Hotel TULIP Web Server Data Analysis

Assignment 2 - SIT742 Modern Data Science

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Executive Summary

This document reports session usage analysis on the Hotel TULIP website.

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1 Key Findings

A list of key findings in the analysis are as thus:

• Foo

2 Introduction

Browsing patterns on the Hotel TULIP Weblogs were assessed in order to gain insight on how customers navigate through the website within a typical *session*. A user session is defined as a typical visit to the website, and a collation of all the different *informational resources* that were accessed. Information resources refer to web pages that contain primary content about the hotel and its facilities, rather than multimedia and technical-related resources.

In order to assess how *different* customers do so, we extract different information based on the web log data format as prescribed in Appendix B. We contrast those users who make requests:

- internally, such as guests using the internet within the hotel's network,
- externally, such as prospective guests browsing the website for a potential stay in the hotel,
- from users within the top three countries that visit the website (refer to Assignment 1), and
- between users on PCs, Smartphones, Tablets and Bots.

Each of these criteria were analysed against matching sessions that satisfy such criteria. Data mined using the Frequency Pattern was done so using the FPGrowth Algorithm in Apache Spark.

3 Dataset

Hotel TULIP's web server runs Microsoft Internet Information Services (IIS) Server 7.5, and the attributes of this dataset as well as the relevant data dictionary can be found in Appendix B.3.

4 Method

4.1 Assumptions

4.1.1 User Sessions

A *web session* is defined as a single session of a particular user at a given moment of time. It consists of what pages were visited within that period of time, as determined by the requests made to the server in this period.

To extrapolate meaningful data, the definition of *what* a user session was needed to be determined. This is because we need to find patterns made in one particular user session; when a user visits the website in one sitting, what pages do they visit and in what order?

To do this, we assume that a session is made up of the following factors within a series of web requests:

- 1. The client's IP address must be the same,
- 2. The client's user agent string must be the same,
- 3. The timestamp of the session is grouped in the same day, and
- 4. The timestamp of the session is within the same hour.

We group every request using these four key factors, using a hash as a delimiter, into the field session_identifier. Using this identifier, we can group up a series of requests into one particular session. For example, a sample request is made to the server:

- The c_ip field is 1.2.3.4,
- The user_agent field is Safari,
- The timestamp field is Tue Feb 29 03:18:00 GMT 2017

Therefore the session_identifier would be:

Hence, multiple requests made within the 3rd hour of the 29th of February 2017 by the IP address 1.2.3.4 with the user agent Safari will be gathered together. Obviously this example is trivial and is more detailed in practice, but as an explanation it helps to be simple.

Advantages of this approach is that there can be multiple requests made from a single IP address that *are not* from the same user agent. For example, internal requests made by users within the hotel would use different computers, and therefore different user_agent strings would be made, making the session identifier unique.

Disadvantages of this approach are that there could be two users on an internal network (i.e., same client_ip) using the *exact* same user agent within the same exact hour who are technically

not the same person. Additionally, by grouping sessions by the hour, any session that was near the hour may be split into two sessions. These are some limitations of our approach.

4.1.2 Selection of Resources

Not all requests were included in the analysis, as some requests were simply resource requests. We want to focus purely on *informational resources*, and therefore need to filter the number of requests to those that are relevant.

To do this, we consider the following:

- The request resource is non-multimedia or functional, but informational. That is, requests
 whose resources are not JavaScript, Cascading Style Sheets, Images and the like, but rather
 ASPX and ASHX files (ASP.NET and Generic Web Handler pages that contain information
 about the hotel).
- 2. The request resource is not under the directories media, layouts, or sitecore, as these directories do not contain informational resources.
- 3. The request returns a client status that is only 200 (Success), or is not a placeholder page for a status page, e.g., a 404. aspx page would not be appropriate to consider.

Additionally, we make all request resources consistent for comparison by making them all lower case, which is made visible in the diagrams shown in Section 5.

4.2 Extraction Process

4.2.1 Data Mapping

Following the process made in Assignment 1, all publicly known client IP addresses were extracted from the MaxMind GeoIP2¹ dataset to determine request locations. This therefore allowed us to retrieve sessions from the top three countries, that being: (1) Hong Kong; (2) the USA; and (3) Australia. Determination that these were the top three countries can be found in Assignment 1.

