $ MonthSep
                                       0 0 0 0 0 0 0 0 0 0 ...
                                : num
                                : num 1 2 4 3 3 2 2 1 2 2 ...
## $ OperatingSystems
## $ Browser
                                : num
                                      1 2 1 2 3 2 4 2 2 4 ...
## $ Region
                                      1 1 9 2 1 1 3 1 2 1 ...
                                : num
## $ TrafficType
                                      1 2 3 4 4 3 3 5 3 2 ...
                                : num
## $ VisitorTypeOther
                                : num 0000000000...
  $ VisitorTypeReturning_Visitor: num 1 1 1 1 1 1 1 1 1 1 1 ...
##
   $ WeekendTRUE
                                 : num 0000100100...
   $ RevenueTRUE
                                : num 0000000000...
# scaling the numerical columns
df_scale <- scale(df_enc[,1:10])</pre>
head(df_scale)
```

```
Administrative Administrative_Duration Informational Informational_Duration
## 1
                                  -0.4574578
         -0.6975533
                                                 -0.3966145
                                                                         -0.2450294
## 2
                                                 -0.3966145
         -0.6975533
                                  -0.4574578
                                                                         -0.2450294
## 3
         -0.6975533
                                  -0.4631119
                                                 -0.3966145
                                                                         -0.2521304
## 4
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
## 5
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
## 6
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
##
## 1
         -0.6914734
                                  -0.6247671 3.67247746
                                                           3.2352400 -0.3173633
## 2
         -0.6689966
                                  -0.5913358 -0.45743910
                                                          1.1745443 -0.3173633
## 3
         -0.6914734
                                  -0.6252895
                                              3.67247746 3.2352400 -0.3173633
## 4
         -0.6689966
                                  -0.6233742
                                              0.57504004
                                                           1.9988226 -0.3173633
## 5
         -0.4891823
                                  -0.2969835 -0.04444744 0.1441964 -0.3173633
## 6
         -0.2868911
                                  -0.5442099 -0.13139305 -0.3800157 -0.3173633
##
     SpecialDay
## 1
      -0.309001
## 2
     -0.309001
## 3
     -0.309001
     -0.309001
## 4
## 5
     -0.309001
## 6 -0.309001
# joining the two dataset
final <- cbind(df_scale, df_enc[,11:27])</pre>
head(final)
     Administrative Administrative_Duration Informational Informational_Duration
## 1
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
## 2
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
## 3
         -0.6975533
                                  -0.4631119
                                                 -0.3966145
                                                                         -0.2521304
## 4
                                  -0.4574578
         -0.6975533
                                                 -0.3966145
                                                                         -0.2450294
         -0.6975533
                                  -0.4574578
                                                 -0.3966145
## 5
                                                                         -0.2450294
         -0.6975533
## 6
                                  -0.4574578
                                                 -0.3966145
                                                                         -0.2450294
     ProductRelated ProductRelated Duration BounceRates ExitRates PageValues
## 1
         -0.6914734
                                  -0.6247671 3.67247746
                                                           3.2352400 -0.3173633
## 2
         -0.6689966
                                  -0.5913358 -0.45743910
                                                           1.1745443 -0.3173633
## 3
         -0.6914734
                                  -0.6252895 3.67247746
                                                           3.2352400 -0.3173633
         -0.6689966
                                  -0.6233742 0.57504004
                                                           1.9988226 -0.3173633
         -0.4891823
                                  -0.2969835 -0.04444744 0.1441964 -0.3173633
## 5
## 6
         -0.2868911
                                  -0.5442099 -0.13139305 -0.3800157 -0.3173633
     SpecialDay MonthDec MonthFeb MonthJul MonthJune MonthMar MonthMay MonthNov
## 1
     -0.309001
                        0
                                 1
                                          0
                                                     0
                                                              0
                                                                        0
                                                                                 0
                                                                                 0
      -0.309001
                        0
                                          0
                                                     0
                                                              0
                                                                        0
## 2
                                 1
## 3
      -0.309001
                        0
                                 1
                                          0
                                                     0
                                                              0
                                                                        0
                                                                                 0
                        0
                                                     0
                                                                        0
                                                                                 0
## 4
     -0.309001
                                 1
                                           0
                                                              0
     -0.309001
                        0
                                          0
                                                     0
                                                              0
                                                                        0
                                                                                 0
## 5
                                 1
      -0.309001
                        0
                                 1
                                           0
                                                     0
                                                                                 0
## 6
     MonthOct MonthSep OperatingSystems Browser Region TrafficType
##
            0
## 1
                     0
                                       1
                                                1
                                                       1
            0
                                       2
## 2
                     0
                                                2
                                                       1
                                                                    2
## 3
            0
                     0
                                       4
                                                1
                                                       9
                                                                    3
                                                       2
                                                                    4
## 4
            0
                     0
                                       3
                                                2
            0
                     0
                                       3
                                                3
## 5
                     0
                                       2
                                                2
                                                                    3
## 6
            0
                                                       1
```

```
VisitorTypeOther VisitorTypeReturning_Visitor WeekendTRUE RevenueTRUE
## 1
                     0
                                                     1
                                                                 0
## 2
                                                                 0
                     0
                                                    1
                                                                              0
## 3
                     0
                                                                 0
                                                                              0
                                                    1
## 4
                     0
                                                    1
                                                                 0
                                                                              0
## 5
                     0
                                                                 1
                                                                              0
                                                    1
