

Kira Platinina Project

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R Programming Exploratory Data Analysis And Modeling

1. Defining the Question

a) Specifying the Data Analytic Question

Kira Plastinina is a Russian brand that is sold through a defunct chain of retail stores in Russia, Ukraine, Kazakhstan, Belarus, China, Philippines, and Armenia. The brand's Sales and Marketing team would like to understand their customer's behavior from data that they have collected over the past year. More specifically, they would like to learn the characteristics of customer groups.

Your findings should help inform the team in formulating the marketing and sales strategies of the brand.

b) Defining the Metric for Success

1. Perform clustering stating insights drawn from your analysis and visualizations.
2. Upon implementation, provide comparisons between the approaches learned this week i.e. K-Means clustering vs Hierarchical clustering highlighting the strengths and limitations of each approach in the context of your analysis.

c) Understanding the context

Perform EDA and Unsupervised Modeling for the give data set

<http://bit.ly/EcommerceCustomersDataset>

d) Experimental design taken

1. Problem Definition
2. Data Sourcing
3. Check the Data
4. Perform Data Cleaning
5. Perform Exploratory Data Analysis (Univariate, Bivariate & Multivariate)
6. Implement the Solution

7. Challenge the Solution

8. Follow up Questions

e) Appropriateness of the available data

The dataset has appropriate columns and rows to answer the questions. The data is relevant for our analysis.

2. Loading the dataset

Loading the dataset

```
ecom <- read.csv('http://bit.ly/EcommerceCustomersDataset')
```

3. Checking our data

Checking the top rows

```
head(ecom)
```

```
##      Administrative Administrative_Duration Informational
Informational_Duration
## 1              0              0              0
0
## 2              0              0              0
0
## 3              0             -1              0
-1
## 4              0              0              0
0
## 5              0              0              0
0
## 6              0              0              0
0
##      ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1              1              0.000000 0.20000000 0.2000000 0
## 2              2             64.000000 0.00000000 0.1000000 0
## 3              1             -1.000000 0.20000000 0.2000000 0
## 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
##      SpecialDay Month OperatingSystems Browser Region TrafficType
## 1              0   Feb              1      1      1          1
## 2              0   Feb              2      2      1          2
## 3              0   Feb              4      1      9          3
## 4              0   Feb              3      2      2          4
## 5              0   Feb              3      3      1          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
```

Checking the bottom rows

```
tail(ecom)
```

```
##      Administrative Administrative_Duration Informational
## 12325           0           0           1
## 12326           3          145           0
## 12327           0           0           0
## 12328           0           0           0
## 12329           4           75           0
## 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
## 12329           0           15          346.000
0.000000000
## 12330           0           3           21.250
0.000000000
##      ExitRates PageValues SpecialDay Month OperatingSystems Browser
Region
## 12325 0.03764706  0.00000           0  Nov           2           2
1
## 12326 0.02903061  12.24172           0  Dec           4           6
1
## 12327 0.02133333  0.00000           0  Nov           3           2
1
## 12328 0.08666667  0.00000           0  Nov           3           2
1
## 12329 0.02105263  0.00000           0  Nov           2           2
3
## 12330 0.06666667  0.00000           0  Nov           3           2
1
##      TrafficType      VisitorType Weekend Revenue
## 12325           1 Returning_Visitor FALSE  FALSE
## 12326           1 Returning_Visitor TRUE   FALSE
## 12327           8 Returning_Visitor TRUE   FALSE
## 12328          13 Returning_Visitor TRUE   FALSE
```

```
## 12329      11 Returning_Visitor  FALSE  FALSE
## 12330       2      New_Visitor   TRUE   FALSE
```

Checking the shape of our data

```
dim(ecom)
```

```
## [1] 12330    18
```

The dataset has 12330 rows and 18 columns

Checking the structure/datatypes of our data

```
str(ecom)
```

```
## 'data.frame':  12330 obs. of  18 variables:
## $ Administrative      : int  0 0 0 0 0 0 0 1 0 0 ...
## $ Administrative_Duration: num  0 0 -1 0 0 0 -1 -1 0 0 ...
## $ Informational       : int  0 0 0 0 0 0 0 0 0 0 ...
## $ 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  0 0 0 0 0 0 0 0 0 0 ...
## $ SpecialDay          : num  0 0 0 0 0 0 0.4 0 0.8 0.4 ...
## $ Month               : chr  "Feb" "Feb" "Feb" "Feb" ...
## $ OperatingSystems    : int  1 2 4 3 3 2 2 1 2 2 ...
## $ Browser             : int  1 2 1 2 3 2 4 2 2 4 ...
## $ 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" "Returning_Visitor" ...
## $ Weekend             : logi  FALSE FALSE FALSE FALSE TRUE FALSE ...
## $ Revenue             : logi  FALSE FALSE FALSE FALSE FALSE FALSE ...
```

checking the attributes of our dataset

```
class(ecom)
```

```
## [1] "data.frame"
```

checking the columns of our dataset

```
colnames(ecom)
```

```
## [1] "Administrative"      "Administrative_Duration"
## [3] "Informational"      "Informational_Duration"
## [5] "ProductRelated"    "ProductRelated_Duration"
## [7] "BounceRates"       "ExitRates"
## [9] "PageValues"        "SpecialDay"
```

```
## [11] "Month"           "OperatingSystems"
## [13] "Browser"         "Region"
## [15] "TrafficType"     "VisitorType"
## [17] "Weekend"         "Revenue"
```

4. Data Cleaning

Sum of null values in each column using the function colSums()

```
colSums(is.na(ecom))
```

```
##      Administrative Administrative_Duration      Informational
##      14              14              14
## Informational_Duration      ProductRelated ProductRelated_Duration
##      14              14              14
##      BounceRates      ExitRates      PageValues
##      14              14              0
##      SpecialDay      Month      OperatingSystems
##      0              0              0
##      Browser      Region      TrafficType
##      0              0              0
##      VisitorType      Weekend      Revenue
##      0              0              0
```

There are null values in our data. We shall be dropping the Missing values to avoid inconsistency in our dataset.

Dropping the null values

```
ecom <- na.omit(ecom)
```

Checking again for the Sum of null values in each column using the function colSums()

```
colSums(is.na(ecom))
```

```
##      Administrative Administrative_Duration      Informational
##      0              0              0
## Informational_Duration      ProductRelated ProductRelated_Duration
##      0              0              0
##      BounceRates      ExitRates      PageValues
##      0              0              0
##      SpecialDay      Month      OperatingSystems
##      0              0              0
##      Browser      Region      TrafficType
##      0              0              0
##      VisitorType      Weekend      Revenue
##      0              0              0
```

*# Now lets find the duplicated rows in the dataset
and assign to a variable duplicated_rows below*

```
duplicated_rows <- ecom[duplicated(ecom),]
```

```
# Lets print out the variable duplicated_rows and see these duplicated rows
```

```
duplicated_rows
```

##	Administrative	Administrative_Duration	Informational
## 159	0	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
## 890	0	0	0
## 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	0	0	0
## 3273	0	0	0
## 3282	0	0	0
## 3578	0	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	0
## 4404	0	0	0
## 4427	0	0	0
## 4464	0	0	0
## 4490	0	0	0
## 4553	0	0	0
## 4818	0	0	0
## 4884	0	0	0
## 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	ProductRelated_Duration
----	------------------------	----------------	-------------------------

## 159	0	1	0
0.2			
## 179	0	1	0
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 0.2	0	1	0
## 4553 0.2	0	2	0
## 4818 0.2	0	1	0
## 4884 0.2	0	1	0
## 4914 0.2	0	1	0
## 5039 0.2	0	1	0
## 5044 0.2	0	1	0
## 5057 0.2	0	1	0
## 5119 0.2	0	1	0
## 5199 0.2	0	1	0
## 5200 0.2	0	2	0
## 5255 0.2	0	1	0
## 5277 0.2	0	1	0
## 5287 0.2	0	1	0
## 5356 0.2	0	1	0
## 5408 0.2	0	1	0
## 6930 0.2	0	1	0
## 7152 0.2	0	1	0
## 7636 0.2	0	1	0
## 8545 0.2	0	1	0
## 9307 0.2	0	1	0
## 9495 0.2	0	1	0
## 9552 0.2	0	1	0
## 9569 0.2	0	1	0
## 9582 0.2	0	1	0

## 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
0.2			
## 11828	0	1	0
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			
##	ExitRates	PageValues	SpecialDay Month OperatingSystems Browser
Region			
## 159	0.2	0	0.0 Feb 1 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	2
2						
## 1776	0.2	0	0.0	Mar	3	2
1						
## 1805	0.2	0	0.0	Mar	1	1
8						
## 1840	0.2	0	0.0	Mar	2	2
1						
## 1867	0.2	0	0.0	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	May	3	2
9						
## 4553	0.2	0	0.0	May	2	2
2						
## 4818	0.2	0	0.0	May	2	2
1						
## 4884	0.2	0	0.0	May	2	2
1						
## 4914	0.2	0	0.8	May	2	2
1						
## 5039	0.2	0	0.0	May	3	2
3						
## 5044	0.2	0	0.0	May	2	2
1						

## 5057 6	0.2	0	0.0	May	2	2
## 5119 6	0.2	0	0.0	May	1	1
## 5199 1	0.2	0	0.0	May	2	2
## 5200 2	0.2	0	0.0	May	2	2
## 5255 1	0.2	0	0.6	May	2	2
## 5277 3	0.2	0	0.0	May	3	2
## 5287 3	0.2	0	0.0	May	1	1
## 5356 3	0.2	0	0.0	May	1	1
## 5408 1	0.2	0	0.0	May	2	4
## 6930 1	0.2	0	0.0	June	2	2
## 7152 1	0.2	0	0.0	June	2	2
## 7636 3	0.2	0	0.0	June	3	2
## 8545 3	0.2	0	0.0	Nov	3	2
## 9307 3	0.2	0	0.0	Dec	3	2
## 9495 1	0.2	0	0.0	Dec	2	2
## 9552 4	0.2	0	0.0	Nov	3	2
## 9569 8	0.2	0	0.0	Dec	2	2
## 9582 1	0.2	0	0.0	Nov	2	2
## 9719 7	0.2	0	0.0	Nov	3	2
## 9770 2	0.2	0	0.0	Dec	2	2
## 9879 6	0.2	0	0.0	Dec	2	2
## 9908 1	0.2	0	0.0	Dec	2	2
## 10147 9	0.2	0	0.0	Dec	8	13
## 10223 1	0.2	0	0.0	Nov	1	1
## 10270 3	0.2	0	0.0	Nov	1	1

## 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
6						
## 11206	0.2	0	0.0	Dec	8	13
9						
## 11405	0.2	0	0.0	Nov	3	2
1						
## 11524	0.2	0	0.0	Dec	2	2
1						
## 11582	0.2	0	0.0	Dec	8	13
9						
## 11625	0.2	0	0.0	Nov	3	2
1						
## 11659	0.2	0	0.0	Dec	1	1
1						
## 11734	0.2	0	0.0	Nov	2	2
1						
## 11748	0.2	0	0.0	Nov	1	1
3						
## 11802	0.2	0	0.0	Dec	1	1
4						
## 11814	0.2	0	0.0	Dec	2	2
1						
## 11828	0.2	0	0.0	Dec	2	2
1						
## 11935	0.2	0	0.0	Dec	1	1
1						
## 11939	0.2	0	0.0	Dec	1	1
4						
## 12160	0.2	0	0.0	Dec	1	1
1						
## 12181	0.2	0	0.0	Dec	1	13
9						
## 12186	0.2	0	0.0	Dec	8	13
9						
##	TrafficType	VisitorType	Weekend	Revenue		
## 159	3	Returning_Visitor	FALSE	FALSE		
## 179	3	Returning_Visitor	FALSE	FALSE		
## 419	1	Returning_Visitor	TRUE	FALSE		

## 457	1	Returning_Visitor	FALSE	FALSE
## 484	1	Returning_Visitor	FALSE	FALSE
## 513	1	Returning_Visitor	FALSE	FALSE
## 555	1	Returning_Visitor	FALSE	FALSE
## 590	1	Returning_Visitor	FALSE	FALSE
## 660	1	Returning_Visitor	FALSE	FALSE
## 775	1	Returning_Visitor	FALSE	FALSE
## 873	1	Returning_Visitor	FALSE	FALSE
## 890	1	Returning_Visitor	FALSE	FALSE
## 923	1	Returning_Visitor	FALSE	FALSE
## 948	1	Returning_Visitor	FALSE	FALSE
## 975	1	Returning_Visitor	FALSE	FALSE
## 1035	1	Returning_Visitor	FALSE	FALSE
## 1120	1	Returning_Visitor	FALSE	FALSE
## 1171	1	Returning_Visitor	FALSE	FALSE
## 1177	1	Returning_Visitor	FALSE	FALSE
## 1214	1	Returning_Visitor	FALSE	FALSE
## 1215	3	Returning_Visitor	FALSE	FALSE
## 1292	1	Returning_Visitor	FALSE	FALSE
## 1326	3	Returning_Visitor	FALSE	FALSE
## 1357	1	Returning_Visitor	FALSE	FALSE
## 1367	1	Returning_Visitor	FALSE	FALSE
## 1382	1	Returning_Visitor	FALSE	FALSE
## 1391	1	Returning_Visitor	FALSE	FALSE
## 1395	1	Returning_Visitor	FALSE	FALSE
## 1437	1	Returning_Visitor	FALSE	FALSE
## 1454	1	Returning_Visitor	FALSE	FALSE
## 1516	3	Returning_Visitor	TRUE	FALSE
## 1574	1	Returning_Visitor	FALSE	FALSE
## 1609	1	Returning_Visitor	FALSE	FALSE
## 1698	1	Returning_Visitor	FALSE	FALSE
## 1776	1	Returning_Visitor	FALSE	FALSE
## 1805	1	Returning_Visitor	FALSE	FALSE
## 1840	3	Returning_Visitor	FALSE	FALSE
## 1867	9	Returning_Visitor	TRUE	FALSE
## 1926	1	Returning_Visitor	FALSE	FALSE
## 1934	1	Returning_Visitor	FALSE	FALSE
## 1950	1	Returning_Visitor	FALSE	FALSE
## 2057	1	Returning_Visitor	FALSE	FALSE
## 2058	1	Returning_Visitor	FALSE	FALSE
## 2236	3	Returning_Visitor	FALSE	FALSE
## 2622	3	Returning_Visitor	FALSE	FALSE
## 2740	1	Returning_Visitor	FALSE	FALSE
## 3232	3	Returning_Visitor	FALSE	FALSE
## 3273	3	Returning_Visitor	FALSE	FALSE
## 3282	3	Returning_Visitor	FALSE	FALSE
## 3578	4	Returning_Visitor	FALSE	FALSE
## 3651	1	Returning_Visitor	FALSE	FALSE
## 3664	3	Returning_Visitor	FALSE	FALSE
## 3722	3	Returning_Visitor	FALSE	FALSE

## 3892	4	Returning_Visitor	FALSE	FALSE
## 4164	3	Returning_Visitor	FALSE	FALSE
## 4183	3	Returning_Visitor	FALSE	FALSE
## 4232	1	Returning_Visitor	FALSE	FALSE
## 4344	13	Returning_Visitor	FALSE	FALSE
## 4375	3	Returning_Visitor	FALSE	FALSE
## 4404	3	Returning_Visitor	FALSE	FALSE
## 4427	3	Returning_Visitor	FALSE	FALSE
## 4464	3	Returning_Visitor	FALSE	FALSE
## 4490	3	Returning_Visitor	FALSE	FALSE
## 4553	3	Returning_Visitor	FALSE	FALSE
## 4818	3	Returning_Visitor	FALSE	FALSE
## 4884	3	Returning_Visitor	FALSE	FALSE
## 4914	1	Returning_Visitor	FALSE	FALSE
## 5039	3	Returning_Visitor	FALSE	FALSE
## 5044	3	Returning_Visitor	FALSE	FALSE
## 5057	3	Returning_Visitor	FALSE	FALSE
## 5119	4	Returning_Visitor	TRUE	FALSE
## 5199	13	Returning_Visitor	FALSE	FALSE
## 5200	3	Returning_Visitor	FALSE	FALSE
## 5255	1	Returning_Visitor	FALSE	FALSE
## 5277	13	Returning_Visitor	FALSE	FALSE
## 5287	15	Returning_Visitor	FALSE	FALSE
## 5356	3	Returning_Visitor	FALSE	FALSE
## 5408	6	Returning_Visitor	FALSE	FALSE
## 6930	1	Returning_Visitor	FALSE	FALSE
## 7152	1	Returning_Visitor	FALSE	FALSE
## 7636	13	Returning_Visitor	FALSE	FALSE
## 8545	3	Returning_Visitor	FALSE	FALSE
## 9307	1	Returning_Visitor	TRUE	FALSE
## 9495	3	Returning_Visitor	FALSE	FALSE
## 9552	3	Returning_Visitor	FALSE	FALSE
## 9569	1	Returning_Visitor	FALSE	FALSE
## 9582	1	Returning_Visitor	FALSE	FALSE
## 9719	13	Returning_Visitor	FALSE	FALSE
## 9770	1	Returning_Visitor	FALSE	FALSE
## 9879	13	Returning_Visitor	FALSE	FALSE
## 9908	13	Returning_Visitor	FALSE	FALSE
## 10147	20	Other	FALSE	FALSE
## 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
## 11206	20	Other	FALSE	FALSE
## 11405	13	Returning_Visitor	FALSE	FALSE