Additionally, user agent strings were parsed to analyse device and browser statistics using the Python user-agents library² These user agent strings allowed determination of whether or not

¹See http://dev.maxmind.com/geoip/geoip2/.

²See https://pypi.python.org/pypi/user-agents.

users were using: (1) PCs; (2) Smartphones; (3) Tablets; or (4) if they were actually Bots crawling the website.

4.2.2 IP Address Source Regular Expression

To differentiate between private site visitors and external visitors, a regular expression was used to filter the private and public IP address ranges. The regular expression is shown below:

Negating this WHERE clause of the regular expression will select only public IP addresses.

4.3 Data Mining

Data analysis was gathered using Frequent Pattern mining of user sessions. The Apache Spark implementation (Wendell, 2017) uses FPGrowth, an algorithm described by Han et al. (2000) that calculates item frequencies to identify frequent items in a given set of data. The provided data in our case was the extracted data from our SQL queries which were developed inside the attached Python Notebook.

The Apache Spark implementation requires the data parameter minSupport, which is the the threshold for an itemset to be identified as frequent. The default support level chosen was 0.01 (i.e., if a frequent item appears 10 times out of 1000 transactions, then its support is 0.01).

However, this default support value was massaged and relaxed in some instances where few patterns could be identified. These cases are: Hong Kong, Smartphone and Tablet requests, where the support level was relaxed by 50%; and Australian requests, where the support level was relaxed by 75%.

Additionally, we wish to retrieve sessions that contain *three or more* requests in the session. This is to ensure there are multiple hits in the session, and to retrieve more meaningful patterns.

5 Results

In our results, we have visualised the frequency patterns of users via the use of directional network graphs. In these graphs, we are able to visualise the frequency patterns of how people made requests to the website given the assumptions and extraction methods made in Section 4.

Within each graph, a *sequence* is identified as a series of multiple clicks (edges) between pages (nodes). Each sequence is coloured using the same edge colour. This sequence is also identified using a number, which is drawn on the edge label. The frequency of this pattern for the particular sequence identified is given after the forward slash on the label.

For example, a sample directional network graph, a subset of the PC requests, is given in Figure 1. This data is also presented in tabular format as Table 1.

Here we can interpret that the graph has four key sequences, as differentiated by the sequence numbers. Sequence numbers are ordered by decreasing frequency; the higher the sequence number the increased likelihood of the pattern occurring. In this graph, we see that users of PCs are most likely to move between pages in the following order:

- 1. from the 'Above and Beyond' page to the 'Dining' page (frequency of 293),
- 2. from the 'Facilities' page to the 'Dining' page (Frequency of 288),
- 3. from the 'Above and Beyond' page to the 'Offers' page (frequency of 286), and, with equal frequency,
- 4. from the 'Facilities' page to the 'Offers' page.

Table 1: Sample Frequency Graph

Sequence	From		То	Frequency
2	above and beyond	\rightarrow	rooms	293
2	rooms	\rightarrow	dining	293
3	facilities	\rightarrow	rooms	288
3	rooms	\rightarrow	dining	288
4	above and beyond	\rightarrow	rooms	286
4	rooms	\rightarrow	offers	286
5	facilities	\rightarrow	rooms	286
5	rooms	\rightarrow	offers	286

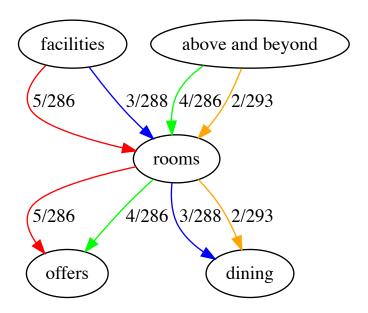


Figure 1: Sample frequency patterns identified in a subset of PC requests. Refer to Table 1 for frequency pattern interactions.

5.1 IP Request Sources

5.1.1 Internal Site Visitors

Refer to Figure 2.

