

# Overview

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Overview

Alerts 12

Reproduction

## Dataset statistics

Number of variables	12
Number of observations	68353
Missing cells	22298
Missing cells (%)	2.7%
Duplicate rows	0
Duplicate rows (%)	0.0%
Total size in memory	13.5 MiB
Average record size in memory	207.6 B

## Variable types

Text	1
Categorical	6
Numeric	5

# Variables

Select Columns



# Email\_ID

Text

Unique

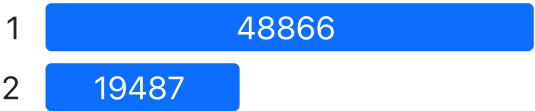
Distinct	68353
Distinct (%)	100.0%
Missing	0
Missing (%)	0.0%
Memory size	4.8 MiB



# Email\_Type

Categorical

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	3.8 MiB



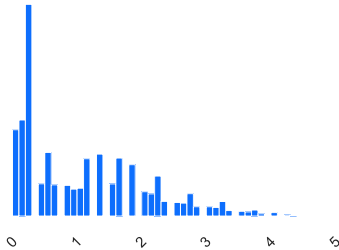
## Subject\_Hotness\_Score

Real number ( $\mathbb{R}$ )

High correlation

Zeros

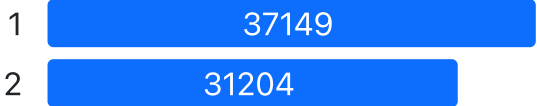
Distinct	51	Minimum	0
Distinct (%)	0.1%	Maximum	5
Missing	0	Zeros	5410
Missing (%)	0.0%	Zeros (%)	7.9%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	1.0954808	Memory size	534.1 KiB



## Email\_Source\_Type

Categorical

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	3.8 MiB

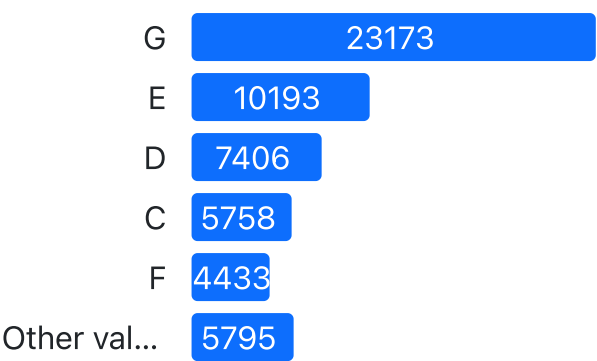


## Customer\_Location

Categorical

Missing

Distinct	7
Distinct (%)	< 0.1%
Missing	11595
Missing (%)	17.0%
Memory size	3.8 MiB

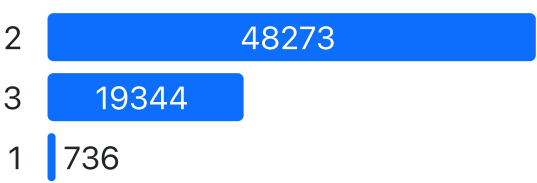


## Email\_Campaign\_Type

Categorical

High correlation

Distinct	3
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	3.8 MiB

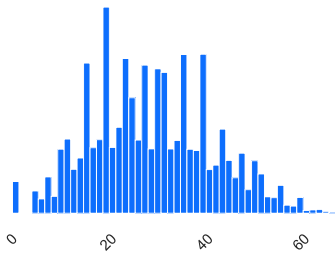


## Total\_Past\_Communications

Real number ( $\mathbb{R}$ )

High correlation Missing

Distinct	64	Minimum	0
Distinct (%)	0.1%	Maximum	67
Missing	6825	Zeros	657
Missing (%)	10.0%	Zeros (%)	1.0%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	28.93325	Memory size	534.1 KiB