## 11524	13	Returning_Visitor	FALSE	FALSE
## 11582	20	Other	FALSE	FALSE
## 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

There are 117 duplicated rows in the data

Checking for total duplicates values.

```
sum(duplicated(ecom))
```

```
## [1] 117
```

I will be dropping the duplicates since there no significant change in the data

Selecting the non-duplicates using the unique function

```
ecom <- unique(ecom)
```

Checking to confirm they have been removed

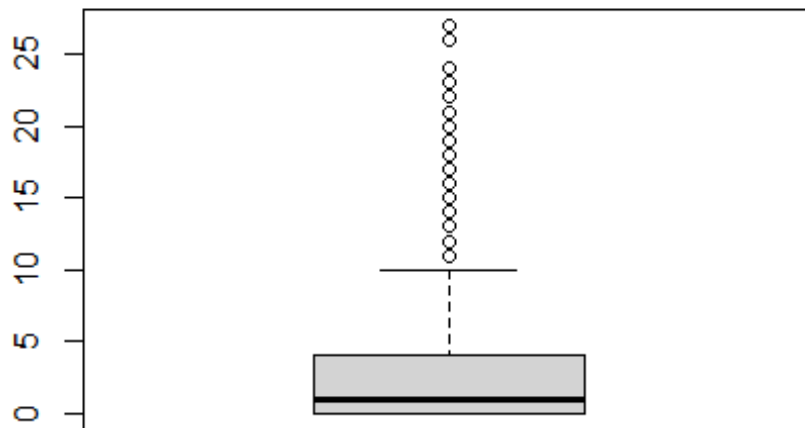
```
sum(duplicated(ecom))
```

```
## [1] 0
```

Checking and Dealing With Outliers

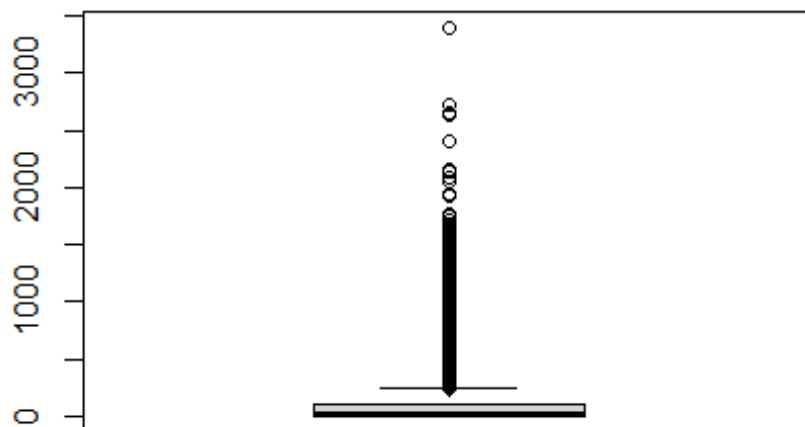
Checking for outliers using boxplots

```
boxplot(ecom$Administrative)
```



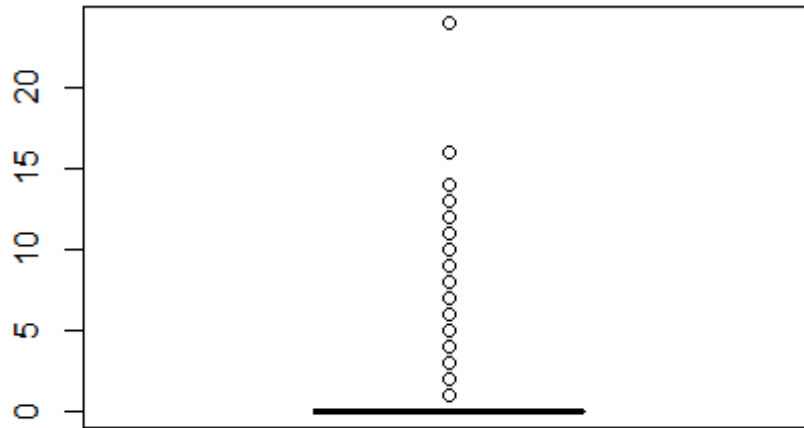
Checking for outliers using boxplots

```
boxplot(ecom$Administrative_Duration)
```



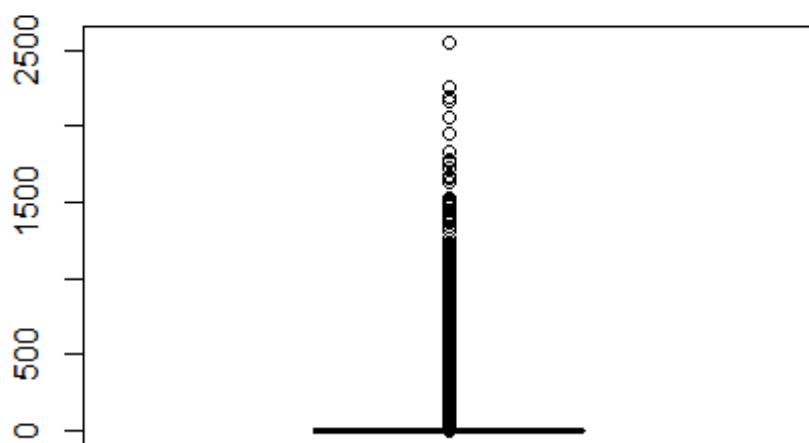
```
# Checking for outliers using boxplots
```

```
boxplot(ecom$Informational)
```



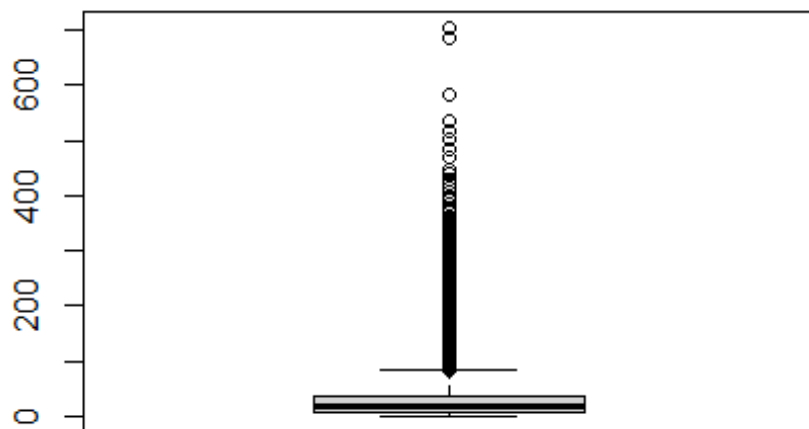
```
# Checking for outliers using boxplots
```

```
boxplot(ecom$Informational_Duration)
```



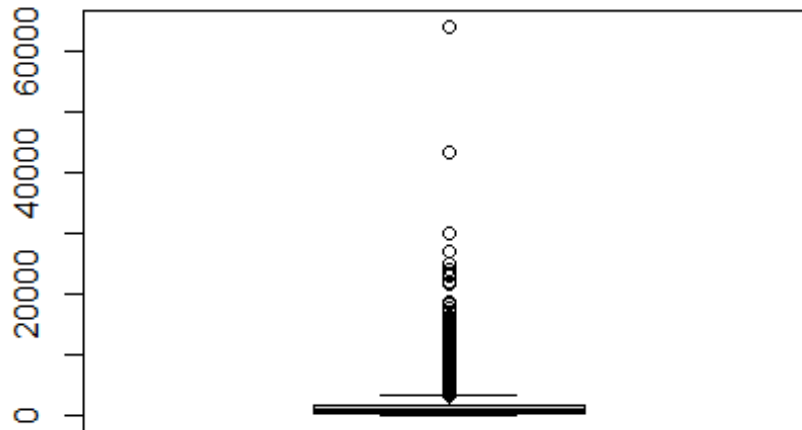
Checking for outliers using boxplots

```
boxplot(ecom$ProductRelated)
```



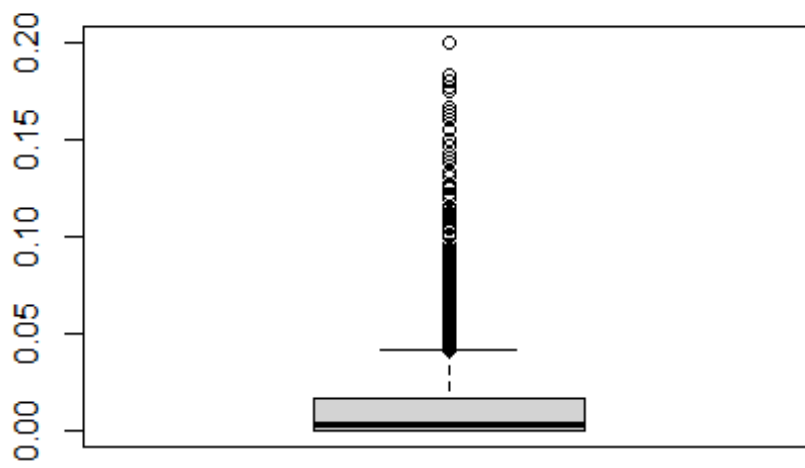
```
# Checking for outliers using boxplots
```

```
boxplot(ecom$ProductRelated_Duration)
```



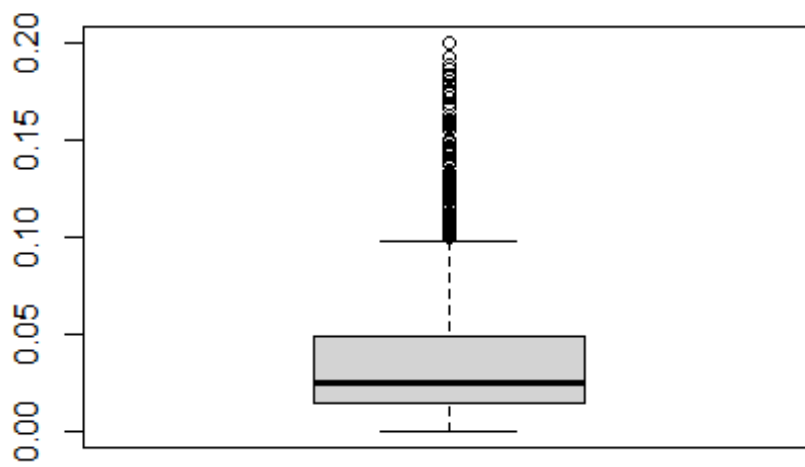
```
# Checking for outliers using boxplots
```

```
boxplot(ecom$BounceRates)
```

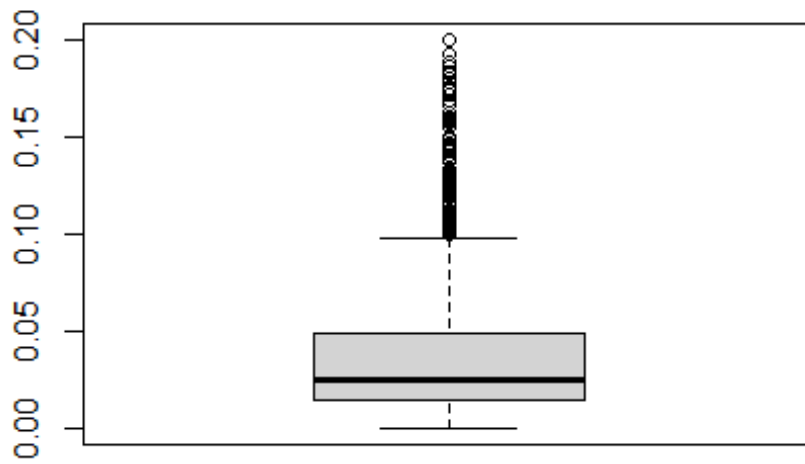
Checking for outliers using boxplots

```
boxplot(ecom$ExitRates)
```



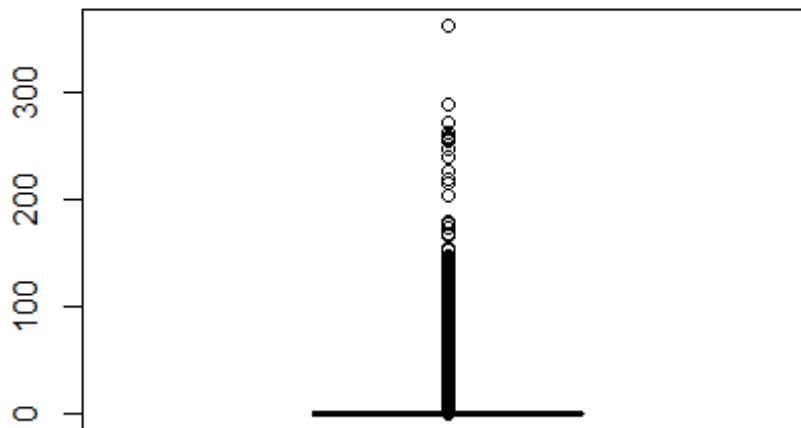
```
# Checking for outliers using boxplots
```

```
boxplot(ecom$ExitRates)
```



```
# Checking for outliers using boxplots
```

```
boxplot(ecom$PageValues)
```



There is a presence of a large number of outliers. I will not dropping them since they remain relevant for our analysis

5. Eploratory Data Analysis

Univaraiate Analysis

```
library("psych")
# Finding the summary statistics

describe(ecom)

## Warning in FUN(newX[, i], ...): no non-missing arguments to min; returning
## Warning in FUN(newX[, i], ...): no non-missing arguments to min; returning
## Warning in FUN(newX[, i], ...): no non-missing arguments to max; returning
## Warning in FUN(newX[, i], ...): no non-missing arguments to max; returning

##           vars      n    mean      sd median trimmed      mad
min
```

## Administrative 0	1	12199	2.34	3.33	1.00	1.66	1.48
## Administrative_Duration -1	2	12199	81.68	177.53	9.00	42.87	13.34
## Informational 0	3	12199	0.51	1.28	0.00	0.18	0.00
## Informational_Duration -1	4	12199	34.84	141.46	0.00	3.73	0.00
## ProductRelated 0	5	12199	32.06	44.60	18.00	23.06	19.27
## ProductRelated_Duration -1	6	12199	1207.51	1919.93	609.54	832.36	745.12
## BounceRates 0	7	12199	0.02	0.05	0.00	0.01	0.00
## ExitRates 0	8	12199	0.04	0.05	0.03	0.03	0.02
## PageValues 0	9	12199	5.95	18.66	0.00	1.33	0.00
## SpecialDay 0	10	12199	0.06	0.20	0.00	0.00	0.00
## Month* 1	11	12199	6.17	2.37	7.00	6.36	1.48
## OperatingSystems 1	12	12199	2.12	0.91	2.00	2.06	0.00
## Browser 1	13	12199	2.36	1.71	2.00	2.00	0.00
## Region 1	14	12199	3.15	2.40	3.00	2.79	2.97
## TrafficType 1	15	12199	4.07	4.02	2.00	3.22	1.48
## VisitorType* 1	16	12199	2.72	0.69	3.00	2.89	0.00
## Weekend Inf	17	12199	NaN	NA	NA	NaN	NA
## Revenue Inf	18	12199	NaN	NA	NA	NaN	NA
##		max	range	skew	kurtosis	se	
## Administrative		27.00	27.00	1.95	4.63	0.03	
## Administrative_Duration		3398.75	3399.75	5.59	50.09	1.61	
## Informational		24.00	24.00	4.01	26.64	0.01	
## Informational_Duration		2549.38	2550.38	7.54	75.45	1.28	
## ProductRelated		705.00	705.00	4.33	31.04	0.40	
## ProductRelated_Duration		63973.52	63974.52	7.25	136.57	17.38	
## BounceRates		0.20	0.20	3.15	9.25	0.00	
## ExitRates		0.20	0.20	2.23	4.62	0.00	
## PageValues		361.76	361.76	6.35	64.93	0.17	
## SpecialDay		1.00	1.00	3.28	9.78	0.00	
## Month*		10.00	9.00	-0.83	-0.37	0.02	
## OperatingSystems		8.00	7.00	2.03	10.27	0.01	
## Browser		13.00	12.00	3.22	12.53	0.02	

```
## Region          9.00      8.00  0.98    -0.16  0.02
## TrafficType     20.00     19.00  1.96     3.47  0.04
## VisitorType*    3.00      2.00 -2.05     2.23  0.01
## Weekend         -Inf      -Inf    NA        NA    NA
## Revenue         -Inf      -Inf    NA        NA    NA
```

computing the measures of central tendency and the measures of dispersion

```
library(modeest)
```

```
## Registered S3 method overwritten by 'rmutil':
```

```
##   method      from
##   plot.residuals psych
```

```
library(MASS)
```

```
library(moments)
```

```
##
```

```
## Attaching package: 'moments'
```

```
## The following object is masked from 'package:modeest':
```

```
##
```

```
##   skewness
```

computing the measures of central tendency and the measures of dispersion for numeric variables

```
customer <- Filter(is.numeric, ecom)
```

```
stats <- data.frame(
```

```
  Mean = apply(customer, 2, mean),
  Median = apply(customer, 2, median),
  Mode = apply(customer, 2, mfv),
  Min = apply(customer, 2, min),
  Max = apply(customer, 2, max),
  Variance= apply(customer, 2, var),
  Std = apply(customer, 2, sd),
  Skewness = apply(customer, 2, skewness),
  Kurtosis = apply(customer, 2, kurtosis))
```