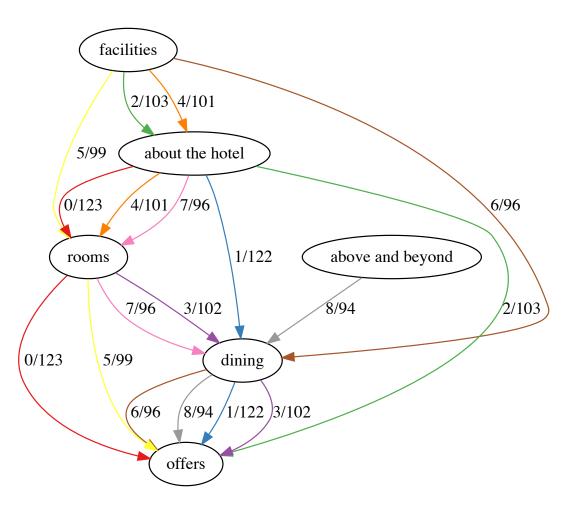


Figure 2: Directional network graph visualising frequency patterns of internal visitors made on an internal IP range. Refer to Table 2 for frequency pattern interactions.

5.1.2 External Site Visitors

Refer to Figure 3.

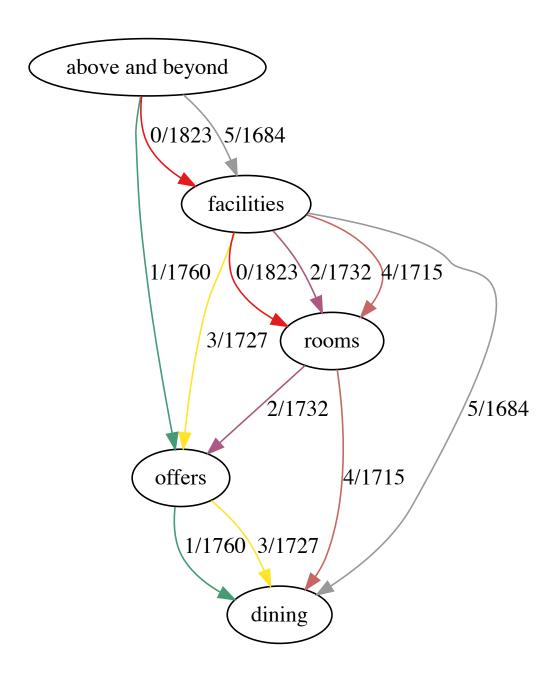


Figure 3: Directional network graph visualising frequency patterns of external visitors made on a non-internal IP range. Refer to Table 3 for frequency pattern interactions.

5.2 Top Three Countries

5.2.1 Hong Kong Visitors

Refer to Figure 4.

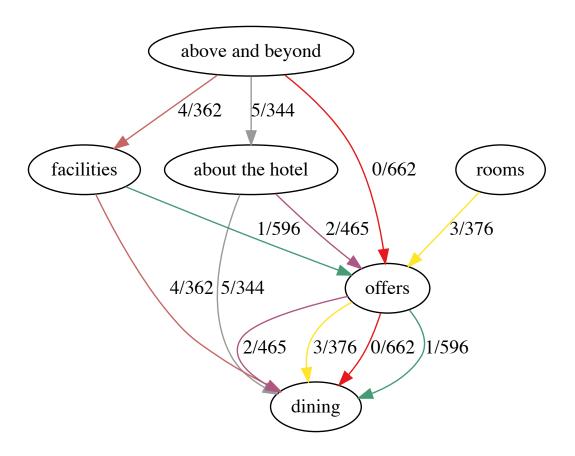


Figure 4: Directional network graph visualising frequency patterns of visitors from Hong Kong. Refer to Table 4 for frequency pattern interactions.

5.2.2 USA Visitors

Refer to Figure 5.

