

Overview

Brought to you by [YData](#)

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

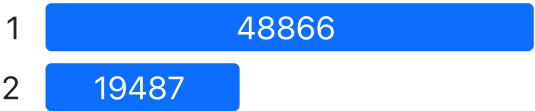
Distinct	68353
Distinct (%)	100.0%
Missing	0
Missing (%)	0.0%
Memory size	4.8 MiB



Email_Type

Categorical

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



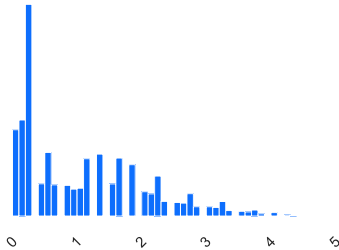
Subject_Hotness_Score

Real number (\mathbb{R})

High correlation

Zeros

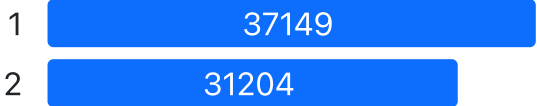
Distinct	51	Minimum	0
Distinct (%)	0.1%	Maximum	5
Missing	0	Zeros	5410
Missing (%)	0.0%	Zeros (%)	7.9%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	1.0954808	Memory size	534.1 KiB



Email_Source_Type

Categorical

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

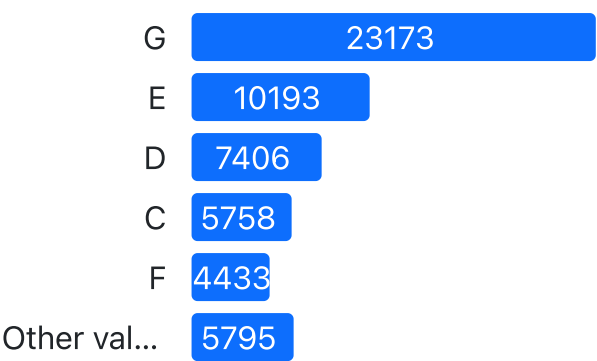


Customer_Location

Categorical

Missing

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

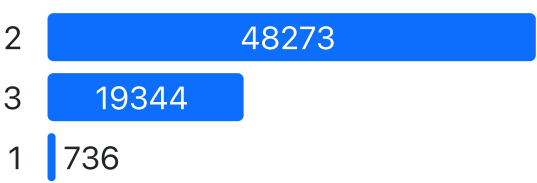


Email_Campaign_Type

Categorical

High correlation

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

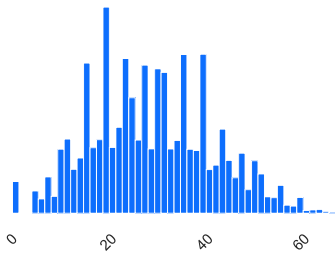


Total_Past_Communications

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

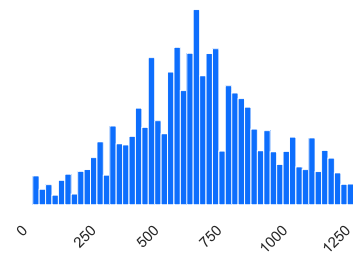
Categorical

Distinct	3	2	41129
Distinct (%)	< 0.1%	1	13636
Missing	0	3	13588
Missing (%)	0.0%		
Memory size	3.8 MiB		

Word_Count

Real number (\mathbb{R})

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

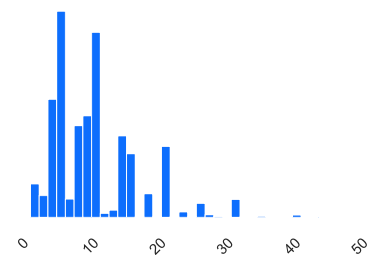


Total_Links

Real number (\mathbb{R})