Round off the values to 2 decimal places and viewing the summary

```
stats <- round(stats, 2)
```

```
stats
```

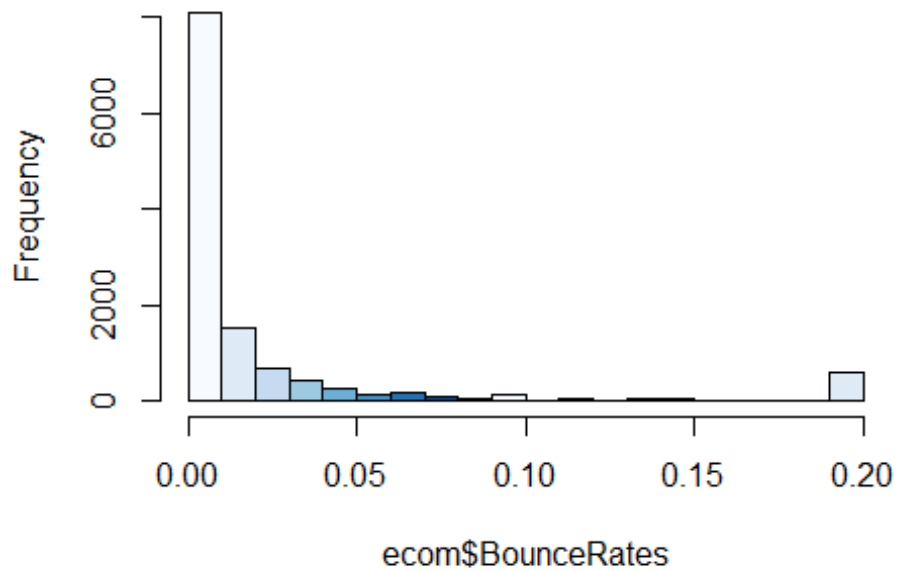
```
##           Mean Median Mode Min      Max  Variance
Std
## Administrative 2.34   1.00  0.0  0    27.00     11.09
3.33
```

```
## Administrative_Duration 81.68 9.00 0.0 -1 3398.75 31516.25
177.53
## Informational 0.51 0.00 0.0 0 24.00 1.63
1.28
## Informational_Duration 34.84 0.00 0.0 -1 2549.38 20010.51
141.46
## ProductRelated 32.06 18.00 1.0 0 705.00 1989.24
44.60
## ProductRelated_Duration 1207.51 609.54 0.0 -1 63973.52 3686121.50
1919.93
## BounceRates 0.02 0.00 0.0 0 0.20 0.00
0.05
## ExitRates 0.04 0.03 0.2 0 0.20 0.00
0.05
## PageValues 5.95 0.00 0.0 0 361.76 348.11
18.66
## SpecialDay 0.06 0.00 0.0 0 1.00 0.04
0.20
## OperatingSystems 2.12 2.00 2.0 1 8.00 0.82
0.91
## Browser 2.36 2.00 2.0 1 13.00 2.93
1.71
## Region 3.15 3.00 1.0 1 9.00 5.77
2.40
## TrafficType 4.07 2.00 2.0 1 20.00 16.13
4.02
## Skewness Kurtosis
## Administrative 1.95 7.64
## Administrative_Duration 5.59 53.09
## Informational 4.01 29.64
## Informational_Duration 7.54 78.46
## ProductRelated 4.33 34.05
## ProductRelated_Duration 7.25 139.59
## BounceRates 3.15 12.26
## ExitRates 2.23 7.62
## PageValues 6.35 67.94
## SpecialDay 3.28 12.79
## OperatingSystems 2.03 13.27
## Browser 3.22 15.54
## Region 0.98 2.84
## TrafficType 1.96 6.47
```

```
# BounceRates
```

```
hist(ecom$BounceRates, col=blues9)
```

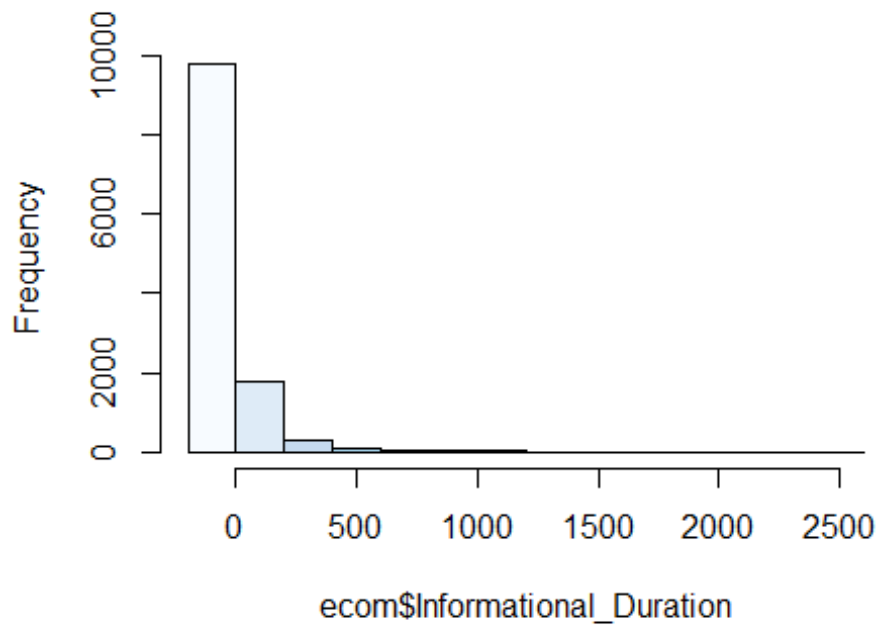
Histogram of ecom\$BounceRates



```
# Informational_Duration
```

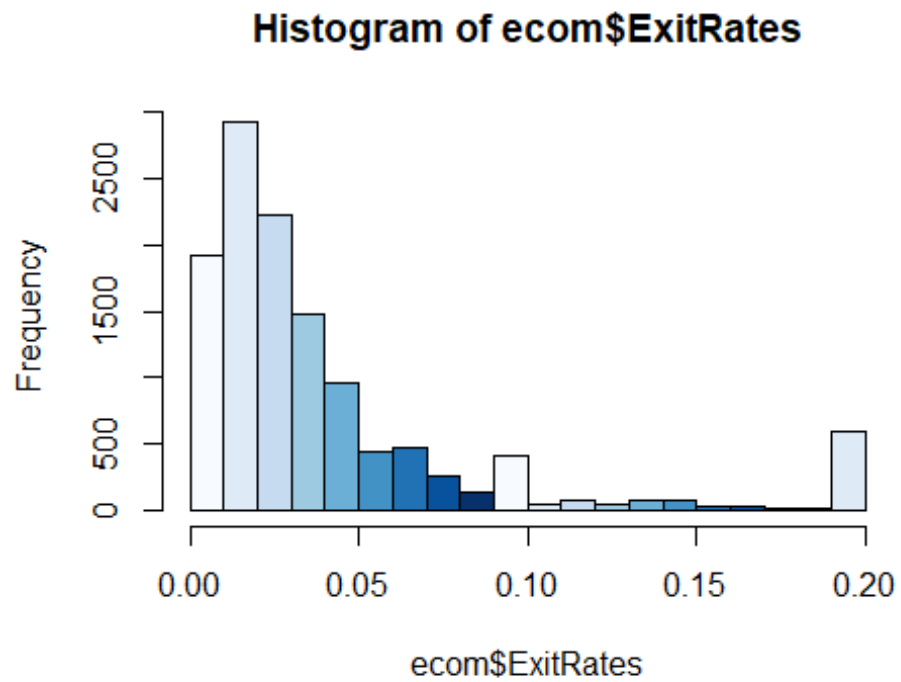
```
hist(ecom$Informational_Duration, col=blues9)
```

Histogram of ecom\$Informational_Duration



```
# Exit Rates
```

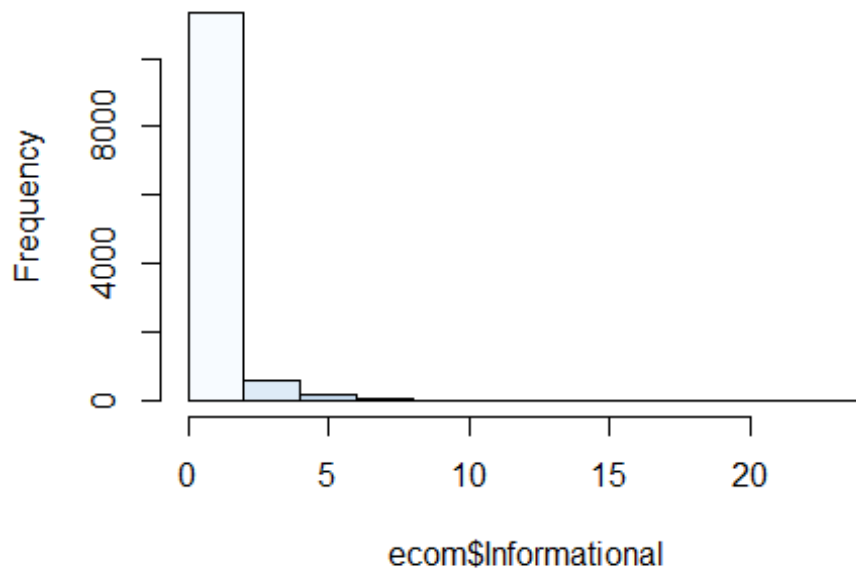
```
hist(ecom$ExitRates, col=blues9)
```



```
# Informational
```

```
hist(ecom$Informational, col=blues9)
```

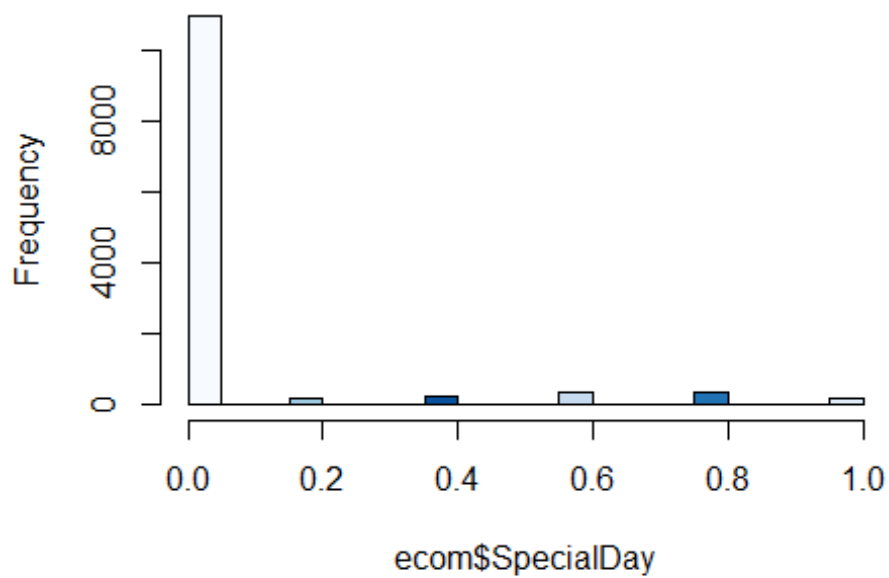

Histogram of ecom\$Informational



```
# Special Day
```

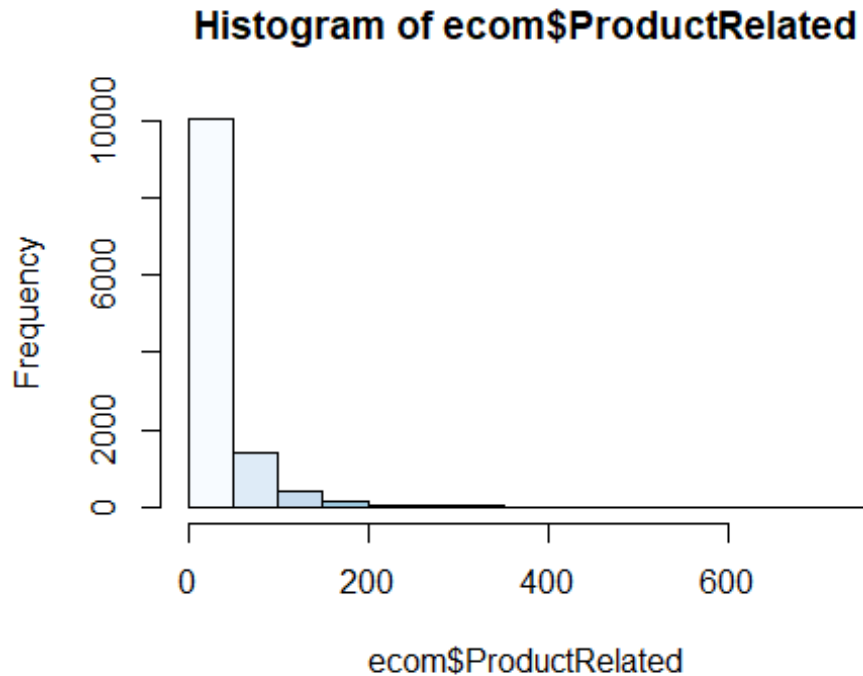
```
hist(ecom$SpecialDay, col=blues9)
```

Histogram of ecom\$SpecialDay



```
# Product Related
```

```
hist(ecom$ProductRelated, col=blues9)
```



Bivariate Analysis

```
install.packages("corrplot")
```

```
install.packages("ggcorrplot")
```

```
# Compute a correlation matrix
```

```
data(customer)
```

```
## Warning in data(customer): data set 'customer' not found
```

```
corr <- round(cor(customer), 1)
```

```
head(corr)
```

```
##               Administrative Administrative_Duration
Informational
## Administrative               1.0                 0.6
0.4
## Administrative_Duration      0.6                 1.0
0.3
## Informational                0.4                 0.3
1.0
```

```

## Informational_Duration      0.3      0.2
0.6
## ProductRelated             0.4      0.3
0.4
## ProductRelated_Duration    0.4      0.4
0.4
##           Informational_Duration ProductRelated
## Administrative              0.3      0.4
## Administrative_Duration     0.2      0.3
## Informational                0.6      0.4
## Informational_Duration       1.0      0.3
## ProductRelated              0.3      1.0
## ProductRelated_Duration      0.3      0.9
##           ProductRelated_Duration BounceRates ExitRates
## Administrative                   0.4      -0.2      -0.3
## Administrative_Duration          0.4      -0.1      -0.2
## Informational                    0.4      -0.1      -0.2
## Informational_Duration            0.3      -0.1      -0.1
## ProductRelated                   0.9      -0.2      -0.3
## ProductRelated_Duration          1.0      -0.2      -0.2
##           PageValues SpecialDay OperatingSystems Browser
Region
## Administrative      0.1      -0.1      0      0
0
## Administrative_Duration 0.1      -0.1      0      0
0
## Informational         0.0      0.0      0      0
0
## Informational_Duration 0.0      0.0      0      0
0
## ProductRelated        0.1      0.0      0      0
0
## ProductRelated_Duration 0.1      0.0      0      0
0
##           TrafficType
## Administrative      0
## Administrative_Duration 0
## Informational        0
## Informational_Duration 0
## ProductRelated      0
## ProductRelated_Duration 0

# Compute a matrix of correlation p-values

library(ggcorrplot)

## Loading required package: ggplot2

##
## Attaching package: 'ggplot2'