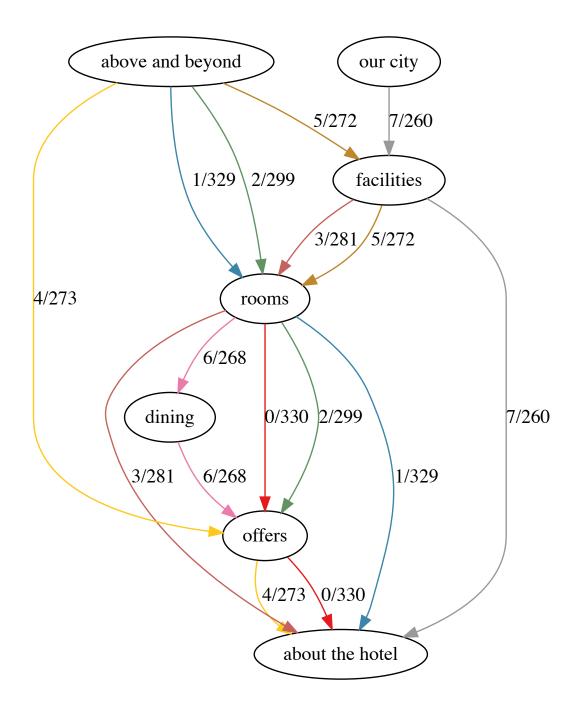


Figure 5: Directional network graph visualising frequency patterns of visitors from the United States. Refer to Table 5 for frequency pattern interactions.

5.2.3 Australian Visitors

Refer to Figure 6.

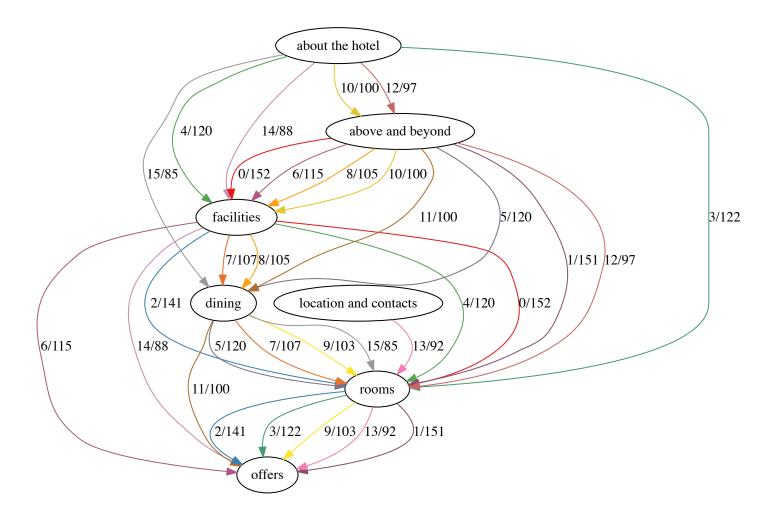


Figure 6: Directional network graph visualising frequency patterns of visitors from Australia. Refer to Table 6 for frequency pattern interactions.

5.3 Platform Categories

5.3.1 PC Visitors

Refer to Figure 7.

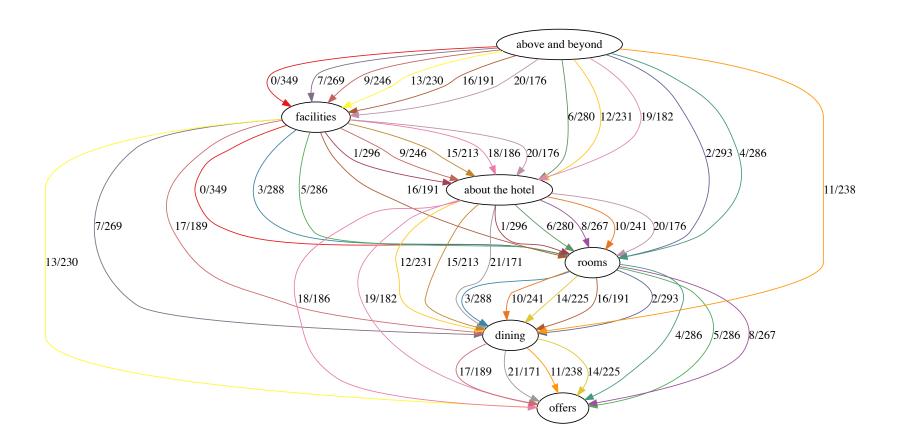


Figure 7: Directional network graph visualising frequency patterns of requests made by PCs. Refer to Table 7 for frequency pattern interactions.

5.3.2 Smartphone Visitors

Refer to Figure 8.