## 6
                     0
# removing the class attribute
final att \leftarrow final[,c(1:26)]
final_class <- final$RevenueTRUE</pre>
head(final_att)
##
     Administrative Administrative_Duration Informational Informational_Duration
## 1
                                   -0.4574578
         -0.6975533
                                                  -0.3966145
                                                                           -0.2450294
## 2
         -0.6975533
                                   -0.4574578
                                                  -0.3966145
                                                                           -0.2450294
## 3
         -0.6975533
                                   -0.4631119
                                                  -0.3966145
                                                                           -0.2521304
                                   -0.4574578
## 4
         -0.6975533
                                                  -0.3966145
                                                                           -0.2450294
## 5
         -0.6975533
                                   -0.4574578
                                                  -0.3966145
                                                                           -0.2450294
         -0.6975533
                                   -0.4574578
                                                  -0.3966145
                                                                           -0.2450294
## 6
##
     ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1
         -0.6914734
                                   -0.6247671 3.67247746
                                                             3.2352400 -0.3173633
## 2
         -0.6689966
                                   -0.5913358 -0.45743910 1.1745443 -0.3173633
## 3
         -0.6914734
                                   -0.6252895 3.67247746 3.2352400 -0.3173633
                                   -0.6233742  0.57504004  1.9988226  -0.3173633
## 4
         -0.6689966
## 5
         -0.4891823
                                   -0.2969835 -0.04444744 0.1441964 -0.3173633
## 6
         -0.2868911
                                   -0.5442099 -0.13139305 -0.3800157 -0.3173633
     SpecialDay MonthDec MonthFeb MonthJul MonthJune MonthMar MonthMay MonthNov
## 1
      -0.309001
                        0
                                  1
                                            0
                                                       0
                                                                0
                                                                          0
## 2
      -0.309001
                        0
                                            0
                                                       0
                                                                0
                                                                          0
                                                                                    0
                                  1
                        0
                                                                          0
                                                                                    0
## 3
     -0.309001
                                  1
                                            0
                                                       0
                                                                0
                        0
                                            0
                                                       0
                                                                0
                                                                          0
                                                                                    0
## 4
     -0.309001
                                  1
## 5
      -0.309001
                        0
                                  1
                                            0
                                                       0
                                                                0
                                                                          0
                                                                                    0
                                                       0
## 6
    -0.309001
                        0
                                  1
                                            0
                                                                0
                                                                                    0
     MonthOct MonthSep OperatingSystems Browser Region TrafficType
## 1
             0
                      0
                                         1
                                                 1
                                                         1
## 2
             0
                      0
                                         2
                                                 2
                                                         1
                                                                      2
## 3
            0
                      0
                                         4
                                                 1
                                                         9
                                                                      3
             0
                      0
                                         3
                                                 2
                                                                      4
             0
                      0
                                                 3
## 5
                                         3
                                                         1
                                                                      4
## 6
             0
                      0
                                         2
                                                 2
                                                         1
     VisitorTypeOther VisitorTypeReturning_Visitor WeekendTRUE
## 1
                     0
                                                    1
## 2
                                                                 0
                     0
                                                     1
## 3
                     0
                                                    1
                                                                 0
## 4
                     0
                                                     1
                                                                 0
## 5
                     0
                                                                 1
                                                     1
## 6
                     0
                                                                 0
# applying the k-means clustering
result <- kmeans(final_att, 3)</pre>
```

K-means clustering with 3 clusters of sizes 2368, 2046, 7902

result

```
##
## Cluster means:
     Administrative Administrative Duration Informational Informational Duration
                                   -0.009896510
                                                    -0.03038239
                                                                              -0.03211290
## 1
         0.003870524
##
        -0.070489805
                                   -0.025492868
                                                    -0.06044189
                                                                              -0.03859204
##
   3
         0.017091463
                                    0.009566356
                                                     0.02475444
                                                                               0.01961562
     ProductRelated ProductRelated Duration BounceRates
                                                                               PageValues
                                                                 ExitRates
         -0.03925729
                                    -0.03033240 -0.06526861 -0.07652119
## 1
                                                                              0.012332495
##
  2
         -0.05068711
                                    -0.03103094 0.17292882 0.17184939
                                                                              0.001077899
##
          0.02488827
                                     0.01712432 -0.02521593 -0.02156437 -0.003974782
##
        SpecialDay MonthDec
                                  MonthFeb
                                              MonthJul MonthJune MonthMar MonthMay
   1 -0.031033606 0.1448480 0.01182432 0.04180743 0.02407095 0.1562500 0.2816723
      0.006818982 0.1652004 0.00000000 0.02248289 0.02150538 0.1436950 0.2277615
##
   3
      0.007534288 0.1323716 0.01974184 0.03631992 0.02366489 0.1556568 0.2822070
##
                   MonthOct
                               MonthSep OperatingSystems Browser
      MonthNov
                                                                          Region
## 1 0.2060811 0.04983108 0.04434122
                                                   2.071368 2.368666 6.966639
   2 0.3548387 0.03323558 0.01515152
                                                   2.407625 2.566471 3.155914
   3 0.2257656 0.04593774 0.03948368
                                                   2.066565 2.300177 2.001645
##
     TrafficType VisitorTypeOther VisitorTypeReturning_Visitor WeekendTRUE
## 1
         2.550676
                         0.002956081
                                                            0.8319257