```

```
## The following objects are masked from 'package:psych':
##
##      %+%, alpha

p <- cor_pmat(customer)

head(p)

##
##      Administrative Administrative_Duration
Informational
## Administrative      0.000000e+00      0.000000e+00
0.000000e+00
## Administrative_Duration 0.000000e+00      0.000000e+00 1.196169e-
254
## Informational      0.000000e+00      1.196169e-254
0.000000e+00
## Informational_Duration 4.840576e-180      1.327306e-155
0.000000e+00
## ProductRelated      0.000000e+00      1.230144e-229
0.000000e+00
## ProductRelated_Duration 0.000000e+00      0.000000e+00
0.000000e+00
##
##      Informational_Duration ProductRelated
## Administrative      4.840576e-180 0.000000e+00
## Administrative_Duration 1.327306e-155 1.230144e-229
## Informational      0.000000e+00 0.000000e+00
## Informational_Duration 0.000000e+00 4.804163e-217
## ProductRelated      4.804163e-217 0.000000e+00
## ProductRelated_Duration 0.000000e+00 0.000000e+00
##
##      ProductRelated_Duration BounceRates
ExitRates
## Administrative      0 5.835502e-126 2.786390e-
272
## Administrative_Duration 0 1.946889e-52 1.539281e-
112
## Informational      0 7.323808e-34 2.213256e-
70
## Informational_Duration 0 8.640454e-15 4.281313e-
30
## ProductRelated      0 3.038727e-103 1.309204e-
228
## ProductRelated_Duration 0 6.801250e-84 1.139607e-
166
##
##      PageValues SpecialDay OperatingSystems
Browser
## Administrative      7.439622e-27 6.201512e-27      0.4594749
4.430652e-03
## Administrative_Duration 2.564172e-13 1.393027e-16      0.4006155
8.033505e-02
## Informational      1.635574e-07 4.859156e-08      0.2877437
```

```

1.844486e-05
## Informational_Duration 8.970541e-04 5.466711e-04 0.2815732
3.032488e-02
## ProductRelated 2.220762e-09 4.180620e-03 0.6514627
1.300881e-01
## ProductRelated_Duration 1.927805e-08 2.427460e-05 0.7591840
3.866760e-01
## Region TrafficType
## Administrative 4.225440e-01 1.217160e-04
## Administrative_Duration 4.577481e-01 9.592361e-02
## Informational 7.609286e-04 1.014309e-04
## Informational_Duration 2.042140e-03 5.445127e-03
## ProductRelated 9.377312e-06 9.598354e-07
## ProductRelated_Duration 1.174891e-04 3.418348e-05

```

```

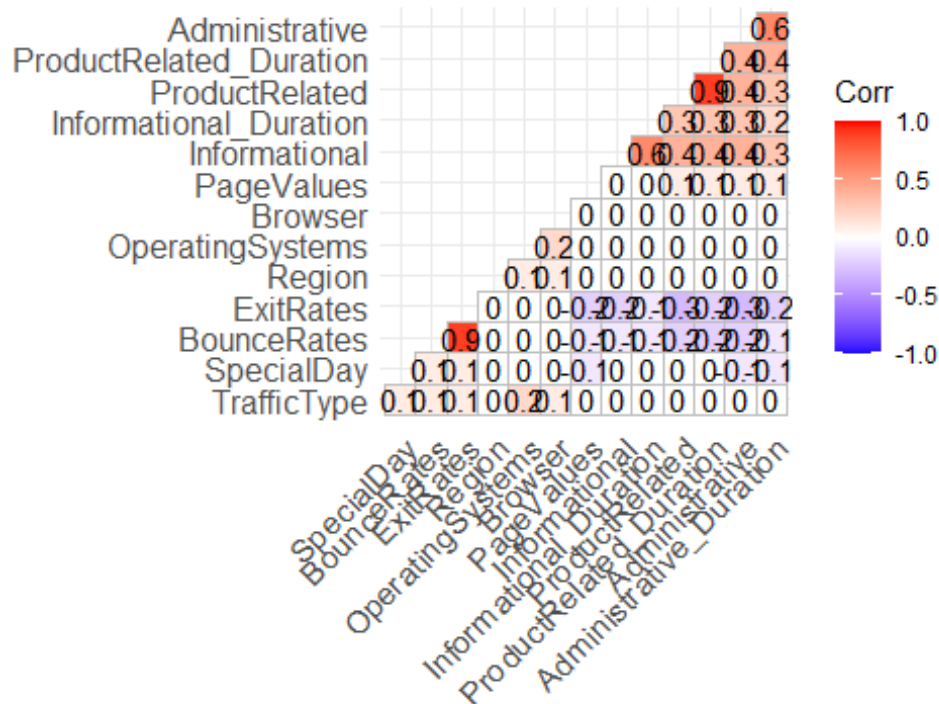
# Plotting a heatmap
# argument lab = TRUE

```

```

ggcorrplot(corr,
            hc.order = TRUE,
            type = "lower",
            lab = TRUE)

```



```

# ggcorrplot: visualize correlation matrix using ggplot2
# method = "circle"

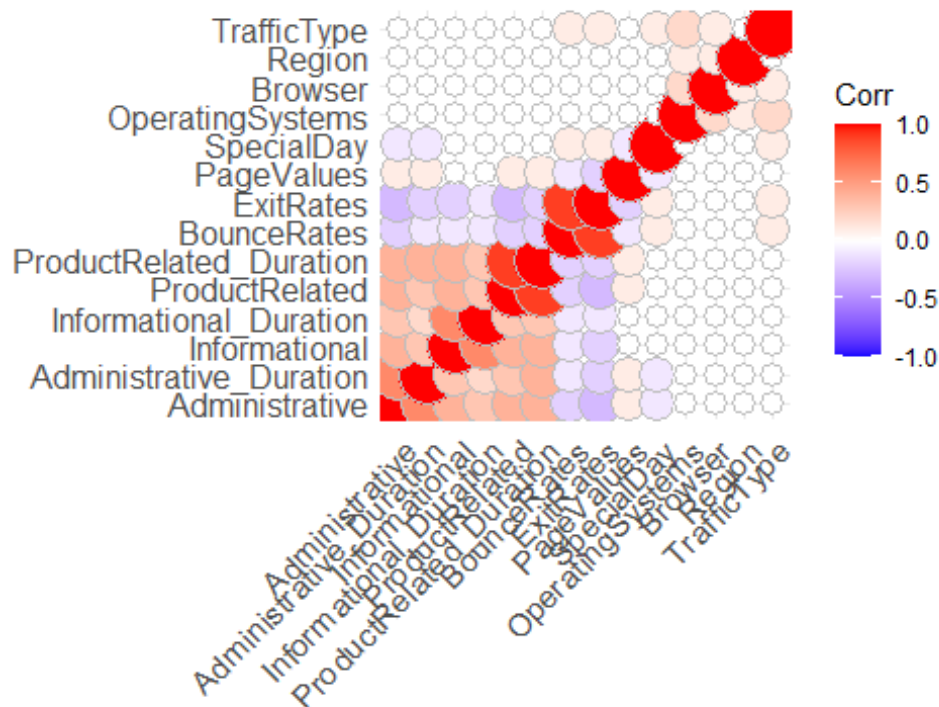
```

```

ggcorrplot(corr, method = "circle")

```

```
## Warning: `guides(<scale> = FALSE)` is deprecated. Please use
`guides(<scale> =
## "none")` instead.
```



Multivariate Analysis

```
# Scaling the dataset to reduce
# Dimensionality reduction, or dimension reduction, is the transformation of
data from a # high-dimensional space into a low-dimensional space so that the
low-dimensional
# representation retains some meaningful properties of the original data
```

```
customers <- scale(customer)
```

```
head(customers)
```

```
##      Administrative Administrative_Duration Informational
Informational_Duration
## 1      -0.7025315          -0.4601081      -0.3988128      -
0.2462725
## 2      -0.7025315          -0.4601081      -0.3988128      -
0.2462725
## 3      -0.7025315          -0.4657410      -0.3988128      -
0.2533417
## 4      -0.7025315          -0.4601081      -0.3988128      -
0.2462725
## 5      -0.7025315          -0.4601081      -0.3988128      -
```

```

0.2462725
## 6      -0.7025315      -0.4601081      -0.3988128      -
0.2462725
##   ProductRelated ProductRelated_Duration BounceRates ExitRates
PageValues
## 1      -0.6963635      -0.6289343  3.954699721  3.4273070 -
0.3190356
## 2      -0.6739424      -0.5955997 -0.450343788  1.2650121 -
0.3190356
## 3      -0.6963635      -0.6294551  3.954699721  3.4273070 -
0.3190356
## 4      -0.6739424      -0.6275453  0.650917089  2.1299300 -
0.3190356
## 5      -0.4945739      -0.3020990 -0.009839437  0.1838646 -
0.3190356
## 6      -0.2927843      -0.5486101 -0.102577188 -0.3661929 -
0.3190356
##   SpecialDay OperatingSystems Browser Region TrafficType
## 1 -0.3103105      -1.2396607 -0.7939682 -0.8962939 -0.76562243
## 2 -0.3103105      -0.1371074 -0.2093703 -0.8962939 -0.51660683
## 3 -0.3103105      2.0679992 -0.7939682  2.4336556 -0.26759123
## 4 -0.3103105      0.9654459 -0.2093703 -0.4800502 -0.01857564
## 5 -0.3103105      0.9654459  0.3752276 -0.8962939 -0.01857564
## 6 -0.3103105      -0.1371074 -0.2093703 -0.8962939 -0.26759123

# Performing PCA

pca <- prcomp(customer, center = TRUE, scale = TRUE)

print(pca)

## Standard deviations (1, ..., p=14):
## [1] 1.8401010 1.3030684 1.1743779 1.0377092 1.0059577 0.9856398 0.9736821
## [8] 0.9576303 0.9298795 0.8729808 0.6502062 0.5935555 0.3519072 0.2929192
##
## Rotation (n x k) = (14 x 14):
##
##      PC1      PC2      PC3      PC4
## Administrative 0.38174831 -0.05389571 0.034330189 -0.25483540
## Administrative_Duration 0.32880068 -0.10688051 0.040028236 -0.32113386
## Informational 0.34868758 -0.27428680 -0.031715069 -0.17278982
## Informational_Duration 0.29716046 -0.29468954 -0.030178618 -0.16620112
## ProductRelated 0.41138032 -0.15246032 0.031450889 0.40153735
## ProductRelated_Duration 0.41341349 -0.19218143 0.034406884 0.36600557
## BounceRates -0.27252341 -0.60563878 -0.006891667 -0.12543730
## ExitRates -0.32133883 -0.57439219 -0.020420692 -0.09487117
## PageValues 0.09128055 0.18120380 0.144494992 -0.29646434
## SpecialDay -0.07744055 -0.13106791 0.029171630 0.55300044
## OperatingSystems -0.01521708 -0.03823080 0.598590850 0.06704353
## Browser -0.01886564 0.03946340 0.551687097 0.02761936
## Region -0.02413005 0.04449186 0.299485640 -0.23034894

```

## TrafficType	-0.05567707	-0.10808315	0.467518982	0.05006552
##	PC5	PC6	PC7	PC8
## Administrative	-0.33548530	-0.093624614	-0.27514185	0.010881536
## Administrative_Duration	-0.39539550	-0.118330393	-0.35730724	0.021429673
## Informational	0.46401823	0.010281210	-0.05953477	0.008275883
## Informational_Duration	0.59385784	0.026992696	-0.03482989	0.009724208
## ProductRelated	-0.21525638	0.103215220	0.28736923	-0.045568845
## ProductRelated_Duration	-0.18237976	0.108437356	0.28724283	-0.039040092
## BounceRates	-0.18586853	-0.020254333	0.14957627	-0.082412434
## ExitRates	-0.12945291	0.002411283	0.11432435	-0.048848648
## PageValues	0.02282527	-0.434564511	0.43439273	-0.678372112
## SpecialDay	0.13021229	-0.124488654	-0.52617878	-0.522649405
## OperatingSystems	0.06115479	-0.081747082	0.02277972	0.263466751
## Browser	0.08773987	0.103576367	0.19544260	0.101423808
## Region	-0.05600937	0.773046363	-0.14673946	-0.413293138
## TrafficType	-0.01332820	-0.366353490	-0.25598440	0.051154709
##	PC9	PC10	PC11	PC12
## Administrative	-0.148423551	-0.0216837717	-0.581039341	0.4459814969
## Administrative_Duration	-0.209230312	0.0090995860	0.564320475	-0.3050229330
## Informational	0.010189907	-0.0081230047	-0.391745425	-0.6315161654
## Informational_Duration	0.013675715	0.0270082421	0.360362305	0.5519809657
## ProductRelated	0.117233445	0.0105090305	-0.106591057	0.0340588806
## ProductRelated_Duration	0.114891620	0.0278295208	0.204962782	-0.0441297695
## BounceRates	-0.044816062	-0.0237803024	-0.069816899	0.0356549641
## ExitRates	-0.055931553	-0.0006497547	-0.005463743	-0.0029626397
## PageValues	-0.005223884	-0.0977300950	0.023122365	-0.0077459387
## SpecialDay	-0.286049152	-0.0720185436	-0.014605927	0.0037694621
## OperatingSystems	-0.061985699	-0.7422159237	0.018248164	0.0020656298
## Browser	-0.585019019	0.5314668040	-0.033401220	-0.0094935347
## Region	0.244421092	-0.0423243224	0.004150026	-0.0031163072
## TrafficType	0.643536423	0.3838360389	-0.010987911	0.0002231436
##	PC13	PC14		
## Administrative	0.167736543	-0.031063530		
## Administrative_Duration	-0.145890070	-0.025088993		
## Informational	0.028725269	0.004237148		


```
## Informational_Duration -0.077827901 -0.009956400
## ProductRelated -0.667734985 -0.177224718
## ProductRelated_Duration 0.672816489 0.131697721
## BounceRates -0.151391960 0.668871622
## ExitRates 0.148368300 -0.707104492
## PageValues 0.006174431 -0.039985387
## SpecialDay 0.010426029 0.018370927
## OperatingSystems 0.004091795 -0.008009905
## Browser -0.005462687 0.010699285
## Region -0.003988623 -0.005353012
## TrafficType -0.002044921 -0.002450879
```

6. Modeling

K-Means clustering

```
library(lattice)

library(caret)

ecom.new<- ecom[, 1:10]
ecom.class<- ecom[, "Weekend"]

head(ecom.new)

##      Administrative Administrative_Duration Informational
Informational_Duration
## 1          0          0          0
0
## 2          0          0          0
0
## 3          0         -1          0
-1
## 4          0          0          0
0
## 5          0          0          0
0
## 6          0          0          0
0
##      ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1          1          0.000000 0.20000000 0.2000000 0
## 2          2         64.000000 0.00000000 0.1000000 0
## 3          1         -1.000000 0.20000000 0.2000000 0
## 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
##      SpecialDay
## 1          0
## 2          0
## 3          0
## 4          0
```

```
## 5      0
## 6      0

# Previewing the class column

head(ecom.class)

## [1] FALSE FALSE FALSE FALSE  TRUE FALSE

# Normalize the values

normalize <- function(x){
  return ((x-min(x)) / (max(x)-min(x)))
}

ecom.new$Administrative<- normalize(ecom.new$Administrative)
ecom.new$Administrative_Duration<-
normalize(ecom.new$Administrative_Duration)
ecom.new$Informational<- normalize(ecom.new$Informational)
ecom.new$Informational_Duration<- normalize(ecom.new$Informational_Duration)
ecom.new$ProductRelated<- normalize(ecom.new$ProductRelated)
ecom.new$ProductRelated_Duration<-
normalize(ecom.new$ProductRelated_Duration)
ecom.new$BounceRates<- normalize(ecom.new$BounceRates)
ecom.new$ExitRates<- normalize(ecom.new$ExitRates)
ecom.new$PageValues<- normalize(ecom.new$PageValues)
ecom.new$SpecialDay<- normalize(ecom.new$SpecialDay)

head(ecom.new)

##   Administrative Administrative_Duration Informational
##   Informational_Duration
## 1      0      0.0002941393      0
##   0.0003920992
## 2      0      0.0002941393      0
##   0.0003920992
## 3      0      0.0000000000      0
##   0.0000000000
## 4      0      0.0002941393      0
##   0.0003920992
## 5      0      0.0002941393      0
##   0.0003920992
## 6      0      0.0002941393      0
##   0.0003920992
##   ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1  0.001418440      1.563122e-05  1.00000000  1.000000      0
## 2  0.002836879      1.016029e-03  0.00000000  0.500000      0
## 3  0.001418440      0.000000e+00  1.00000000  1.000000      0
## 4  0.002836879      5.731448e-05  0.25000000  0.700000      0
```

```
## 5    0.014184397          9.824223e-03  0.10000000  0.250000    0
## 6    0.026950355          2.426226e-03  0.07894737  0.122807    0
##   SpecialDay
## 1         0
## 2         0
## 3         0
## 4         0
## 5         0
## 6         0

# Applying the K-means clustering algorithm with no. of centroids(k)=3
# ---
#
result<- kmeans(ecom.new,3)

# Previewing the no. of records in each cluster
#
result$size

## [1]   965   870 10364

# Getting the value of cluster center datapoint value(3 centers for k=3)
# ---
#
result$centers

##   Administrative Administrative_Duration Informational
Informational_Duration
## 1    0.050969104          0.0125182290  0.0140759931
0.0097439774
## 2    0.001915709          0.0007234699  0.0006704981
0.0004070621
## 3    0.097106079          0.0273997464  0.0235872572
0.0155982937
##   ProductRelated ProductRelated_Duration BounceRates ExitRates  PageValues
## 1    0.042977988          0.0164969839  0.09689759 0.2309766 0.006429399
## 2    0.004004239          0.0008518737  0.83853446 0.9074223 0.000000000
## 3    0.049186354          0.0206275578  0.04092218 0.1465406 0.018768748
##   SpecialDay
## 1 0.678549223
## 2 0.080459770
## 3 0.003010421

# Getting the cluster vector that shows the cluster where each record falls
result$cluster

##      1      2      3      4      5      6      7      8      9     10     11     12
13
##      2      3      2      3      3      3      2      2      1      1      3      1
3
```