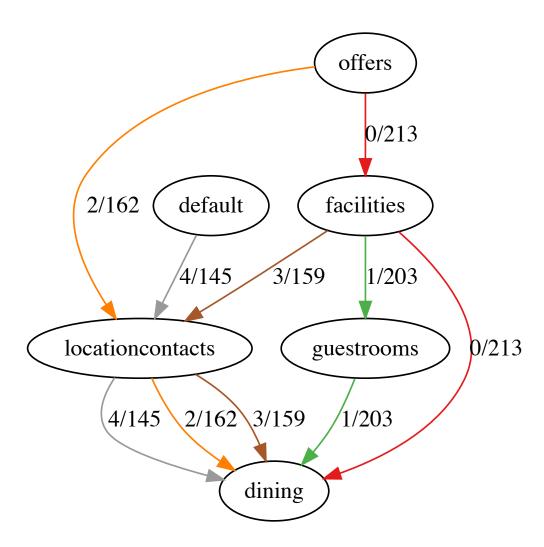


Figure 8: Directional network graph visualising frequency patterns of requests made on smartphones. Refer to Table 9 for frequency pattern interactions.

5.3.3 Tablet Visitors

Refer to Figure 9.

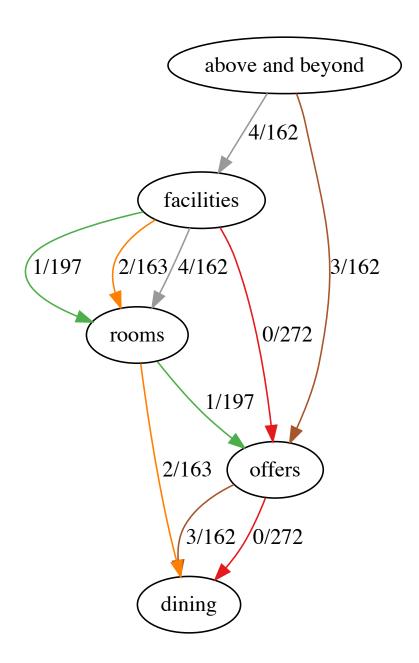


Figure 9: Directional network graph visualising frequency patterns of requests made on tablets. Refer to Table 8 for frequency pattern interactions.

5.3.4 Bots Visitors

Refer to Figure 10.

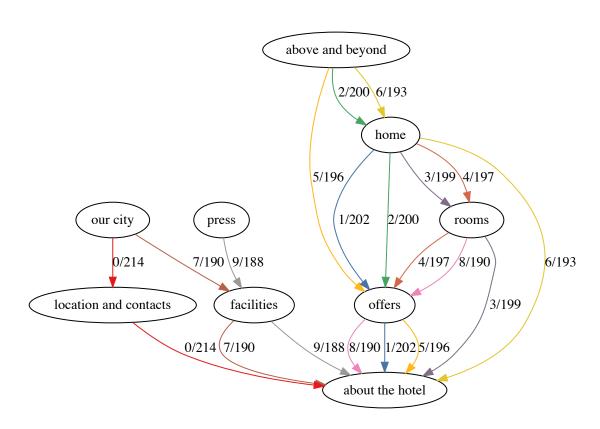


Figure 10: Directional network graph visualising frequency patterns of requests made by bots. Refer to Table 10 for frequency pattern interactions.

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A Additional Tables

Below are tables of frequency pattern results for each section identified in Section 5.

Table 2: Internal Request Frequency Patterns

Sequence	From		То	Frequency
0	about the hotel	\rightarrow	rooms	123
0	rooms	\rightarrow	offers	123
1	about the hotel	\rightarrow	dining	122
1	dining	\rightarrow	offers	122
2	facilities	\rightarrow	about the hotel	103
2	about the hotel	\rightarrow	offers	103
3	rooms	\rightarrow	dining	102
3	dining	\rightarrow	offers	102
4	facilities	\rightarrow	about the hotel	101
4	about the hotel	\rightarrow	rooms	101
5	facilities	\rightarrow	rooms	99
5	rooms	\rightarrow	offers	99
6	facilities	\rightarrow	dining	96
6	dining	\rightarrow	offers	96
7	about the hotel	\rightarrow	rooms	96
7	rooms	\rightarrow	dining	96
8	above and beyond	\rightarrow	dining	94
8	dining	\rightarrow	offers	94