                                                                          0.2352196
##
   2
        12.108016
                         0.028347996
                                                            0.8470186
                                                                          0.2448680
##
   3
         2.444824
                         0.002531005
                                                            0.8648443
                                                                          0.2286763
##
##
   Clustering vector:
              2
##
        1
                     3
                            4
                                   5
                                                7
                                                       8
                                                              9
                                                                    10
                                                                                  12
                                                                                         13
                                          6
                                                                           11
##
        3
              3
                     1
                            3
                                   3
                                          3
                                                3
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                                                                                          3
                                                                    23
##
      14
             15
                    16
                           17
                                  18
                                         19
                                                20
                                                      21
                                                             22
                                                                           24
                                                                                  25
                                                                                         26
##
        3
              3
                            3
                                   3
                                          3
                                                3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                     1
                                                       1
                                                                                          1
##
      27
             28
                    29
                           30
                                         32
                                               33
                                                             35
                                                                    36
                                                                           37
                                                                                  38
                                                                                         39
                                  31
                                                      34
##
       3
              3
                     3
                            3
                                   1
                                          1
                                                3
                                                       3
                                                              3
                                                                     1
                                                                            3
                                                                                   1
                                                                                          3
##
       40
             41
                    42
                           43
                                  44
                                         45
                                                46
                                                      47
                                                             48
                                                                    49
                                                                           50
                                                                                  51
                                                                                         52
##
       3
              1
                     3
                            3
                                   3
                                          3
                                                3
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                                                                                          3
       53
                    55
                                                                    62
                                                                           63
                                                                                         65
##
             54
                           56
                                  57
                                         58
                                                59
                                                      60
                                                             61
                                                                                  64
##
       3
              3
                     3
                            3
                                   3
                                          3
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                         3
                                                1
                                                                                   1
                                                      73
                                                                    75
##
       66
             67
                    68
                           69
                                  70
                                         71
                                                72
                                                             74
                                                                           76
                                                                                  77
                                                                                         78
##
       3
              3
                     1
                            3
                                   3
                                          3
                                                1
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                                                                                          3
##
      79
             80
                    81
                           82
                                  83
                                         84
                                               85
                                                      86
                                                             87
                                                                    88
                                                                           89
                                                                                  90
                                                                                         91
##
       3
              3
                     3
                            3
                                   3
                                          3
                                                3
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                                                                                          3
##
      92
             93
                    94
                           95
                                  96
                                         97
                                                98
                                                      99
                                                            100
                                                                   101
                                                                          102
                                                                                 103
                                                                                        104
              3
                                          3
                                                3
                                                                     3
                                                                                          3
##
        3
                     3
                            3
                                   3
                                                       3
                                                              3
                                                                                   3
                                                                            1
##
     105
            106
                   107
                          108
                                 109
                                        110
                                                     112
                                                            113
                                                                   114
                                                                                 116