## 26 3 ## 39 ## 1 ## 52 ## 3 ## 65 ## 2 ## 78 ## 1 ## 91 ## 1 ## 104 ## 1 ## 117 ## 1 ## 130 ## 2 ## 143 ## 3 ## 156 ## 3 ## 170 ## 1 ## 184	14 3 27 3 40 3 53 1 66 1 79 2 92 2 105 3 118 3 131 3 144 2 157 2 171	15 3 28 3 41 3 54 3 67 3 80 2 93 3 106 2 119 3 132 3 145 3 158 1 172	16 3 29 3 42 1 55 1 68 2 81 3 94 3 107 1 120 3 133 2 146 1 160 2 173	17 2 30 1 43 3 56 2 69 3 82 1 95 3 108 3 121 1 134 1 147 3 161 1 174	18 3 31 3 44 3 57 2 70 2 83 3 96 3 109 1 122 1 135 3 148 3 162 3 175	19 3 32 3 45 3 58 3 71 2 84 3 97 3 110 3 123 1 136 3 149 3 163 3 176	20 3 33 3 46 3 59 1 72 3 85 2 98 1 111 1 124 3 137 3 150 1 164 1 177	21 1 34 3 47 3 60 1 73 1 86 2 99 1 112 2 125 3 138 3 151 3 165 1 178	22 2 35 3 48 2 61 1 74 3 87 3 100 3 113 2 126 2 139 1 152 2 166 3 180	23 3 36 3 49 3 62 3 75 3 88 3 101 1 114 3 127 1 140 3 153 2 167 3 181	24 1 37 3 50 2 63 3 76 3 89 1 102 1 115 3 128 1 141 2 154 3 168 2 182	25 2 38 1 51 2 64 3 77 3 90 3 103 1 116 3 129 1 142 3 155 3 169 3 183
---	--	--	--	--	--	--	--	--	---	---	---	---

## 1	1	3	1	2	1	3	3	3	1	3	2	2
## 197	185	186	187	188	189	190	191	192	193	194	195	196
## 3	3	3	3	3	3	3	2	3	3	3	3	3
## 210	198	199	200	201	202	203	204	205	206	207	208	209
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 223	211	212	213	214	215	216	217	218	219	220	221	222
## 2	3	3	3	3	3	3	3	3	3	3	3	2
## 236	224	225	226	227	228	229	230	231	232	233	234	235
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 249	237	238	239	240	241	242	243	244	245	246	247	248
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 262	250	251	252	253	254	255	256	257	258	259	260	261
## 2	3	3	3	2	2	3	3	3	3	3	3	3
## 275	263	264	265	266	267	268	269	270	271	272	273	274
## 3	3	3	3	3	3	3	3	3	3	2	3	3
## 288	276	277	278	279	280	281	282	283	284	285	286	287
## 3	3	3	3	3	3	3	3	3	3	3	3	2
## 301	289	290	291	292	293	294	295	296	297	298	299	300
## 3	3	3	3	3	3	2	3	3	3	3	2	3
## 314	302	303	304	305	306	307	308	309	310	311	312	313
## 3	3	2	3	3	3	3	3	3	3	3	3	3
## 327	315	316	317	318	319	320	321	322	323	324	325	326
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 340	328	329	330	331	332	333	334	335	336	337	338	339
## 3	3	3	3	2	3	3	3	3	3	3	3	3

## 353	341	342	343	344	345	346	347	348	349	350	351	352
## 3	3	2	2	3	2	3	3	3	3	3	3	3
## 366	354	355	356	357	358	359	360	361	362	363	364	365
## 3	3	3	3	2	3	3	2	3	3	3	3	3
## 379	367	368	369	370	371	372	373	374	375	376	377	378
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 392	380	381	382	383	384	385	386	387	388	389	390	391
## 3	3	3	2	3	2	3	3	3	3	3	3	3
## 405	393	394	395	396	397	398	399	400	401	402	403	404
## 3	3	3	3	3	3	3	2	3	3	3	3	3
## 418	406	407	408	409	410	411	412	413	414	415	416	417
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 432	420	421	422	423	424	425	426	427	428	429	430	431
## 3	3	3	2	3	3	3	3	2	3	3	2	3
## 445	433	434	435	436	437	438	439	440	441	442	443	444
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 459	446	447	448	449	450	451	452	453	454	455	456	458
## 2	3	3	3	3	3	3	3	3	3	3	3	3
## 472	460	461	462	463	464	465	466	467	468	469	470	471
## 2	3	3	3	3	3	3	3	3	3	2	3	3
## 486	473	474	475	476	477	478	479	480	481	482	483	485
## 3	2	3	3	3	3	3	3	2	3	3	3	3
## 499	487	488	489	490	491	492	493	494	495	496	497	498
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 512	500	501	502	503	504	505	506	507	508	509	510	511

[illegible]

## 685	673	674	675	676	677	678	679	680	681	682	683	684
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 698	686	687	688	689	690	691	692	693	694	695	696	697
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 711	699	700	701	702	703	704	705	706	707	708	709	710
## 3	3	3	3	3	3	3	3	3	3	3	3	2
## 724	712	713	714	715	716	717	718	719	720	721	722	723
## 3	3	3	3	3	3	3	3	3	3	2	3	3
## 737	725	726	727	728	729	730	731	732	733	734	735	736
## 3	2	3	3	2	3	3	3	3	3	3	3	3
## 750	738	739	740	741	742	743	744	745	746	747	748	749
## 3	3	3	3	3	3	3	2	3	3	3	3	3
## 763	751	752	753	754	755	756	757	758	759	760	761	762
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 777	764	765	766	767	768	769	770	771	772	773	774	776
## 3	2	3	3	3	3	3	3	3	3	3	3	3
## 790	778	779	780	781	782	783	784	785	786	787	788	789
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 803	791	792	793	794	795	796	797	798	799	800	801	802
## 3	3	3	3	3	3	3	3	3	3	3	3	3
## 816	804	805	806	807	808	809	810	811	812	813	814	815
## 3	3	2	2	3	3	3	3	3	3	3	3	3
## 829	817	818	819	820	821	822	823	824	825	826	827	828
## 3	3	3	3	3	3	3	2	2	3	3	3	3
## 842	830	831	832	833	834	835	836	837	838	839	840	841

1016	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015
##	3	2	3	3	3	3	3	3	3	3	3	3
1029	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028
##	3	3	3	3	3	3	2	2	3	3	3	3
1043	1030	1031	1032	1033	1034	1036	1037	1038	1039	1040	1041	1042
##	3	3	3	3	3	2	3	3	3	3	3	3
1056	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055
##	3	3	3	3	2	3	3	3	3	3	3	3
1070	1057	1058	1059	1060	1061	1062	1063	1064	1065	1067	1068	1069
##	3	3	3	2	3	3	3	3	3	3	3	3
1083	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082
##	3	3	3	3	3	3	3	3	3	3	3	3
1096	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095
##	3	3	3	3	3	3	3	3	3	3	3	3
1109	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108
##	3	3	3	3	3	3	3	3	2	3	3	3
1123	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1121	1122
##	3	3	3	3	3	3	3	3	3	2	3	3
1141	1124	1125	1126	1127	1128	1129	1130	1131	1132	1138	1139	1140
##	2	3	3	3	3	3	3	3	3	3	3	3
1154	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153
##	3	2	2	3	3	3	3	3	3	3	3	3
1167	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166
##	2	2	3	3	3	3	3	3	2	3	3	3
1182	1168	1169	1170	1172	1173	1174	1175	1176	1178	1179	1180	1181

[illegible]

1355	1343	1344	1345	1346	1347	1348	1349	1350	1351	1352	1353	1354
##	3	3	3	3	3	3	3	3	3	3	3	3
1370	1356	1358	1359	1360	1361	1362	1363	1364	1365	1366	1368	1369
##	3	3	3	3	3	3	3	2	2	3	3	3
1384	1371	1372	1373	1374	1375	1376	1377	1378	1379	1380	1381	1383
##	3	3	3	3	3	3	3	3	3	3	3	3
1399	1385	1386	1387	1388	1389	1390	1392	1393	1394	1396	1397	1398
##	3	3	3	3	3	2	3	3	3	3	2	3
1412	1400	1401	1402	1403	1404	1405	1406	1407	1408	1409	1410	1411
##	3	2	3	3	3	3	3	3	3	2	2	3
1425	1413	1414	1415	1416	1417	1418	1419	1420	1421	1422	1423	1424
##	2	3	3	3	3	3	3	3	3	3	3	3
1439	1426	1427	1428	1429	1430	1431	1432	1433	1434	1435	1436	1438
##	3	3	3	3	3	3	3	3	3	3	3	3
1452	1440	1441	1442	1443	1444	1445	1446	1447	1448	1449	1450	1451
##	3	3	3	3	3	3	3	3	3	3	3	3
1466	1453	1455	1456	1457	1458	1459	1460	1461	1462	1463	1464	1465
##	2	3	3	3	3	3	3	3	3	3	3	3
1483	1467	1468	1469	1470	1471	1472	1473	1478	1479	1480	1481	1482
##	3	3	3	3	3	3	3	3	3	3	3	3
1496	1484	1485	1486	1487	1488	1489	1490	1491	1492	1493	1494	1495
##	2	3	3	3	3	3	3	3	3	3	3	3
1509	1497	1498	1499	1500	1501	1502	1503	1504	1505	1506	1507	1508
##	3	3	2	3	3	2	2	3	3	3	3	3
1523	1510	1511	1512	1513	1514	1515	1517	1518	1519	1520	1521	1522

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1694	1682	1683	1684	1685	1686	1687	1688	1689	1690	1691	1692	1693
##	3	3	2	3	3	3	3	3	3	3	3	3
3												
1708	1695	1696	1697	1699	1700	1701	1702	1703	1704	1705	1706	1707
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1721	1709	1710	1711	1712	1713	1714	1715	1716	1717	1718	1719	1720
##	3	3	3	3	2	3	3	3	3	3	3	3
3												
1734	1722	1723	1724	1725	1726	1727	1728	1729	1730	1731	1732	1733
##	3	3	3	3	2	3	3	3	2	3	3	3
3												
1747	1735	1736	1737	1738	1739	1740	1741	1742	1743	1744	1745	1746
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1760	1748	1749	1750	1751	1752	1753	1754	1755	1756	1757	1758	1759
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1773	1761	1762	1763	1764	1765	1766	1767	1768	1769	1770	1771	1772
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1787	1774	1775	1777	1778	1779	1780	1781	1782	1783	1784	1785	1786
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1800	1788	1789	1790	1791	1792	1793	1794	1795	1796	1797	1798	1799
##	3	3	3	3	3	3	3	3	2	3	3	3
3												
1814	1801	1802	1803	1804	1806	1807	1808	1809	1810	1811	1812	1813
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1827	1815	1816	1817	1818	1819	1820	1821	1822	1823	1824	1825	1826
##	3	3	3	2	3	3	3	3	3	3	3	3
3												
1841	1828	1829	1830	1831	1832	1833	1834	1835	1836	1837	1838	1839
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
1854	1842	1843	1844	1845	1846	1847	1848	1849	1850	1851	1852	1853

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2358	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357
##	3	1	3	3	1	1	2	2	1	3	3	2
2371	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370
##	3	3	3	3	3	2	3	3	3	3	3	3
2384	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383
##	1	3	3	1	1	3	2	1	3	2	3	1
2397	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396
##	1	1	3	3	3	3	3	3	3	2	3	3
2410	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409
##	3	1	1	3	3	1	3	1	1	1	1	1
2423	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422
##	3	1	3	1	1	3	2	3	2	3	2	3
2436	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435
##	2	3	1	3	3	3	3	2	1	1	2	3
2449	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448
##	3	3	1	3	3	1	1	3	3	1	3	1
2462	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461
##	3	2	3	1	1	3	3	2	1	1	3	3
2475	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474
##	1	3	3	3	3	1	3	1	1	1	3	3
2488	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487
##	1	3	1	3	2	3	3	3	3	3	3	3
2501	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500
##	3	3	3	3	2	3	1	3	3	3	3	1
2514	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513

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2684	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683
##	3	3	3	3	3	2	3	3	1	2	2	3
2697	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696
##	1	2	2	3	2	3	3	3	3	3	1	3
2710	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709
##	3	3	3	3	1	2	1	2	3	1	2	1
2723	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722
##	3	3	2	3	1	3	1	3	3	3	3	3
2736	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735
##	3	3	3	3	1	1	1	3	3	3	3	1
2750	2737	2738	2739	2741	2742	2743	2744	2745	2746	2747	2748	2749
##	1	1	3	3	3	1	2	1	3	3	3	1
2764	2751	2752	2753	2755	2756	2757	2758	2759	2760	2761	2762	2763
##	3	2	3	3	3	2	3	1	1	3	2	1
2777	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776
##	1	3	3	3	2	3	3	3	1	1	3	3
2790	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789
##	3	2	3	1	1	3	3	1	3	3	3	1
2803	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802
##	3	3	3	2	3	3	2	2	1	1	2	3
2816	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815
##	3	1	3	3	3	1	1	1	1	2	1	1
2829	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828
##	3	3	1	3	2	3	3	3	3	1	1	3
2842	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841

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3339	3327	3328	3329	3330	3331	3332	3333	3334	3335	3336	3337	3338
##	3	3	3	3	2	2	3	3	3	3	1	3
3352	3340	3341	3342	3343	3344	3345	3346	3347	3348	3349	3350	3351
##	3	3	1	3	3	3	3	3	1	3	1	3
3365	3353	3354	3355	3356	3357	3358	3359	3360	3361	3362	3363	3364
##	3	3	1	3	3	3	1	3	3	2	3	3
3378	3366	3367	3368	3369	3370	3371	3372	3373	3374	3375	3376	3377
##	3	3	2	1	3	3	3	3	3	3	1	1
3391	3379	3380	3381	3382	3383	3384	3385	3386	3387	3388	3389	3390
##	3	3	3	1	1	3	3	1	3	3	3	1
3404	3392	3393	3394	3395	3396	3397	3398	3399	3400	3401	3402	3403
##	3	3	3	1	3	1	3	3	3	1	3	3
3417	3405	3406	3407	3408	3409	3410	3411	3412	3413	3414	3415	3416
##	3	3	3	3	1	1	3	3	1	1	3	1
3430	3418	3419	3420	3421	3422	3423	3424	3425	3426	3427	3428	3429
##	1	1	3	1	3	3	3	1	3	1	3	1
3443	3431	3432	3433	3434	3435	3436	3437	3438	3439	3440	3441	3442
##	3	2	3	1	3	3	3	3	2	3	3	3
3456	3444	3445	3446	3447	3448	3449	3450	3451	3452	3453	3454	3455
##	3	3	3	1	3	3	3	3	1	3	3	3
3469	3457	3458	3459	3460	3461	3462	3463	3464	3465	3466	3467	3468
##	1	3	3	3	3	1	2	1	3	2	3	3
3482	3470	3471	3472	3473	3474	3475	3476	3477	3478	3479	3480	3481
##	1	1	3	3	2	3	3	3	3	1	1	3
3495	3483	3484	3485	3486	3487	3488	3489	3490	3491	3492	3493	3494

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3994	3982	3983	3984	3985	3986	3987	3988	3989	3990	3991	3992	3993
##	3	1	3	2	2	1	1	3	1	3	3	2
4007	3995	3996	3997	3998	3999	4000	4001	4002	4003	4004	4005	4006
##	3	3	1	1	3	3	1	3	3	3	3	3
4020	4008	4009	4010	4011	4012	4013	4014	4015	4016	4017	4018	4019
##	3	1	3	1	3	3	1	1	3	3	1	3
4033	4021	4022	4023	4024	4025	4026	4027	4028	4029	4030	4031	4032
##	3	3	2	3	3	1	3	3	3	3	3	1
4046	4034	4035	4036	4037	4038	4039	4040	4041	4042	4043	4044	4045
##	1	3	3	3	3	1	2	1	1	3	1	3
4059	4047	4048	4049	4050	4051	4052	4053	4054	4055	4056	4057	4058
##	3	1	3	3	3	1	1	2	3	3	3	3
4072	4060	4061	4062	4063	4064	4065	4066	4067	4068	4069	4070	4071
##	3	3	3	3	3	1	3	1	1	3	3	3
4085	4073	4074	4075	4076	4077	4078	4079	4080	4081	4082	4083	4084
##	3	1	3	3	3	3	3	2	3	3	1	3
4098	4086	4087	4088	4089	4090	4091	4092	4093	4094	4095	4096	4097
##	3	3	3	2	3	1	3	1	3	2	3	3
4111	4099	4100	4101	4102	4103	4104	4105	4106	4107	4108	4109	4110
##	3	3	1	3	3	3	3	3	3	3	1	1
4124	4112	4113	4114	4115	4116	4117	4118	4119	4120	4121	4122	4123
##	1	3	1	3	3	1	1	1	1	3	3	1
4137	4125	4126	4127	4128	4129	4130	4131	4132	4133	4134	4135	4136
##	3	3	3	3	2	3	3	3	3	3	3	3
4150	4138	4139	4140	4141	4142	4143	4144	4145	4146	4147	4148	4149