## Time\_Email\_sent\_Category

Categorical

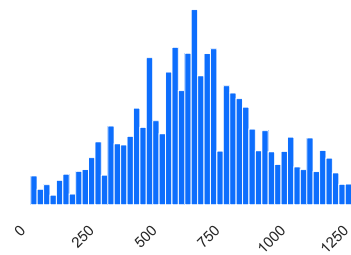
Distinct	3
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	3.8 MiB

2	41129
1	13636
3	13588

## Word\_Count

Real number ( $\mathbb{R}$ )

<b>Distinct</b>	151	<b>Minimum</b>	40
<b>Distinct (%)</b>	0.2%	<b>Maximum</b>	1316
<b>Missing</b>	0	<b>Zeros</b>	0
<b>Missing (%)</b>	0.0%	<b>Zeros (%)</b>	0.0%
<b>Infinite</b>	0	<b>Negative</b>	0
<b>Infinite (%)</b>	0.0%	<b>Negative (%)</b>	0.0%
<b>Mean</b>	699.93175	<b>Memory size</b>	534.1 KiB

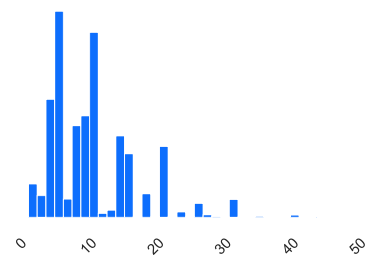


## Total\_Links

Real number ( $\mathbb{R}$ )

High correlation Missing

<b>Distinct</b>	37	<b>Minimum</b>	1
<b>Distinct (%)</b>	0.1%	<b>Maximum</b>	49
<b>Missing</b>	2201	<b>Zeros</b>	0
<b>Missing (%)</b>	3.2%	<b>Zeros (%)</b>	0.0%
<b>Infinite</b>	0	<b>Negative</b>	0
<b>Infinite (%)</b>	0.0%	<b>Negative (%)</b>	0.0%
<b>Mean</b>	10.429526	<b>Memory size</b>	534.1 KiB

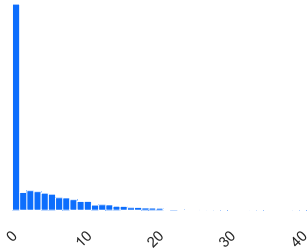


## Total\_Images

Real number ( $\mathbb{R}$ )

High correlation Missing Zeros

Distinct	45	Minimum	0
Distinct (%)	0.1%	Maximum	45
Missing	1677	Zeros	35060
Missing (%)	2.5%	Zeros (%)	51.3%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	3.5506779	Memory size	534.1 KiB



## Email\_Status

Categorical

Distinct	3	0	54941
Distinct (%)	< 0.1%	1	11039
Missing	0	2	2373
Missing (%)	0.0%		
Memory size	3.8 MiB		

# Interactions

Subject_Hotness_Score	Total_Past_Communications	Word_Count
Total_Links	Total_Images	