                                                                                       117
                                              111
                                                                          115
                                   3
##
       3
                     3
                            3
                                          3
                                                3
                                                       3
                                                              3
                                                                     3
                                                                            3
                                                                                   3
                                                                                          3
              1
     118
            119
                   120
                          121
                                 122
                                        123
                                              124
                                                     125
                                                            126
                                                                   127
                                                                          128
                                                                                 129
                                                                                       130
##
##
                                   3
                                          3
                                                3
                                                       3
                                                              3
                                                                     3
                                                                                          3
       3
              3
                            3
                                                                                   1
                     1
                                                                            1
##
     131
            132
                   133
                          134
                                 135
                                        136
                                              137
                                                     138
                                                            139
                                                                   140
                                                                          141
                                                                                 142
                                                                                       143
                                   3
                                          3
                                                       3
                                                                     3
##
       3
              3
                     3
                            3
                                                              3
                                                                                   1
                                                                                          3
                                                1
                                                                            1
                                        149
                                              150
                                                     151
                                                            152
##
     144
            145
                   146
                          147
                                 148
                                                                   153
                                                                          154
                                                                                 155
                                                                                       156
##
       3
                                   3
                                          3
                                                3
                                                       3
                                                              3
                                                                            3
                                                                                   3
                                                                                          3
              3
                     3
                            3
                                                                     1
##
     157
            158
                   159
                          160
                                 161
                                        162
                                              163
                                                     164
                                                            165
                                                                   166
                                                                          167
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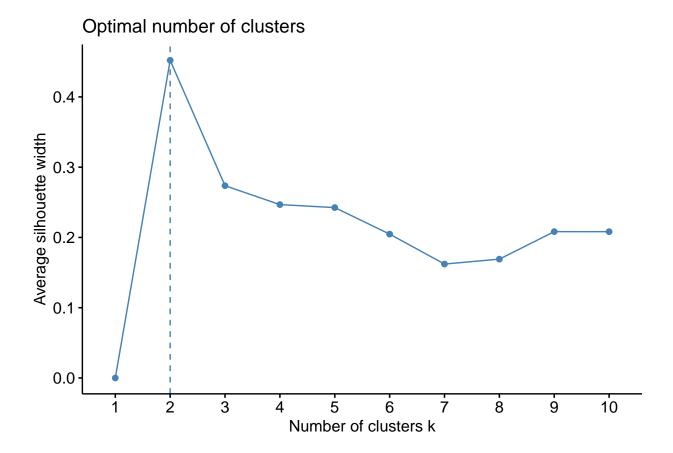
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11 TT	U	J	J	J	_	J	J	U	J	J	J	J	J

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## 12196 12197 12198 12199 12200 12201 12202 12203 12204 12205 12206 12207 12208
            3
                  2
                        2
                              3
                                    1
                                          3
                                                3
                                                      2
                                                            3
                                                                  3
                                                                        1
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## 12209 12210 12211 12212 12213 12214 12215 12216 12217 12218 12219 12220 12221
            2
                  1
                        3
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                                    2
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                                                3
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## 12222 1223 1224 1225 1226 1227 1228 1229 1230 1231 1232 1233 12234
            3
                  3
                        2
                              3
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                                          1
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## 12235 12236 12237 12238 12239 12240 12241 12242 12243 12244 12245 12246 12247
            3
                  3
                        3
                              2
                                    3
                                         1 1
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## 12248 12249 12250 12251 12252 12253 12254 12255 12256 12257 12258 12259 12260
                        3
                                          2
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                 1
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## 12261 12262 12263 12264 12265 12266 12267 12268 12269 12270 12271 12272 12273
                        3
                              3
                                    1
                                          3
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## 12274 12275 12276 12277 12278 12279 12280 12281 12282 12283 12284 12285 12286
            2
                  1
                        3
                              3
                                    3
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## 12287 12288 12289 12290 12291 12292 12293 12294 12295 12296 12297 12298 12299
            1
                  2
                        3
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      1
## 12300 12301 12302 12303 12304 12305 12306 12307 12308 12309 12310 12311 12312
            3
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## 12313 12314 12315 12316 12317 12318 12319 12320 12321 12322 12323 12324 12325
            3
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                                          2
                                                3
                                                      3
                                                            3
      3
## 12326 12327 12328 12329 12330
##
      3
            2
                  2
                        2
##
## Within cluster sum of squares by cluster:
## [1] 39478.79 73339.78 136874.88
## (between_SS / total_SS = 45.0 %)
## Available components:
##
## [1] "cluster"
                     "centers"
                                    "totss"
                                                   "withinss"
                                                                  "tot.withinss"
## [6] "betweenss"
                     "size"
                                    "iter"
                                                   "ifault"
# visualizing the clusters
# installing the package
# install.packages("factoextra")
png("C:\\plot1.png", width = 480, height = 480, units = "px", bg = "white")
library(factoextra)
## Welcome! Want to learn more? See two factoextra-related books at https://goo.gl/ve3WBa
fviz_cluster(result, data = final_att)
```

fviz_nbclust(x = final_att, FUNcluster = kmeans, method = 'silhouette')

obtaining the optimal number of clusters



Hierachical clustering