Table 3: External Request Frequency Patterns

Sequence	From		То	Frequency
0	above and beyond -	\rightarrow	facilities	1823

Table 3 (continued from Page 32): External Request Frequency Patterns

Sequence	From		То	Frequency
0	facilities	\rightarrow	rooms	1823
1	above and beyond	\rightarrow	offers	1760
1	offers	\rightarrow	dining	1760
2	facilities	\rightarrow	rooms	1732
2	rooms	\rightarrow	offers	1732
3	facilities	\rightarrow	offers	1727
3	offers	\rightarrow	dining	1727
4	facilities	\rightarrow	rooms	1715
4	rooms	\rightarrow	dining	1715
5	above and beyond	\rightarrow	facilities	1684
5	facilities	\rightarrow	dining	1684

Table 4: Hong Kong Frequency Patterns

Sequence	From		То	Frequency
0	above and beyond	\rightarrow	offers	662
0	offers	\rightarrow	dining	662
1	facilities	\rightarrow	offers	596
1	offers	\rightarrow	dining	596
2	about the hotel	\rightarrow	offers	465
2	offers	\rightarrow	dining	465
3	rooms	\rightarrow	offers	376
3	offers	\rightarrow	dining	376
4	above and beyond	\rightarrow	facilities	362
4	facilities	\rightarrow	dining	362

Table 4 (continued from Page 33): Hong Kong Frequency Patterns

Sequence	e From		То	Frequency
5	above and beyond	\rightarrow	about the hotel	344
5	about the hotel	\rightarrow	dining	344

Table 5: USA Request Frequency Patterns

Sequence	From		То	Frequency
0	rooms	\rightarrow	offers	330
0	offers	\rightarrow	about the hotel	330
1	above and beyond	\rightarrow	rooms	329
1	rooms	\rightarrow	about the hotel	329
2	above and beyond	\rightarrow	rooms	299
2	rooms	\rightarrow	offers	299
3	facilities	\rightarrow	rooms	281
3	rooms	\rightarrow	about the hotel	281
4	above and beyond	\rightarrow	offers	273
4	offers	\rightarrow	about the hotel	273
5	above and beyond	\rightarrow	facilities	272
5	facilities	\rightarrow	rooms	272
6	rooms	\rightarrow	dining	268
6	dining	\rightarrow	offers	268
7	our city	\rightarrow	facilities	260
7	facilities	\rightarrow	about the hotel	260

Table 6: Australian Request Frequency Patterns

Sequence	From		То	Frequency
0	above and beyond	\rightarrow	facilities	152
0	facilities	\rightarrow	rooms	152
1	above and beyond	\rightarrow	rooms	151
1	rooms	\rightarrow	offers	151
2	facilities	\rightarrow	rooms	141
2	rooms	\rightarrow	offers	141
3	about the hotel	\rightarrow	rooms	122
3	rooms	\rightarrow	offers	122
4	about the hotel	\rightarrow	facilities	120
4	facilities	\rightarrow	rooms	120
5	above and beyond	\rightarrow	dining	120
5	dining	\rightarrow	rooms	120
6	above and beyond	\rightarrow	facilities	115
6	facilities	\rightarrow	offers	115
7	facilities	\rightarrow	dining	107
7	dining	\rightarrow	rooms	107
8	above and beyond	\rightarrow	facilities	105
8	facilities	\rightarrow	dining	105
9	dining	\rightarrow	rooms	103
9	rooms	\rightarrow	offers	103
10	about the hotel	\rightarrow	above and beyond	100
10	above and beyond	\rightarrow	facilities	100
11	above and beyond	\rightarrow	dining	100
11	dining	\rightarrow	offers	100
12	about the hotel	\rightarrow	above and beyond	97
12	above and beyond	\rightarrow	rooms	97

Table 6 (continued from Page 35): Australian Request Frequency Patterns

Sequence	From		То	Frequency
13	location and contacts	\rightarrow	rooms	92
13	rooms	\rightarrow	offers	92
14	about the hotel	\rightarrow	facilities	88
14	facilities	\rightarrow	offers	88
15	about the hotel	\rightarrow	dining	85
15	dining	\rightarrow	rooms	85