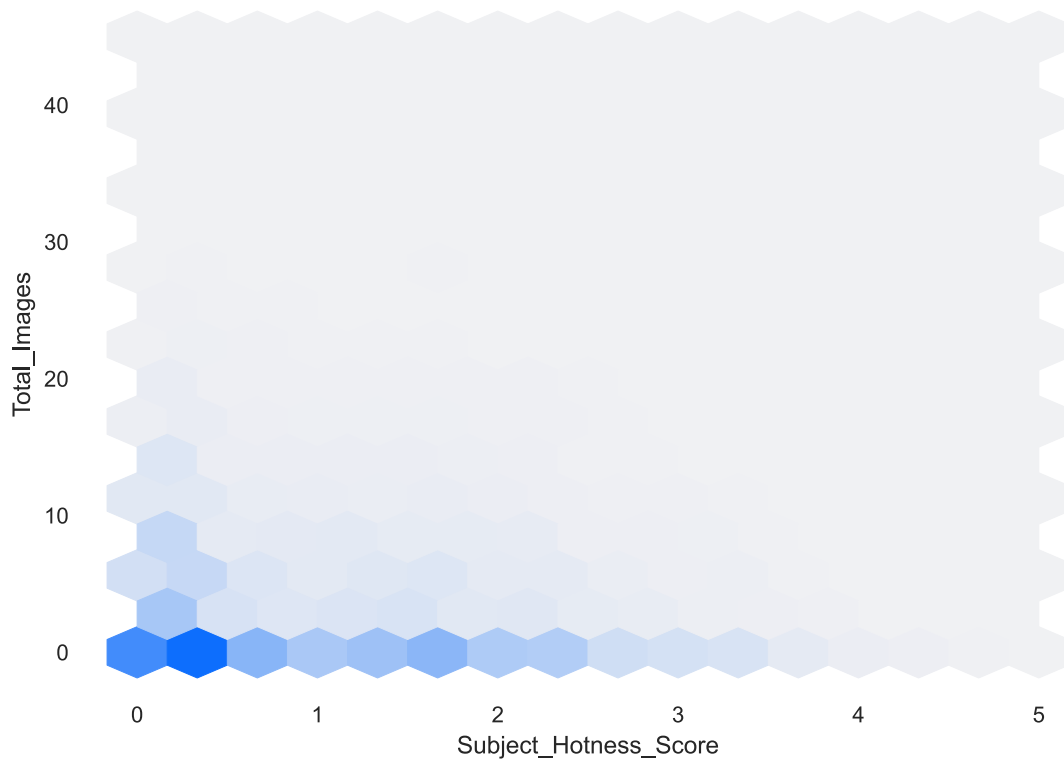
Total\_Images

Subject\_Hotness\_Score

Total\_Past\_Communications

Word\_Count

Total\_Links



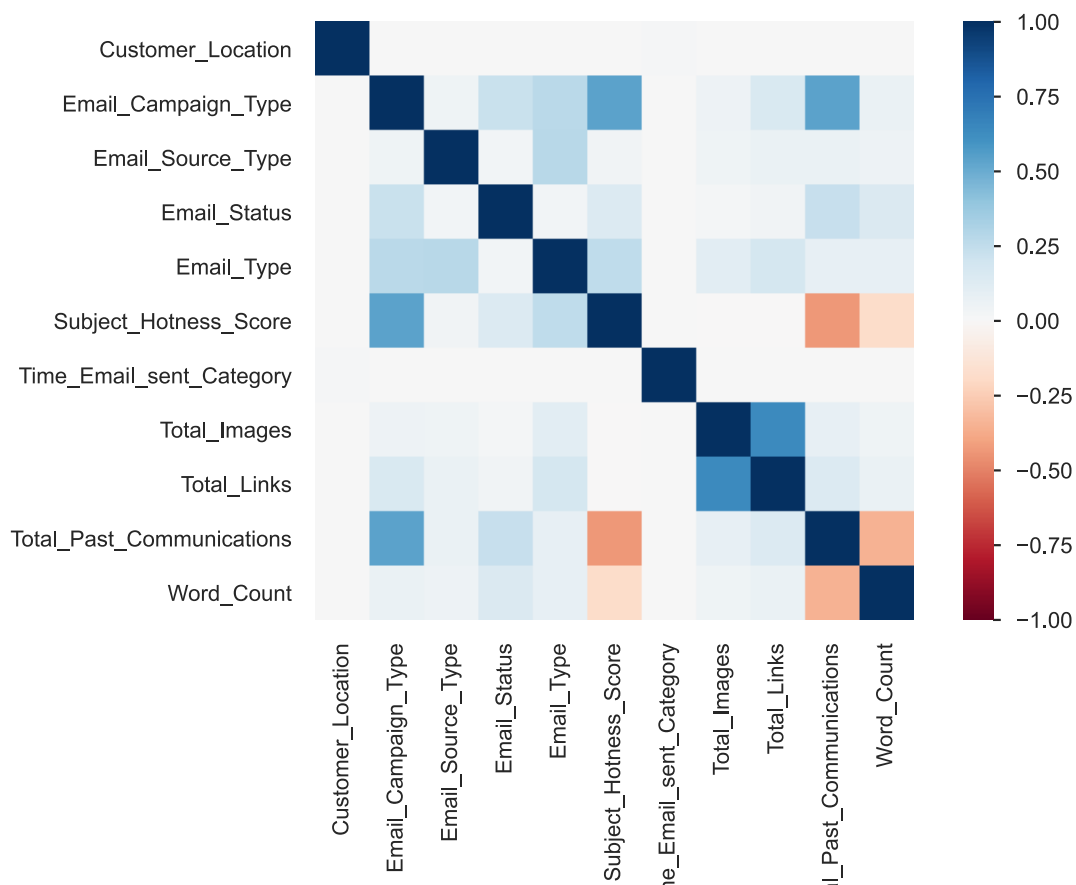
## Correlations

Auto

Heatmap

Table



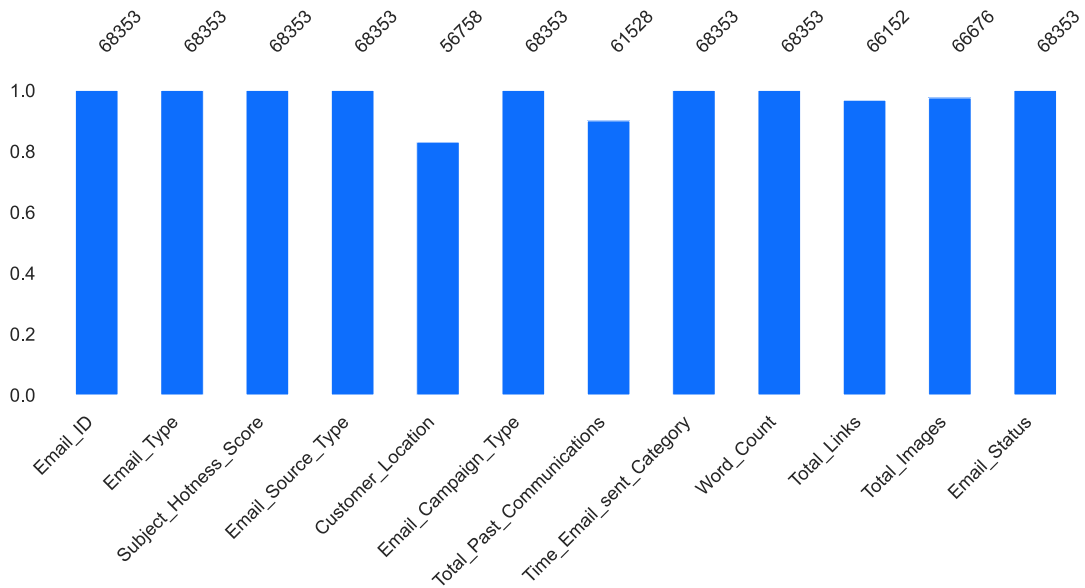


## Missing values

Count

Matrix

Heatmap



A simple visualization of nullity by column.

## Sample

First rows

Last rows

	Email_ID	Email_Type	Subject_Hotness_Score	Email_Source_
0	EMA00081000034500	1	2.2	2
1	EMA00081000045360	2	2.1	1
2	EMA00081000066290	2	0.1	1
3	EMA00081000076560	1	3.0	2
4	EMA00081000109720	1	0.0	2
5	EMA00081000131660	1	1.5	1
6	EMA00081000160500	1	3.2	1

	Email_ID	Email_Type	Subject_Hotness_Score	Email_Source_
7	EMA00081000269630	1	0.7	2
8	EMA00081000287790	1	2.0	1
9	EMA00081000367310	2	0.5	1

Report generated by [YData](#).