High correlation Missing

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

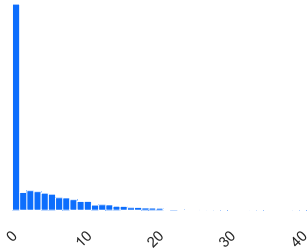


Total_Images

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	

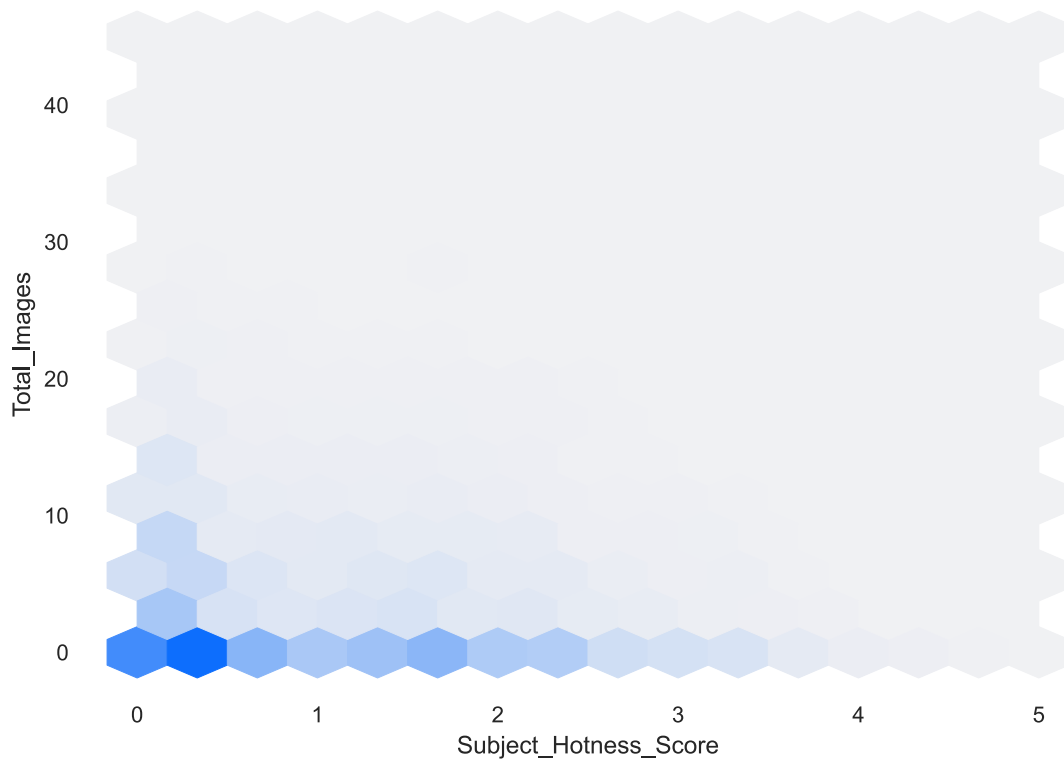
Total_Images