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4322	4310	4311	4312	4313	4314	4315	4316	4317	4318	4319	4320	4321
##	1	1	1	3	3	3	3	3	1	3	1	3
4335	4323	4324	4325	4326	4327	4328	4329	4330	4331	4332	4333	4334
##	3	3	1	3	3	3	2	3	1	1	3	1
4349	4336	4337	4338	4339	4340	4341	4342	4343	4345	4346	4347	4348
##	3	3	1	3	3	3	3	3	1	3	3	3
4362	4350	4351	4352	4353	4354	4355	4356	4357	4358	4359	4360	4361
##	2	3	3	3	3	3	3	2	3	3	3	3
4376	4363	4364	4365	4366	4367	4368	4369	4370	4371	4372	4373	4374
##	3	1	1	2	3	3	3	1	3	3	3	1
4389	4377	4378	4379	4380	4381	4382	4383	4384	4385	4386	4387	4388
##	2	2	1	3	3	3	3	3	3	3	3	3
4402	4390	4391	4392	4393	4394	4395	4396	4397	4398	4399	4400	4401
##	3	3	3	3	3	1	1	3	3	3	2	3
4416	4403	4405	4406	4407	4408	4409	4410	4411	4412	4413	4414	4415
##	3	1	2	3	1	3	2	1	3	3	3	1
4430	4417	4418	4419	4420	4421	4422	4423	4424	4425	4426	4428	4429
##	1	3	3	1	1	1	1	3	3	3	3	3
4443	4431	4432	4433	4434	4435	4436	4437	4438	4439	4440	4441	4442
##	3	3	1	3	3	3	3	3	1	1	3	3
4456	4444	4445	4446	4447	4448	4449	4450	4451	4452	4453	4454	4455
##	3	3	1	3	3	3	1	3	3	1	3	1
4470	4457	4458	4459	4460	4461	4462	4463	4465	4466	4467	4468	4469
##	3	2	3	1	3	2	1	1	3	1	3	2
4483	4471	4472	4473	4474	4475	4476	4477	4478	4479	4480	4481	4482

4654	4642	4643	4644	4645	4646	4647	4648	4649	4650	4651	4652	4653
##	3	3	3	3	3	3	3	3	3	1	1	3
4667	4655	4656	4657	4658	4659	4660	4661	4662	4663	4664	4665	4666
##	1	3	3	3	3	3	1	2	1	3	1	3
4680	4668	4669	4670	4671	4672	4673	4674	4675	4676	4677	4678	4679
##	3	3	1	3	3	1	1	1	3	1	3	3
4693	4681	4682	4683	4684	4685	4686	4687	4688	4689	4690	4691	4692
##	3	3	3	3	1	3	3	3	1	3	3	3
4706	4694	4695	4696	4697	4698	4699	4700	4701	4702	4703	4704	4705
##	1	3	1	3	3	3	1	3	3	3	1	3
4719	4707	4708	4709	4710	4711	4712	4713	4714	4715	4716	4717	4718
##	1	3	3	3	3	1	1	1	1	3	3	3
4732	4720	4721	4722	4723	4724	4725	4726	4727	4728	4729	4730	4731
##	1	1	1	1	3	1	3	1	3	3	3	1
4745	4733	4734	4735	4736	4737	4738	4739	4740	4741	4742	4743	4744
##	3	3	3	2	1	2	1	3	3	3	1	3
4758	4746	4747	4748	4749	4750	4751	4752	4753	4754	4755	4756	4757
##	1	3	3	1	3	3	3	3	3	3	3	2
4771	4759	4760	4761	4762	4763	4764	4765	4766	4767	4768	4769	4770
##	3	3	3	3	3	3	1	1	3	3	1	3
4784	4772	4773	4774	4775	4776	4777	4778	4779	4780	4781	4782	4783
##	3	3	3	3	3	3	1	1	3	1	3	3
4797	4785	4786	4787	4788	4789	4790	4791	4792	4793	4794	4795	4796
##	3	2	3	3	1	1	1	3	1	3	1	3
4810	4798	4799	4800	4801	4802	4803	4804	4805	4806	4807	4808	4809

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5316	5304	5305	5306	5307	5308	5309	5310	5311	5312	5313	5314	5315
##	3	3	1	1	3	1	3	3	1	3	1	1
5329	5317	5318	5319	5320	5321	5322	5323	5324	5325	5326	5327	5328
##	1	3	3	3	3	3	3	2	1	3	3	1
5342	5330	5331	5332	5333	5334	5335	5336	5337	5338	5339	5340	5341
##	3	1	3	1	1	1	1	3	3	3	3	3
5355	5343	5344	5345	5346	5347	5348	5349	5350	5351	5352	5353	5354
##	3	3	1	1	3	1	3	3	3	3	3	3
5369	5357	5358	5359	5360	5361	5362	5363	5364	5365	5366	5367	5368
##	1	2	1	1	1	3	1	1	3	3	3	3
5382	5370	5371	5372	5373	5374	5375	5376	5377	5378	5379	5380	5381
##	3	3	3	2	1	3	3	1	2	2	2	1
5395	5383	5384	5385	5386	5387	5388	5389	5390	5391	5392	5393	5394
##	3	1	1	3	2	1	3	3	3	3	3	3
5409	5396	5397	5398	5399	5400	5401	5402	5403	5404	5405	5406	5407
##	3	3	1	3	3	1	3	3	3	3	1	3
5422	5410	5411	5412	5413	5414	5415	5416	5417	5418	5419	5420	5421
##	3	1	1	1	3	1	2	1	3	3	3	1
5435	5423	5424	5425	5426	5427	5428	5429	5430	5431	5432	5433	5434
##	1	3	3	1	3	1	3	2	2	3	2	1
5448	5436	5437	5438	5439	5440	5441	5442	5443	5444	5445	5446	5447
##	3	1	3	3	3	3	3	3	3	3	3	3
5461	5449	5450	5451	5452	5453	5454	5455	5456	5457	5458	5459	5460
##	1	3	1	3	3	1	1	3	3	3	3	3
5474	5462	5463	5464	5465	5466	5467	5468	5469	5470	5471	5472	5473

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5643	5631	5632	5633	5634	5635	5636	5637	5638	5639	5640	5641	5642
##	3	3	3	3	3	3	3	3	3	3	3	3
5656	5644	5645	5646	5647	5648	5649	5650	5651	5652	5653	5654	5655
##	3	3	3	3	3	3	3	3	3	3	3	3
5669	5657	5658	5659	5660	5661	5662	5663	5664	5665	5666	5667	5668
##	3	2	3	3	3	3	3	3	3	3	3	3
5682	5670	5671	5672	5673	5674	5675	5676	5677	5678	5679	5680	5681
##	2	3	3	3	3	3	3	3	3	3	3	3
5695	5683	5684	5685	5686	5687	5688	5689	5690	5691	5692	5693	5694
##	3	3	3	3	3	3	3	3	3	3	3	3
5708	5696	5697	5698	5699	5700	5701	5702	5703	5704	5705	5706	5707
##	3	3	3	3	3	3	3	3	3	3	3	3
5721	5709	5710	5711	5712	5713	5714	5715	5716	5717	5718	5719	5720
##	3	3	3	3	3	3	3	3	3	3	3	3
5734	5722	5723	5724	5725	5726	5727	5728	5729	5730	5731	5732	5733
##	3	3	3	3	2	3	3	3	3	3	3	3
5747	5735	5736	5737	5738	5739	5740	5741	5742	5743	5744	5745	5746
##	3	3	3	3	3	3	3	3	3	3	3	3
5760	5748	5749	5750	5751	5752	5753	5754	5755	5756	5757	5758	5759
##	3	3	3	3	3	3	3	3	3	3	3	3
5773	5761	5762	5763	5764	5765	5766	5767	5768	5769	5770	5771	5772
##	3	3	3	3	3	3	3	3	3	3	3	3
5786	5774	5775	5776	5777	5778	5779	5780	5781	5782	5783	5784	5785
##	3	3	3	3	3	3	3	3	3	3	3	3
5799	5787	5788	5789	5790	5791	5792	5793	5794	5795	5796	5797	5798

[illegible]

[illegible]

[illegible]

6293	6281	6282	6283	6284	6285	6286	6287	6288	6289	6290	6291	6292
##	3	3	3	3	3	3	3	3	3	3	3	2
6306	6294	6295	6296	6297	6298	6299	6300	6301	6302	6303	6304	6305
##	3	3	3	3	3	3	3	3	3	3	3	3
6319	6307	6308	6309	6310	6311	6312	6313	6314	6315	6316	6317	6318
##	3	3	3	3	3	3	3	3	3	2	3	3
6332	6320	6321	6322	6323	6324	6325	6326	6327	6328	6329	6330	6331
##	3	3	2	3	3	3	3	3	3	3	3	3
6345	6333	6334	6335	6336	6337	6338	6339	6340	6341	6342	6343	6344
##	3	3	3	3	3	3	3	3	3	3	2	3
6358	6346	6347	6348	6349	6350	6351	6352	6353	6354	6355	6356	6357
##	3	3	3	3	3	3	3	3	3	3	3	3
6371	6359	6360	6361	6362	6363	6364	6365	6366	6367	6368	6369	6370
##	3	3	3	3	3	3	3	3	3	3	3	2
6384	6372	6373	6374	6375	6376	6377	6378	6379	6380	6381	6382	6383
##	3	3	3	3	2	3	3	3	3	3	3	3
6397	6385	6386	6387	6388	6389	6390	6391	6392	6393	6394	6395	6396
##	3	3	3	3	3	3	3	3	3	3	3	3
6410	6398	6399	6400	6401	6402	6403	6404	6405	6406	6407	6408	6409
##	3	3	3	3	3	3	3	3	3	3	3	3
6423	6411	6412	6413	6414	6415	6416	6417	6418	6419	6420	6421	6422
##	3	3	3	3	3	3	3	2	3	3	3	3
6436	6424	6425	6426	6427	6428	6429	6430	6431	6432	6433	6434	6435
##	3	3	3	3	3	3	3	3	3	3	2	3
6449	6437	6438	6439	6440	6441	6442	6443	6444	6445	6446	6447	6448

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6618	6606	6607	6608	6609	6610	6611	6612	6613	6614	6615	6616	6617
##	3	3	3	3	3	3	2	3	3	3	3	3
6631	6619	6620	6621	6622	6623	6624	6625	6626	6627	6628	6629	6630
##	3	3	3	3	3	3	3	3	3	3	3	3
6644	6632	6633	6634	6635	6636	6637	6638	6639	6640	6641	6642	6643
##	3	3	3	3	3	3	3	3	3	3	3	3
6657	6645	6646	6647	6648	6649	6650	6651	6652	6653	6654	6655	6656
##	3	3	3	3	3	3	3	3	3	3	3	2
6670	6658	6659	6660	6661	6662	6663	6664	6665	6666	6667	6668	6669
##	3	3	3	3	3	3	3	3	3	3	3	3
6683	6671	6672	6673	6674	6675	6676	6677	6678	6679	6680	6681	6682
##	3	3	3	3	3	3	3	3	3	3	3	3
6696	6684	6685	6686	6687	6688	6689	6690	6691	6692	6693	6694	6695
##	3	3	3	3	3	3	3	2	3	3	3	3
6709	6697	6698	6699	6700	6701	6702	6703	6704	6705	6706	6707	6708
##	3	3	3	3	2	3	2	3	3	3	3	3
6722	6710	6711	6712	6713	6714	6715	6716	6717	6718	6719	6720	6721
##	3	3	3	3	3	3	3	2	3	2	3	3
6735	6723	6724	6725	6726	6727	6728	6729	6730	6731	6732	6733	6734
##	3	3	3	3	3	3	3	3	3	3	3	3
6748	6736	6737	6738	6739	6740	6741	6742	6743	6744	6745	6746	6747
##	3	3	3	3	3	3	3	3	2	3	3	3
6761	6749	6750	6751	6752	6753	6754	6755	6756	6757	6758	6759	6760
##	3	3	3	3	3	3	3	2	3	3	2	3
6774	6762	6763	6764	6765	6766	6767	6768	6769	6770	6771	6772	6773

3	3	3	3	3	3	3	3	3	3	3	3	3
## 6775	6776	6777	6778	6779	6780	6781	6782	6783	6784	6785	6786	6787
3	3	3	3	3	3	3	3	3	3	2	3	3
## 6788	6789	6790	6791	6792	6793	6794	6795	6796	6797	6798	6799	6800
3	3	3	3	3	3	3	3	2	3	3	3	3
## 6801	6802	6803	6804	6805	6806	6807	6808	6809	6810	6811	6812	6813
3	3	2	3	3	3	3	3	3	3	2	3	3
## 6814	6815	6816	6817	6818	6819	6820	6821	6822	6823	6824	6825	6826
3	2	3	3	3	3	3	3	3	3	3	3	3
## 6827	6828	6829	6830	6831	6832	6833	6834	6835	6836	6837	6838	6839
3	3	2	3	3	2	3	3	3	3	3	3	3
## 6840	6841	6842	6843	6844	6845	6846	6847	6848	6849	6850	6851	6852
3	3	3	3	3	3	3	3	3	3	3	3	3
## 6853	6854	6855	6856	6857	6858	6859	6860	6861	6862	6863	6864	6865
3	3	3	3	2	3	3	3	3	3	3	3	3
## 6866	6867	6868	6869	6870	6871	6872	6873	6874	6875	6876	6877	6878
3	3	3	3	3	3	3	3	3	3	3	3	3
## 6879	6880	6881	6882	6883	6884	6885	6886	6887	6888	6889	6890	6891
3	3	3	3	3	3	3	3	3	3	3	3	3
## 6892	6893	6894	6895	6896	6897	6898	6899	6900	6901	6902	6903	6904
3	3	3	3	3	3	3	3	3	3	3	3	3
## 6905	6906	6907	6908	6909	6910	6911	6912	6913	6914	6915	6916	6917
3	3	3	3	3	3	3	3	3	3	3	3	3
## 6918	6919	6920	6921	6922	6923	6924	6925	6926	6927	6928	6929	6931
3	3	3	3	3	3	2	3	3	3	3	3	3

6944	6932	6933	6934	6935	6936	6937	6938	6939	6940	6941	6942	6943
##	3	3	3	3	3	3	3	3	3	3	3	3
6957	6945	6946	6947	6948	6949	6950	6951	6952	6953	6954	6955	6956
##	3	3	3	3	3	3	3	3	3	3	3	3
6970	6958	6959	6960	6961	6962	6963	6964	6965	6966	6967	6968	6969
##	3	3	3	3	3	3	3	3	3	3	3	3
6983	6971	6972	6973	6974	6975	6976	6977	6978	6979	6980	6981	6982
##	3	3	3	3	3	3	3	3	3	3	3	3
6996	6984	6985	6986	6987	6988	6989	6990	6991	6992	6993	6994	6995
##	3	3	3	3	3	3	3	3	3	3	3	2
7009	6997	6998	6999	7000	7001	7002	7003	7004	7005	7006	7007	7008
##	3	3	3	3	3	3	3	3	3	2	3	3
7022	7010	7011	7012	7013	7014	7015	7016	7017	7018	7019	7020	7021
##	3	3	3	3	3	3	3	3	3	3	3	3
7035	7023	7024	7025	7026	7027	7028	7029	7030	7031	7032	7033	7034
##	3	3	3	3	3	3	3	3	3	3	3	3
7048	7036	7037	7038	7039	7040	7041	7042	7043	7044	7045	7046	7047
##	3	3	3	3	3	3	3	3	2	3	3	3
7061	7049	7050	7051	7052	7053	7054	7055	7056	7057	7058	7059	7060
##	3	3	3	3	3	3	3	3	3	3	3	3
7074	7062	7063	7064	7065	7066	7067	7068	7069	7070	7071	7072	7073
##	3	3	3	3	3	3	3	3	3	3	2	3
7087	7075	7076	7077	7078	7079	7080	7081	7082	7083	7084	7085	7086
##	3	3	3	3	3	3	3	3	3	3	3	3
7100	7088	7089	7090	7091	7092	7093	7094	7095	7096	7097	7098	7099

