

Information About Features

Feature (Column) Name	Information
num_of_admin_pages	The number of administrative pages (such as "profile settings") the user visited during his session.
admin_page_duration	Duration of time spent on administrative pages.
num_of_info_pages	The number of information pages (such as "refund policy") the user visited during his session.
info_page_duration	Duration of time spent on information pages.
num_of_product_pages	The number of product-related pages (such as "product tech specs") the user visited during his session.
product_page_duration	Duration of time spent on product-related pages.
Total_duration	The total duration of the session.
BounceRates	Google Analytics measure for percentage of users who enter the site from a specific page and then leave. More info
ExitRates	Google Analytics measure for percentage of users who left the site from a specific page. More info
PageValues	Google Analytics measure. Page Value is the average value for a page that a user visited before landing on the goal page or completing an Ecommerce transaction (or both). More info
closeness_to_holiday	How close was the session to a special day (like black Friday) or a holiday (like Passover)
Month	The month of the year.
device	Device the user used for the session.
internet_browser	Internet browser used for the session.
Region	Geographic origin of user IP
User type	Is the user is returning, new or unknown.
Weekend	was the session made during the weekend or not.
A,B,C,D	Anonymous columns – might be helpful for prediction.
purchase	Label column – was a purchase made during the session or not.