Subject_Hotness_Score

Total_Past_Communications

Word_Count

Total_Links

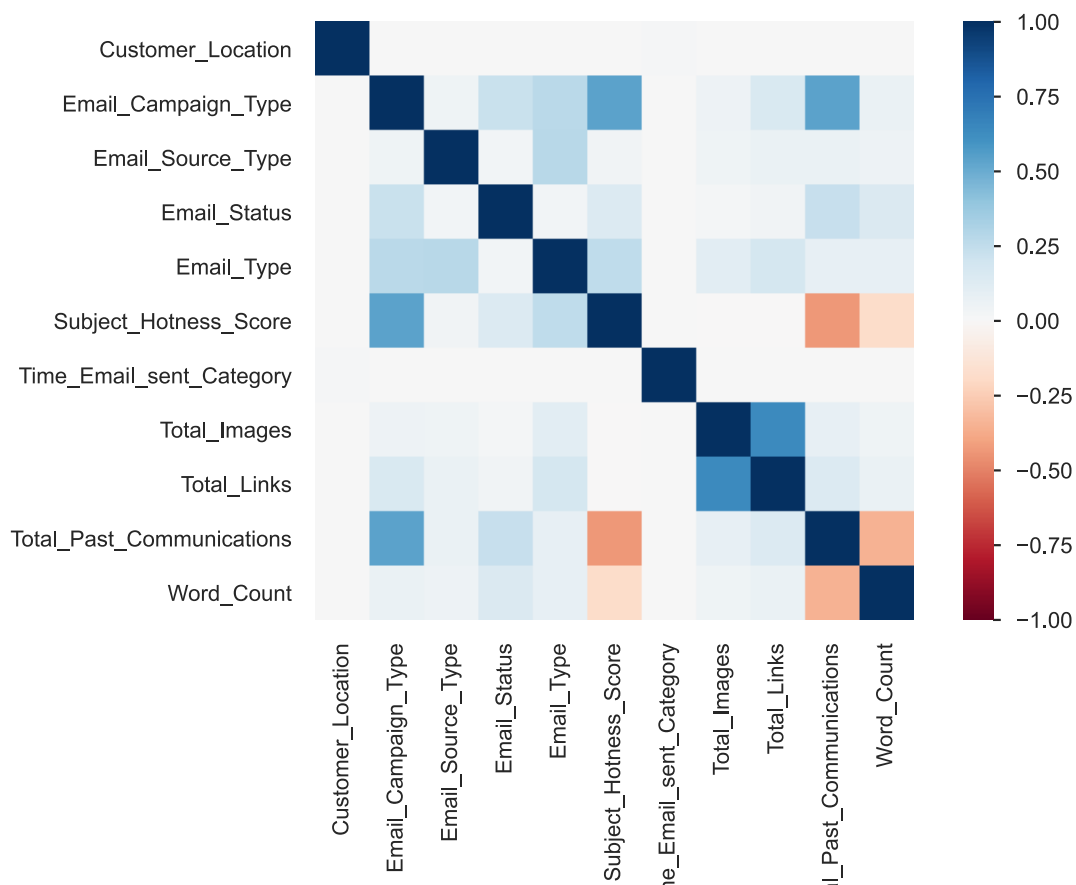


Correlations

Auto

Heatmap

Table

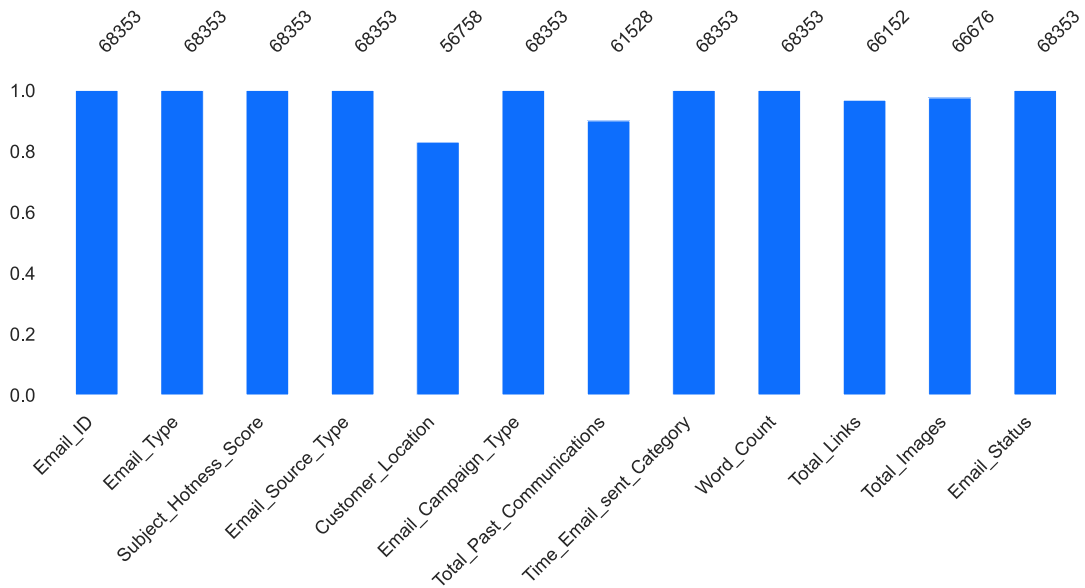


Missing values

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](#).