Table 7: PC Request Frequency Patterns

Sequence	From		То	Frequency
0	above and beyond	\rightarrow	facilities	349
0	facilities	\rightarrow	rooms	349
1	facilities	\rightarrow	about the hotel	296
1	about the hotel	\rightarrow	rooms	296
2	above and beyond	\rightarrow	rooms	293
2	rooms	\rightarrow	dining	293
3	3 facilities	\rightarrow	rooms	288
3	rooms	\rightarrow	dining	288
4	above and beyond	\rightarrow	rooms	286
4	rooms	\rightarrow	offers	286
5	facilities	\rightarrow	rooms	286
5	rooms	\rightarrow	offers	286
6	above and beyond	\rightarrow	about the hotel	280
6	about the hotel	\rightarrow	rooms	280
7	above and beyond	\rightarrow	facilities	269

Table 7 (continued from Page 36): PC Request Frequency Patterns

Sequence	From		То	Frequency
7	facilities	\rightarrow	dining	269
8	about the hotel	\rightarrow	rooms	267
8	rooms	\rightarrow	offers	267
9	above and beyond	\rightarrow	facilities	246
9	facilities	\rightarrow	about the hotel	246
10	about the hotel	\rightarrow	rooms	241
10	rooms	\rightarrow	dining	241
11	above and beyond	\rightarrow	dining	238
11	dining	\rightarrow	offers	238
12	above and beyond	\rightarrow	about the hotel	231
12	12 about the hotel	\rightarrow	dining	231
13	above and beyond	\rightarrow	facilities	230
13	facilities	\rightarrow	offers	230
14	rooms	\rightarrow	dining	225
14	dining	\rightarrow	offers	225
15	facilities	\rightarrow	about the hotel	213
15	about the hotel	\rightarrow	dining	213
16	above and beyond	\rightarrow	facilities	191
16	facilities	\rightarrow	rooms	191
16	rooms	\rightarrow	dining	191
17	facilities	\rightarrow	dining	189
17	dining	\rightarrow	offers	189
18	facilities	\rightarrow	about the hotel	186
18	about the hotel	\rightarrow	offers	186
19	above and beyond	\rightarrow	about the hotel	182

Table 7 (continued from Page 36): PC Request Frequency Patterns

Sequence	From		То	Frequency
19	about the hotel	\rightarrow	offers	182
20	above and beyond	\rightarrow	facilities	176
20	20 1 1 1 1	$\rightarrow \\ \rightarrow$	about the hotel	176
20			rooms	176
21	about the hotel	\rightarrow	dining	171
21	dining	\rightarrow	offers	171

Table 8: Tablet Request Frequency Patterns

Sequence	From		То	Frequency
0	facilities	\rightarrow	offers	272
0	offers	\rightarrow	dining	272
1	facilities	\rightarrow	rooms	197
1	rooms	\rightarrow	offers	197
2	facilities	\rightarrow	rooms	163
2	rooms	\rightarrow	dining	163
3	above and beyond	\rightarrow	offers	162
3	offers	\rightarrow	dining	162
4	above and beyond	\rightarrow	facilities	162
4	facilities	\rightarrow	rooms	162

Table 9: Smartphone Request Frequency Patterns

Sequence	From		То	Frequency
0	offers	\rightarrow	facilities	213
0	facilities	\rightarrow	dining	213
1	facilities	\rightarrow	guestrooms	203
1	guestrooms	\rightarrow	dining	203
2	offers	\rightarrow	locationcontacts	162
2	2 locationcontacts \rightarrow		dining	162
3	facilities	\rightarrow	locationcontacts	159
3	locationcontacts	\rightarrow	dining	159
4	default	\rightarrow	locationcontacts	145
4	locationcontacts	\rightarrow	dining	145

Table 10: Bots Request Frequency Patterns

Sequence	From		То	Frequency
0	our city	\rightarrow	location and contacts	214
0	location and contacts	\rightarrow	about the hotel	214
1	home	\rightarrow	offers	202
1	offers	\rightarrow	about the hotel	202
2	above and beyond	\rightarrow	home	200
2	home	\rightarrow	offers	200
3	3 home \rightarrow		rooms	199
3	rooms	\rightarrow	about the hotel	199
4	home	\rightarrow	rooms	197
4	rooms	\rightarrow	offers	197
5	above and beyond	\rightarrow	offers	196
5	offers	\rightarrow	about the hotel	196