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7270	7258	7259	7260	7261	7262	7263	7264	7265	7266	7267	7268	7269
##	3	3	3	3	3	3	3	3	2	2	3	3
7283	7271	7272	7273	7274	7275	7276	7277	7278	7279	7280	7281	7282
##	3	3	3	3	3	2	2	3	3	3	3	3
7296	7284	7285	7286	7287	7288	7289	7290	7291	7292	7293	7294	7295
##	3	3	2	3	3	2	3	3	3	3	3	3
7309	7297	7298	7299	7300	7301	7302	7303	7304	7305	7306	7307	7308
##	3	3	3	3	3	3	3	3	3	3	3	3
7322	7310	7311	7312	7313	7314	7315	7316	7317	7318	7319	7320	7321
##	3	3	3	3	3	3	3	3	3	2	3	3
7335	7323	7324	7325	7326	7327	7328	7329	7330	7331	7332	7333	7334
##	3	3	3	3	3	3	3	3	3	3	3	3
7348	7336	7337	7338	7339	7340	7341	7342	7343	7344	7345	7346	7347
##	3	3	3	3	3	3	3	3	3	2	3	3
7361	7349	7350	7351	7352	7353	7354	7355	7356	7357	7358	7359	7360
##	3	3	3	3	3	3	3	3	3	3	3	3
7374	7362	7363	7364	7365	7366	7367	7368	7369	7370	7371	7372	7373
##	3	3	3	3	3	3	3	3	3	3	3	3
7387	7375	7376	7377	7378	7379	7380	7381	7382	7383	7384	7385	7386
##	3	3	3	3	3	3	3	3	3	3	3	2
7400	7388	7389	7390	7391	7392	7393	7394	7395	7396	7397	7398	7399
##	3	3	3	3	3	3	3	3	3	3	3	3
7413	7401	7402	7403	7404	7405	7406	7407	7408	7409	7410	7411	7412
##	3	3	3	3	3	3	3	3	3	2	3	3
7426	7414	7415	7416	7417	7418	7419	7420	7421	7422	7423	7424	7425

[illegible]

7595	7583	7584	7585	7586	7587	7588	7589	7590	7591	7592	7593	7594
##	3	3	3	3	3	3	3	3	3	3	3	3
7608	7596	7597	7598	7599	7600	7601	7602	7603	7604	7605	7606	7607
##	3	3	3	3	3	2	2	2	3	3	3	3
7621	7609	7610	7611	7612	7613	7614	7615	7616	7617	7618	7619	7620
##	3	3	3	3	3	3	3	3	3	3	3	3
7634	7622	7623	7624	7625	7626	7627	7628	7629	7630	7631	7632	7633
##	3	3	3	3	3	3	3	3	3	3	3	3
7648	7635	7637	7638	7639	7640	7641	7642	7643	7644	7645	7646	7647
##	3	3	3	3	3	3	3	2	3	3	3	3
7661	7649	7650	7651	7652	7653	7654	7655	7656	7657	7658	7659	7660
##	3	3	3	3	3	3	3	3	3	3	3	3
7674	7662	7663	7664	7665	7666	7667	7668	7669	7670	7671	7672	7673
##	3	3	3	3	3	3	2	3	3	3	3	3
7687	7675	7676	7677	7678	7679	7680	7681	7682	7683	7684	7685	7686
##	3	3	3	3	3	3	3	3	3	3	3	2
7700	7688	7689	7690	7691	7692	7693	7694	7695	7696	7697	7698	7699
##	3	3	3	3	3	3	3	3	3	3	3	3
7713	7701	7702	7703	7704	7705	7706	7707	7708	7709	7710	7711	7712
##	3	3	3	3	2	3	3	3	3	3	3	3
7726	7714	7715	7716	7717	7718	7719	7720	7721	7722	7723	7724	7725
##	3	3	3	2	3	3	3	3	3	3	3	3
7739	7727	7728	7729	7730	7731	7732	7733	7734	7735	7736	7737	7738
##	3	3	3	3	3	3	3	2	3	3	3	3
7752	7740	7741	7742	7743	7744	7745	7746	7747	7748	7749	7750	7751

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7921	7909	7910	7911	7912	7913	7914	7915	7916	7917	7918	7919	7920
##	3	3	3	3	3	3	3	3	3	3	3	3
7934	7922	7923	7924	7925	7926	7927	7928	7929	7930	7931	7932	7933
##	2	3	3	3	3	3	3	2	3	3	3	3
7947	7935	7936	7937	7938	7939	7940	7941	7942	7943	7944	7945	7946
##	3	3	3	3	3	3	3	3	3	2	3	3
7960	7948	7949	7950	7951	7952	7953	7954	7955	7956	7957	7958	7959
##	3	3	3	3	3	3	3	3	3	3	2	3
7973	7961	7962	7963	7964	7965	7966	7967	7968	7969	7970	7971	7972
##	3	3	3	3	3	3	3	3	3	3	3	3
7986	7974	7975	7976	7977	7978	7979	7980	7981	7982	7983	7984	7985
##	3	3	3	3	3	3	3	3	3	2	3	3
7999	7987	7988	7989	7990	7991	7992	7993	7994	7995	7996	7997	7998
##	3	3	3	3	3	3	3	3	3	3	3	2
8012	8000	8001	8002	8003	8004	8005	8006	8007	8008	8009	8010	8011
2	3	3	2	3	3	3	3	3	3	3	3	3
8025	8013	8014	8015	8016	8017	8018	8019	8020	8021	8022	8023	8024
##	3	3	3	3	3	3	3	3	3	2	3	3
8038	8026	8027	8028	8029	8030	8031	8032	8033	8034	8035	8036	8037
##	3	3	3	3	3	3	3	3	3	3	3	3
8051	8039	8040	8041	8042	8043	8044	8045	8046	8047	8048	8049	8050
##	3	3	3	3	3	3	3	3	3	3	2	3
8064	8052	8053	8054	8055	8056	8057	8058	8059	8060	8061	8062	8063
##	3	2	3	3	3	3	3	3	3	3	3	3
8077	8065	8066	8067	8068	8069	8070	8071	8072	8073	8074	8075	8076

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8246	8234	8235	8236	8237	8238	8239	8240	8241	8242	8243	8244	8245
##	3	3	3	3	3	3	3	3	3	2	3	3
8259	8247	8248	8249	8250	8251	8252	8253	8254	8255	8256	8257	8258
##	3	2	3	2	3	3	3	3	3	3	3	3
8272	8260	8261	8262	8263	8264	8265	8266	8267	8268	8269	8270	8271
##	3	3	3	3	3	3	3	3	3	3	3	3
8285	8273	8274	8275	8276	8277	8278	8279	8280	8281	8282	8283	8284
##	3	3	3	3	3	3	3	3	3	3	3	3
8298	8286	8287	8288	8289	8290	8291	8292	8293	8294	8295	8296	8297
##	3	3	3	3	3	3	3	3	3	3	3	3
8311	8299	8300	8301	8302	8303	8304	8305	8306	8307	8308	8309	8310
##	3	3	3	3	3	3	3	3	3	2	3	3
8324	8312	8313	8314	8315	8316	8317	8318	8319	8320	8321	8322	8323
##	3	3	3	3	2	2	3	2	3	3	3	3
8337	8325	8326	8327	8328	8329	8330	8331	8332	8333	8334	8335	8336
##	3	3	3	3	3	3	3	3	3	3	3	3
8350	8338	8339	8340	8341	8342	8343	8344	8345	8346	8347	8348	8349
##	3	3	3	3	3	3	3	3	3	3	3	3
8363	8351	8352	8353	8354	8355	8356	8357	8358	8359	8360	8361	8362
##	3	3	3	3	3	3	3	3	3	3	3	3
8376	8364	8365	8366	8367	8368	8369	8370	8371	8372	8373	8374	8375
##	3	3	3	3	2	3	3	3	3	3	3	3
8389	8377	8378	8379	8380	8381	8382	8383	8384	8385	8386	8387	8388
##	3	3	3	3	3	3	3	3	3	3	3	3
8402	8390	8391	8392	8393	8394	8395	8396	8397	8398	8399	8400	8401

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8572	8560	8561	8562	8563	8564	8565	8566	8567	8568	8569	8570	8571
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8585	8573	8574	8575	8576	8577	8578	8579	8580	8581	8582	8583	8584
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8598	8586	8587	8588	8589	8590	8591	8592	8593	8594	8595	8596	8597
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8611	8599	8600	8601	8602	8603	8604	8605	8606	8607	8608	8609	8610
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8624	8612	8613	8614	8615	8616	8617	8618	8619	8620	8621	8622	8623
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8637	8625	8626	8627	8628	8629	8630	8631	8632	8633	8634	8635	8636
##	3	3	3	3	3	3	3	3	3	3	3	3
2												
8650	8638	8639	8640	8641	8642	8643	8644	8645	8646	8647	8648	8649
##	3	3	3	3	2	3	2	3	3	3	3	3
3												
8663	8651	8652	8653	8654	8655	8656	8657	8658	8659	8660	8661	8662
##	2	2	3	3	2	3	2	3	3	3	3	2
3												
8676	8664	8665	8666	8667	8668	8669	8670	8671	8672	8673	8674	8675
##	3	3	3	3	3	2	3	3	3	3	3	3
3												
8689	8677	8678	8679	8680	8681	8682	8683	8684	8685	8686	8687	8688
##	3	3	3	3	3	3	3	3	2	3	3	3
3												
8702	8690	8691	8692	8693	8694	8695	8696	8697	8698	8699	8700	8701
##	3	3	3	3	2	3	3	3	3	3	3	2
3												
8715	8703	8704	8705	8706	8707	8708	8709	8710	8711	8712	8713	8714
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
8728	8716	8717	8718	8719	8720	8721	8722	8723	8724	8725	8726	8727

[illegible]

8897	8885	8886	8887	8888	8889	8890	8891	8892	8893	8894	8895	8896
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8923	8911	8912	8913	8914	8915	8916	8917	8918	8919	8920	8921	8922
##	3	3	2	3	2	3	3	3	3	3	3	3
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8949	8937	8938	8939	8940	8941	8942	8943	8944	8945	8946	8947	8948
##	3	3	2	3	3	3	3	2	3	3	3	3
8962	8950	8951	8952	8953	8954	8955	8956	8957	8958	8959	8960	8961
##	3	3	3	3	3	3	3	3	3	3	3	3
8975	8963	8964	8965	8966	8967	8968	8969	8970	8971	8972	8973	8974
##	3	3	3	3	3	2	3	3	2	2	3	3
8988	8976	8977	8978	8979	8980	8981	8982	8983	8984	8985	8986	8987
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##	3	3	3	3	2	3	3	3	3	3	3	3
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9040	9028	9029	9030	9031	9032	9033	9034	9035	9036	9037	9038	9039
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9053	9041	9042	9043	9044	9045	9046	9047	9048	9049	9050	9051	9052

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##	2	3	3	3	3	3	3	3	3	3	3	3
9248	9236	9237	9238	9239	9240	9241	9242	9243	9244	9245	9246	9247
##	3	3	3	3	3	3	3	3	3	3	3	3
9261	9249	9250	9251	9252	9253	9254	9255	9256	9257	9258	9259	9260
##	3	3	3	3	3	3	3	3	3	3	3	3
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##	3	3	3	3	3	3	3	3	3	3	3	3
9287	9275	9276	9277	9278	9279	9280	9281	9282	9283	9284	9285	9286
##	3	3	2	3	3	3	3	3	3	3	3	3
9300	9288	9289	9290	9291	9292	9293	9294	9295	9296	9297	9298	9299
##	3	3	3	3	3	3	3	3	2	3	3	3
9314	9301	9302	9303	9304	9305	9306	9308	9309	9310	9311	9312	9313
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9327	9315	9316	9317	9318	9319	9320	9321	9322	9323	9324	9325	9326
##	3	3	3	3	3	3	2	3	3	3	3	3
9340	9328	9329	9330	9331	9332	9333	9334	9335	9336	9337	9338	9339
##	3	3	3	3	3	3	3	3	3	3	3	3
9353	9341	9342	9343	9344	9345	9346	9347	9348	9349	9350	9351	9352
##	3	3	2	3	3	2	3	3	3	3	3	3
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##	3	3	3	3	3	3	3	3	3	3	3	3
9379	9367	9368	9369	9370	9371	9372	9373	9374	9375	9376	9377	9378

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9577	9564	9565	9566	9567	9568	9570	9571	9572	9573	9574	9575	9576
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9591	9578	9579	9580	9581	9583	9584	9585	9586	9587	9588	9589	9590
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9604	9592	9593	9594	9595	9596	9597	9598	9599	9600	9601	9602	9603
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9617	9605	9606	9607	9608	9609	9610	9611	9612	9613	9614	9615	9616
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9630	9618	9619	9620	9621	9622	9623	9624	9625	9626	9627	9628	9629
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9643	9631	9632	9633	9634	9635	9636	9637	9638	9639	9640	9641	9642
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##	3	3	3	3	3	3	3	3	3	3	3	3
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9695	9683	9684	9685	9686	9687	9688	9689	9690	9691	9692	9693	9694
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##	3	3	3	3	3	3	3	3	3	3	3	3
9906	9894	9895	9896	9897	9898	9899	9900	9901	9902	9903	9904	9905
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9920	9907	9909	9910	9911	9912	9913	9914	9915	9916	9917	9918	9919
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9933	9921	9922	9923	9924	9925	9926	9927	9928	9929	9930	9931	9932
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9946	9934	9935	9936	9937	9938	9939	9940	9941	9942	9943	9944	9945
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9972	9960	9961	9962	9963	9964	9965	9966	9967	9968	9969	9970	9971
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[illegible]

[illegible]

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10680 10681 10682 10683 10684 10685 10686 10687 10688 10689 10690 10691
10692

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## 10719 10720 10721 10722 10723 10724 10725 10726 10727 10728 10729 10730
10731
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11021

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11048
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## 11049 11050 11051 11052 11053 11054 11055 11056 11057 11058 11059 11060
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11074
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11165
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11204
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## 11205 11207 11208 11209 11210 11211 11212 11213 11214 11215 11216 11217
11218
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11231
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2
## 11232 11233 11234 11235 11236 11237 11238 11239 11240 11241 11242 11243
11244
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## 11245 11246 11247 11248 11249 11250 11251 11252 11253 11254 11255 11256
11257
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11270
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11283
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## 11284 11285 11286 11287 11288 11289 11290 11291 11292 11293 11294 11295
11296
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11309
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[illegible]

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11545												
##	3	3	3	3	3	3	3	3	2	3	3	3
3												
##	11546	11547	11548	11549	11550	11551	11552	11553	11554	11555	11556	11557
11558												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11559	11560	11561	11562	11563	11564	11565	11566	11567	11568	11569	11570
11571												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11572	11573	11574	11575	11576	11577	11578	11579	11580	11581	11583	11584
11585												
##	3	3	3	3	3	3	3	2	3	2	3	3
3												
##	11586	11587	11588	11589	11590	11591	11592	11593	11594	11595	11596	11597
11598												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11599	11600	11601	11602	11603	11604	11605	11606	11607	11608	11609	11610
11611												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11612	11613	11614	11615	11616	11617	11618	11619	11620	11621	11622	11623
11624												
##	3	3	3	3	3	3	2	3	3	3	2	3
3												
##	11626	11627	11628	11629	11630	11631	11632	11633	11634	11635	11636	11637
11638												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11639	11640	11641	11642	11643	11644	11645	11646	11647	11648	11649	11650
11651												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11652	11653	11654	11655	11656	11657	11658	11660	11661	11662	11663	11664
11665												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11666	11667	11668	11669	11670	11671	11672	11673	11674	11675		

##	3	3	3	3	3	3	3	2	3	3	3	3
3												
##	11679	11680	11681	11682	11683	11684	11685	11686	11687	11688	11689	11690
11691												
##	3	3	3	2	3	3	3	3	3	3	3	3
3												
##	11692	11693	11694	11695	11696	11697	11698	11699	11700	11701	11702	11703
11704												
##	3	3	3	3	3	3	2	2	3	3	3	3
3												
##	11705	11706	11707	11708	11709	11710	11711	11712	11713	11714	11715	11716
11717												
##	3	3	2	3	3	3	3	3	3	3	3	3
3												
##	11718	11719	11720	11721	11722	11723	11724	11725	11726	11727	11728	11729
11730												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11731	11732	11733	11735	11736	11737	11738	11739	11740	11741	11742	11743
11744												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11745	11746	11747	11749	11750	11751	11752	11753	11754	11755	11756	11757
11758												
##	3	3	3	3	2	3	3	3	3	3	3	3
3												
##	11759	11760	11761	11762	11763	11764	11765	11766	11767	11768	11769	11770
11771												
##	3	3	3	3	3	2	3	3	3	3	3	3
3												
##	11772	11773	11774	11775	11776	11777	11778	11779	11780	11781	11782	11783
11784												
##	3	3	3	3	2	3	3	3	3	3	3	3
3												
##	11785	11786	11787	11788	11789	11790	11791	11792	11793	11794	11795	11796
11797												
##	3	3	3	3	3	3	2	3	3	3	3	3
3												
##	11798	11799	11800	11801	11803	11804	11805	11806	11807	11808	11809	11810
11811												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	11812	11813	11815	11816	11817	11818	11819	11820	11821	11822	11823	11824
11825												
##	3	3	3	3	3	3	3	3	3	2	3	3
3												
##	11826	11827	11829	11830	11831	11832	11833	11834	11835	11836	11837	11838
11839												
##	3	3	3	3	3	3	3	3	3	3	2	3
3												

