Data Attributes:

The dataset you have described seems to be a comprehensive collection of attributes related to user interactions on an e-commerce website. Let's break down and explain the various components of this dataset:

Numerical Attributes (10):

1. Administrative: Number of pages visited under the "Administrative" category.

2. Administrative Duration:Total time spent on pages under the "Administrative" category.

3. Informational: Number of pages visited under the "Informational" category.

4. Informational Duration: Total time spent on pages under the "Informational" category.

5. Product Related: Number of pages visited under the "Product Related" category.

6. Product Related Duration: Total time spent on pages under the "Product Related" category.

7. Bounce Rates:Percentage of visitors who enter and then leave the site without any further interaction.

8. Exit Rates: Percentage of pageviews on a specific page that were the last in the session.

9. Page Values: Average value for a web page that a user visited before completing an e-commerce transaction.

10. Special Day: Closeness of the site visiting time to a specific special day (e.g., Valentine's Day).

Categorical Attributes (8):

11. Month: Month of the year.

12. Operating Systems: User's operating system.

13. Browser: User's browser.

14. Region: User's geographical region.

15. Traffic Type:Type of traffic source.

16. Visitor Type: Whether the visitor is a returning or new visitor.

17. Weekend: Boolean value indicating whether the date of the visit is on a weekend.

18. Revenue:Class label indicating whether a transaction was completed or not (target variable).

Explanation:

- Pages Visited and Duration: Indicate user engagement and the time spent on different page categories (Administrative, Informational, Product Related).

- Bounce Rates, Exit Rates, and Page Values: Metrics from Google Analytics providing insights into user behavior, engagement, and the value of specific pages.

- Special Day: Captures the influence of special days on user behavior, with a time-sensitive value.

- Operating System, Browser, Region, Traffic Type, Visitor Type, Weekend, Month: Provide additional context about the user and the circumstances of the visit.

- Revenue: The target variable, indicating whether a user made a purchase or not.