Table 10 (continued from Page 39): Bots Request Frequency Patterns

Sequence	From		То	Frequency
6	above and beyond -	\rightarrow	home	193
6	home –	\rightarrow	about the hotel	193
7	our city –	\rightarrow	facilities	190
7	facilities –	\rightarrow	about the hotel	190
8	rooms –	\rightarrow	offers	190
8	offers –	\rightarrow	about the hotel	190
9	press –	\rightarrow	facilities	188
9	facilities –	\rightarrow	about the hotel	188

B Data Dictionary

B.1 Dataset Description

Table 11: Dataset Description

Key	Entry
Name	Hotel TULIP Web Log Dataset
Size	17.06 GB (954.7 MB compressed)
Release Date	30/4/17
Attributes	14
No. Records	73,368,256
Provider	Dr Beer Guts, CIO, Hotel TULIP (Information Technology Division) ³
Privacy	Confidential ⁴

B.2 Contact Information

Table 12: Dataset Contact Information

Key	Entry
Prepared by	Team-SIT742
Point of Contact	Alex Cummaudo <ca@deakin.edu.au></ca@deakin.edu.au>
	Jake Renzella < jake.renzella@deakin.edu.au>
Team Members	Alex Cummaudo <ca@deakin.edu.au></ca@deakin.edu.au>
	Jake Renzella < jake.renzella@deakin.edu.au>

³Download URL: https://d2l.deakin.edu.au/d2l/le/content/520519/topics/files/download/3482057/DirectFileTopicDownload, https://d2l.deakin.edu.au/d2l/le/content/520519/viewContent/3482057/View?ou=520519.

⁴Exclusively available for educational purposes only for the Deakin University unit SIT742. Redistribution is prohibited.

B.3 Data Dictionary

Table 13: Data Dictionary

Attribute	Data	Data Subtype	Description	Examples	Notes
Name	Type				
date	MC	DATE - Date	Date: Date when request occurred	2014-08-01	UTC time zone; ISO 8601 date format (YYYY-MM-DD)
time	MC	DATE - Time	Time: Time when request occurred	09:51:23	UTC time zone; ISO 8601 24-hr time format (hh:mm:ss)
s-ip	CN	ADDR - Address - IP Address	Server IP Address: IP of the server generating the log responding to the request	10.130.0.12	N/A
cs-uri- stem	CN	URL - Uniform Resource Identi- fier (URI)	URI Stem: Stem portion of the full URI made in the client to server request	/sitecore	N/A
cs-uri- query	CN	URL - Uniform Resource Identi- fier (URI)	URI Query: Query portion of the full URI made in the client to server request	cmd=GetTreeview	May be empty; Query string is specifically matched as URI. See Hallam-Baker & Behlendorf (1998).

Table 13 (continued from Page 42): Data Dictionary

Attribut	e Data	Data Subtype	Description	Examples	Notes
Name	Type				
s-port	CN	ADDR - Address	Server Port: Port for the server	80	N/A
		- Port Number	which request is made		
cs-	CN	STR - Free	User Name: Name of authenti-	-	Anonymous users are represented
usernam	ie	String	cated user accessing the server		with a hyphen.
c-ip	CN	ADDR - Address	Client IP Address: IP of the client	10.120.7.23	N/A
		- IP Address	making the request		
sc-	CN	ID - Identifica-	Protocol Sub status: The sub sta-	0	Refer to Microsoft (2017) for spe-
substatu	S	tion - Microsoft	tus error code		cific codes. A zero indicates no
		IIS Named			sub status error code.
		HTTP Response			
		Sub status Code			
sc-	CN	ID - Identifica-	Win32 Status: The Windows sta-	0	Generally not applicable to non-
win32-		tion - Microsoft	tus code		Windows devices; defaults to zero.
status		IIS Named Win-			
		dows Code			

Table 13 (continued from Page 42): Data Dictionary

Attribute Data		Data Subtype	Description	Examples	Notes
Name	Type				
time-	MC	DATE - Time -	Duration: The time taken for the	39	Measured in milliseconds.
taken		From zero	request to complete.		

C Extrapolation Results

Attached on the following pages are the results from Databricks. You may also interact with this online on Databricks.