11852	11840	11841	11842	11843	11844	11845	11846	11847	11848	11849	11850	11851
##	3	3	3	3	3	3	3	3	3	3	3	3
11865	11853	11854	11855	11856	11857	11858	11859	11860	11861	11862	11863	11864
##	3	3	3	3	3	3	3	3	3	3	3	3
11878	11866	11867	11868	11869	11870	11871	11872	11873	11874	11875	11876	11877
##	2	3	3	3	3	3	3	3	3	3	3	3
11891	11879	11880	11881	11882	11883	11884	11885	11886	11887	11888	11889	11890
##	3	3	3	3	3	3	3	3	3	3	3	3
11904	11892	11893	11894	11895	11896	11897	11898	11899	11900	11901	11902	11903
##	3	3	3	3	3	3	3	3	3	3	3	3
11917	11905	11906	11907	11908	11909	11910	11911	11912	11913	11914	11915	11916
##	3	3	3	3	3	3	3	3	3	3	3	3
11930	11918	11919	11920	11921	11922	11923	11924	11925	11926	11927	11928	11929
##	3	2	3	3	3	3	3	3	3	3	3	3
11945	11931	11932	11933	11934	11936	11937	11938	11940	11941	11942	11943	11944
##	3	3	3	3	3	3	3	2	3	3	3	3
11958	11946	11947	11948	11949	11950	11951	11952	11953	11954	11955	11956	11957
##	3	3	3	3	3	2	3	3	3	3	3	3
11971	11959	11960	11961	11962	11963	11964	11965	11966	11967	11968	11969	11970
##	3	3	3	3	3	2	3	3	3	3	3	2
11984	11972	11973	11974	11975	11976	11977	11978	11979	11980	11981	11982	11983
##	3	3	3	3	3	3	3	3	3	3	3	3
11997	11985	11986	11987	11988	11989	11990	11991	11992	11993	11994	11995	11996
##	3	3	3	3	3	2	3	3	3	2	3	3
12010	11998	11999	12000	12001	12002	12003	12004	12005	12006	12007	12008	12009

##	3	2	3	3	3	3	3	3	3	3	3	3
3												
##	12011	12012	12013	12014	12015	12016	12017	12018	12019	12020	12021	12022
12023												
##	3	3	2	3	3	3	3	3	3	3	3	3
3												
##	12024	12025	12026	12027	12028	12029	12030	12031	12032	12033	12034	12035
12036												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	12037	12038	12039	12040	12041	12042	12043	12044	12045	12046	12047	12048
12049												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	12050	12051	12052	12053	12054	12055	12056	12057	12058	12059	12060	12061
12062												
##	3	3	3	3	3	3	3	2	3	3	3	3
2												
##	12063	12064	12065	12066	12067	12068	12069	12070	12071	12072	12073	12074
12075												
##	3	2	3	3	3	3	3	3	3	3	3	3
3												
##	12076	12077	12078	12079	12080	12081	12082	12083	12084	12085	12086	12087
12088												
##	3	2	3	3	3	3	2	3	3	3	3	3
3												
##	12089	12090	12091	12092	12093	12094	12095	12096	12097	12098	12099	12100
12101												
##	3	3	2	3	3	3	3	3	3	3	3	3
3												
##	12102	12103	12104	12105	12106	12107	12108	12109	12110	12111	12112	12113
12114												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	12115	12116	12117	12118	12119	12120	12121	12122	12123	12124	12125	12126
12127												
##	3	3	2	3	3	3	3	3	3	3	3	3
3												
##	12128	12129	12130	12131	12132	12133	12134	12135	12136	12137	12138	12139
12140												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	12141	12142	12143	12144	12145	12146	12147	12148	12149	12150	12151	12152
12153												
##	3	3	3	3	3	3	3	3	3	3	3	3
3												
##	12154	12155	12156	12157	12158	12159	12161	12162	12163	12164	12165	12166
12167												
##	3	3	3	3	3	3	3	3	2	3	3	3
3												

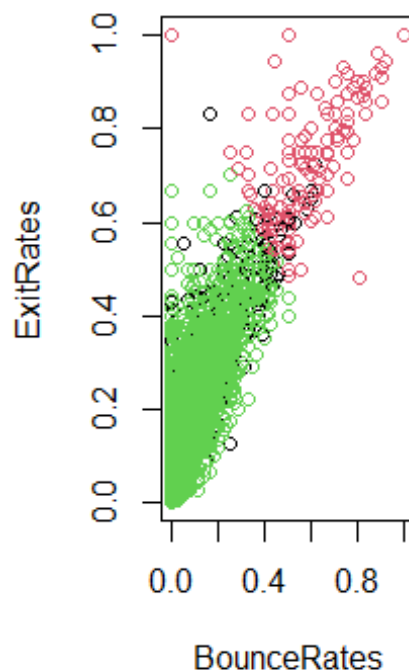
##	12168	12169	12170	12171	12172	12173	12174	12175	12176	12177	12178	12179
	12180											
##	3	3	3	3	3	3	3	2	2	3	3	3
	3											
##	12182	12183	12184	12185	12187	12188	12189	12190	12191	12192	12193	12194
	12195											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12196	12197	12198	12199	12200	12201	12202	12203	12204	12205	12206	12207
	12208											
##	3	3	2	3	3	2	3	3	3	3	3	3
	3											
##	12209	12210	12211	12212	12213	12214	12215	12216	12217	12218	12219	12220
	12221											
##	3	3	3	3	3	3	3	3	3	3	3	3
	2											
##	12222	12223	12224	12225	12226	12227	12228	12229	12230	12231	12232	12233
	12234											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12235	12236	12237	12238	12239	12240	12241	12242	12243	12244	12245	12246
	12247											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12248	12249	12250	12251	12252	12253	12254	12255	12256	12257	12258	12259
	12260											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12261	12262	12263	12264	12265	12266	12267	12268	12269	12270	12271	12272
	12273											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12274	12275	12276	12277	12278	12279	12280	12281	12282	12283	12284	12285
	12286											
##	3	3	3	3	3	3	3	3	3	3	3	3
	3											
##	12287	12288	12289	12290	12291	12292	12293	12294	12295	12296	12297	12298
	12299											
##	3	3	3	3	2	3	3	3	3	3	3	3
	3											
##	12300	12301	12302	12303	12304	12305	12306	12307	12308	12309	12310	12311
	12312											
##	3	3	2	3	3	3	3	3	3	3	3	3
	3											
##	12313	12314	12315	12316	12317	12318	12319	12320	12321	12322	12323	12324
	12325											
##	3	3	3	3	3	3	3	3	3	2	3	3
	3											
##	12326	12327	12328	12329	12330							
##	3	3	3	3	3							

```

# Visualizing the clustering results
# ---
#
par(mfrow = c(1,2), mar = c(5,4,2,2))

# Plotting to see how exit rates and Bounce Rates data points have been
distributed in clusters
# ---
#
plot(ecom.new[,7:8], col = result$cluster)

```



```

# Verifying the results of clustering
# ---
#
par(mfrow = c(2,2), mar = c(5,4,2,2))

# Plotting to see how Administrative and Administrative_Duration data points
have been distributed in clusters

plot(ecom.new[c(1,2)], col = result$cluster)

# Plotting to see how Administrative and Administrative_Duration data points
have been distributed
# originally as per "class" attribute in dataset

plot(ecom.new[c(1,2)], col = ecom.class)

```

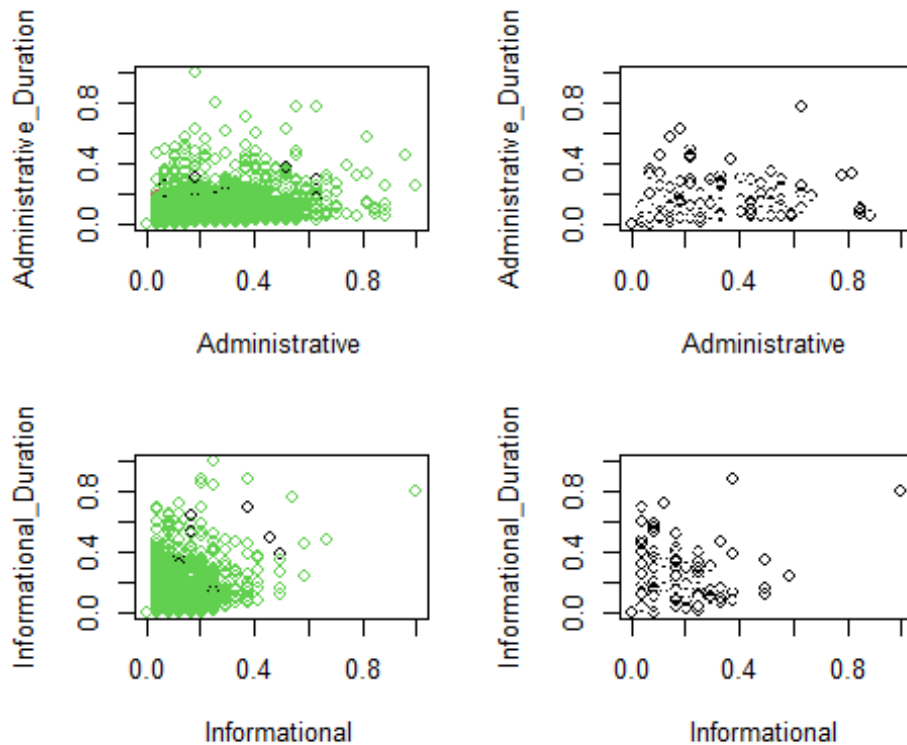
```
# Plotting to see how information and informational duration data points have been distributed in clusters
```

```
# ---
```

```
#
```

```
plot(ecom.new[c(3,4)], col = result$cluster)
```

```
plot(ecom.new[c(3,4)], col = ecom.class)
```



```
# Result of table shows what corresponds to what
```

```
table(result$cluster, ecom.class)
```

```
##      ecom.class
##      FALSE TRUE
##  1      813  152
##  2      711  159
##  3     7819 2545
```

Hierarchical clustering

```
# Before hierarchical clustering, we can compute some descriptive statistics
# # We note that the variables have a large different means and variances.
# This is explained by the fact that the variables are measured in different
# They must be standardized (i.e., scaled) to make them comparable. Recall
that,
# standardization consists of transforming the variables such that
# they have mean zero and standard deviation one.
```



```

cust <- Filter(is.numeric, ecom)
stats <- data.frame(
  Mean = apply(cust, 2, mean),
  Median = apply(cust, 2, median),
  Mode = apply(cust, 2, mfv),
  Min = apply(cust, 2, min),
  Max = apply(cust, 2, max),
  Variance= apply(cust, 2, var),
  Std = apply(cust, 2, sd),
  Skewness = apply(cust, 2, skewness),
  Kurtosis = apply(cust, 2, kurtosis))

```

Round off the values to 2 decimal places and viewing the summary

```
stats <- round(stats, 2)
```

```
stats
```

##	Mean	Median	Mode	Min	Max	Variance
Std						
## Administrative	2.34	1.00	0.0	0	27.00	11.09
3.33						
## Administrative_Duration	81.68	9.00	0.0	-1	3398.75	31516.25
177.53						
## Informational	0.51	0.00	0.0	0	24.00	1.63
1.28						
## Informational_Duration	34.84	0.00	0.0	-1	2549.38	20010.51
141.46						
## ProductRelated	32.06	18.00	1.0	0	705.00	1989.24
44.60						
## ProductRelated_Duration	1207.51	609.54	0.0	-1	63973.52	3686121.50
1919.93						
## BounceRates	0.02	0.00	0.0	0	0.20	0.00
0.05						
## ExitRates	0.04	0.03	0.2	0	0.20	0.00
0.05						
## PageValues	5.95	0.00	0.0	0	361.76	348.11
18.66						
## SpecialDay	0.06	0.00	0.0	0	1.00	0.04
0.20						
## OperatingSystems	2.12	2.00	2.0	1	8.00	0.82
0.91						
## Browser	2.36	2.00	2.0	1	13.00	2.93
1.71						
## Region	3.15	3.00	1.0	1	9.00	5.77
2.40						
## TrafficType	4.07	2.00	2.0	1	20.00	16.13
4.02						

	Skewness	Kurtosis
Administrative	1.95	7.64
Administrative_Duration	5.59	53.09
Informational	4.01	29.64
Informational_Duration	7.54	78.46
ProductRelated	4.33	34.05
ProductRelated_Duration	7.25	139.59
BounceRates	3.15	12.26
ExitRates	2.23	7.62
PageValues	6.35	67.94
SpecialDay	3.28	12.79
OperatingSystems	2.03	13.27
Browser	3.22	15.54
Region	0.98	2.84
TrafficType	1.96	6.47

we start by scaling the data using the R function scale() as follows
we view the previous dataframe that had been scaled

head(customers)

	Administrative	Administrative_Duration	Informational	Informational_Duration
## 1	-0.7025315	-0.4601081	-0.3988128	-
0.2462725				
## 2	-0.7025315	-0.4601081	-0.3988128	-
0.2462725				
## 3	-0.7025315	-0.4657410	-0.3988128	-
0.2533417				
## 4	-0.7025315	-0.4601081	-0.3988128	-
0.2462725				
## 5	-0.7025315	-0.4601081	-0.3988128	-
0.2462725				
## 6	-0.7025315	-0.4601081	-0.3988128	-
0.2462725				
	ProductRelated	ProductRelated_Duration	BounceRates	ExitRates
	PageValues			
## 1	-0.6963635	-0.6289343	3.954699721	3.4273070 -
0.3190356				
## 2	-0.6739424	-0.5955997	-0.450343788	1.2650121 -
0.3190356				
## 3	-0.6963635	-0.6294551	3.954699721	3.4273070 -
0.3190356				
## 4	-0.6739424	-0.6275453	0.650917089	2.1299300 -
0.3190356				
## 5	-0.4945739	-0.3020990	-0.009839437	0.1838646 -
0.3190356				
## 6	-0.2927843	-0.5486101	-0.102577188	-0.3661929 -
0.3190356				
	SpecialDay	OperatingSystems	Browser	Region
				TrafficType

```
## 1 -0.3103105      -1.2396607 -0.7939682 -0.8962939 -0.76562243
## 2 -0.3103105      -0.1371074 -0.2093703 -0.8962939 -0.51660683
## 3 -0.3103105        2.0679992 -0.7939682  2.4336556 -0.26759123
## 4 -0.3103105        0.9654459 -0.2093703 -0.4800502 -0.01857564
## 5 -0.3103105        0.9654459  0.3752276 -0.8962939 -0.01857564
## 6 -0.3103105      -0.1371074 -0.2093703 -0.8962939 -0.26759123
```

```
# We now use the R function hclust() for hierarchical clustering
# First we use the dist() function to compute the Euclidean distance between
# observations,
# d will be the first argument in the hclust() function dissimilarity matrix
```

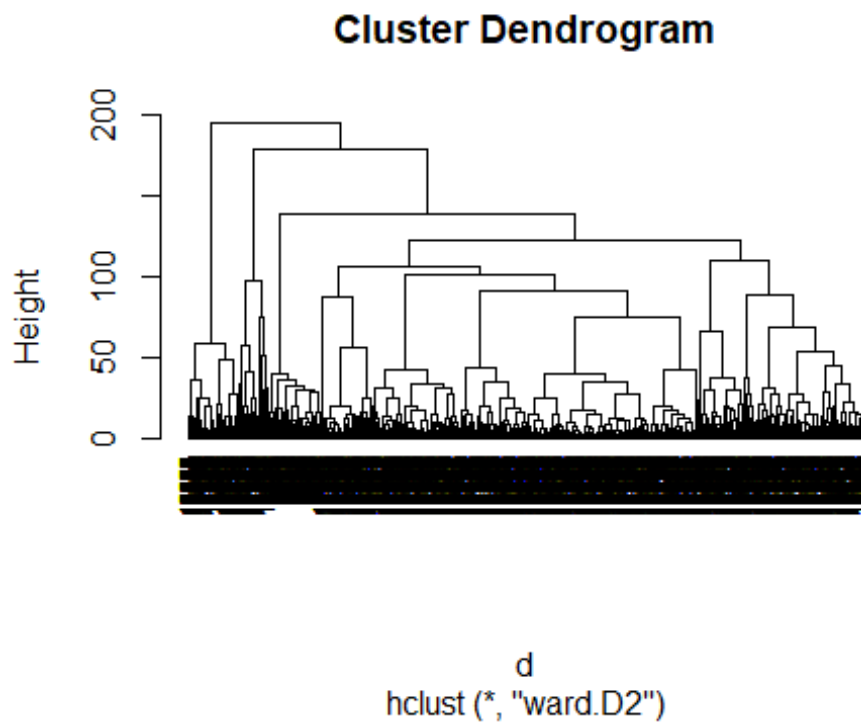
```
d <- dist(customers, method = "euclidean")
```

```
# We then hierarchical clustering using the Ward's method
```

```
res.hc <- hclust(d, method = "ward.D2" )
```

```
# Lastly, we plot the obtained dendrogram
```

```
plot(res.hc, cex = 0.6, hang = -1)
```



7. Conclusion/Recommendations

K Means clustering was difficult to implement. Hierarchial Clustering was easy to apply through it has very low accuracy. Assigning K another value, might improve it's accuracy as scaling and dimension reduction