

Hotel TULIP Web Server Data Analysis

Assignment 2 - SIT742 Modern Data Science

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May 4, 2017

Executive Summary

This report summarises findings from a data exploration on the Hotel TULIP web server logs, recorded between the periods of August 2014 and August 2015. Each log contains one *request*, or *hit*, that lists fourteen attributes as described in the attached Data Dictionary spreadsheet. Publicly known client IP addresses were extracted from the MaxMind GeoIP2¹ dataset to analyse the location of requests (narrowed down to city). Additionally, user agent strings were parsed to analyse device and browser statistics using the Python user-agents library², thereby extrapolating demographics, usage trends, platform information, server performance, and security statistics from the raw logs provided in the dataset. Further details on the extraction of the data is provided in the source code attached in Appendix C, and an interactive version of this file is published on Databricks.

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

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

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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

4 Method

4.1 Assumptions Made

4.2 Extraction Process

4.2.1 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:

```
WHERE l.c_ip REGEXP  
'(^127\.|(^10\.|
```

```

^172\.1[6-9]\.|
^172\.2[0-9]\.|
^172\.3[0-1]\.|
^192\.168\.

```

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

4.3 Data Mining

5 Results

5.1 Sample Directional Network Graph

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	To	Frequency
2	above and beyond	rooms	293
2	rooms	dining	293
3	facilities	rooms	288
3	rooms	dining	288
4	above and beyond	rooms	286
4	rooms	offers	286
5	facilities	rooms	286
5	rooms	offers	286

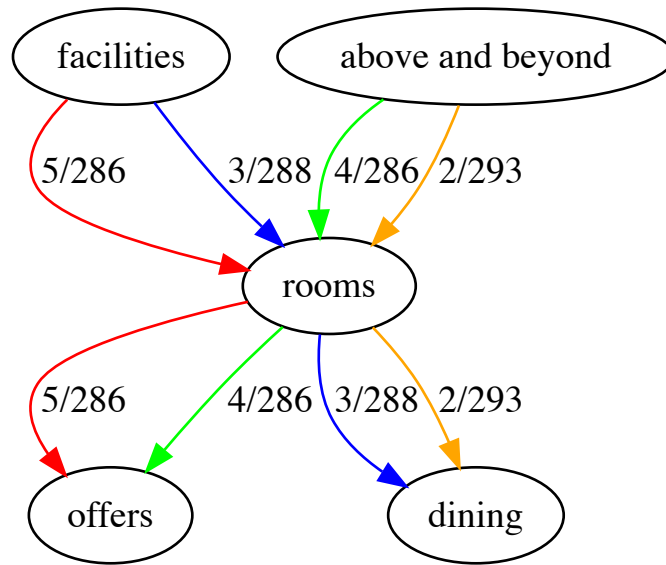


Figure 1: Sample frequency patterns identified in a subset of PC requests. Refer to Table 1 for frequency pattern interactions.

5.2 IP Request Sources

5.2.1 Internal Site Visitors

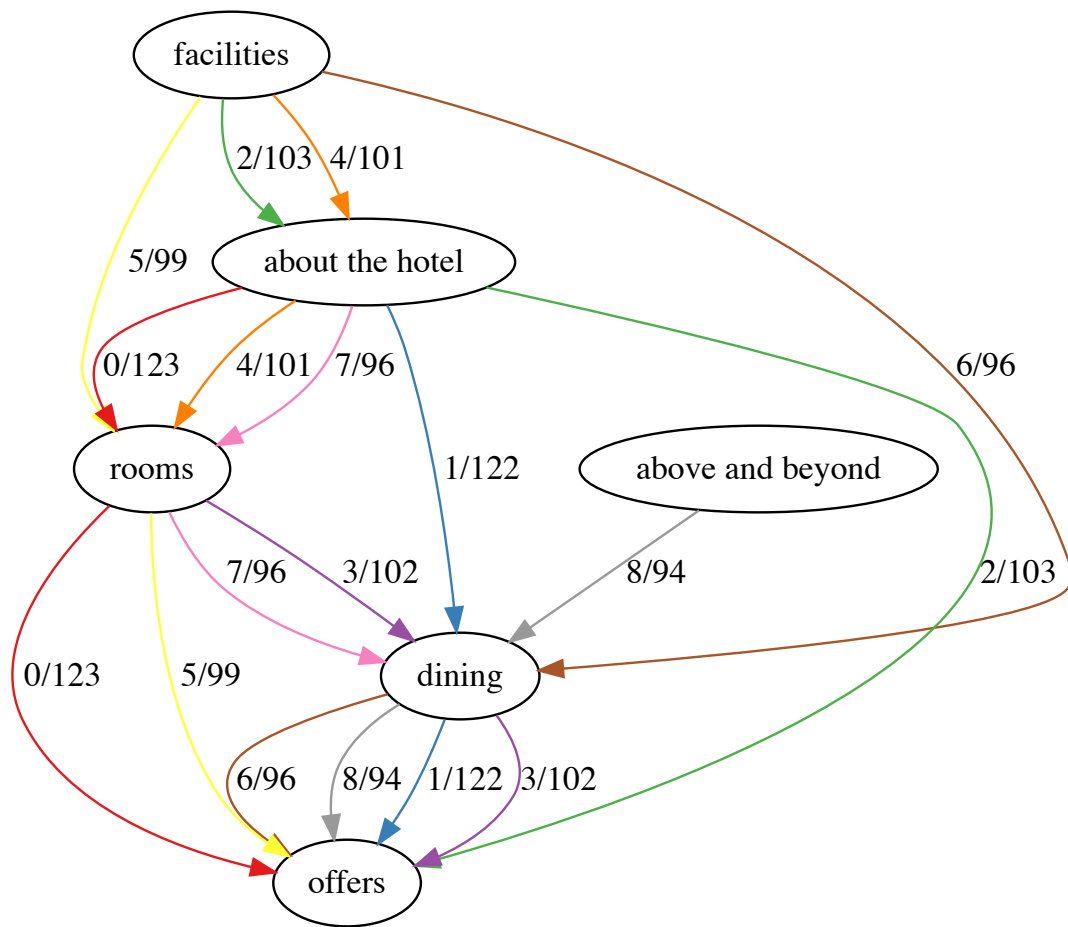


Figure 2: Directional network graph visualising frequency patterns of internal visitors made on an internal IP range. Refer to Table 2 for frequency pattern interactions.

5.2.2 External Site Visitors

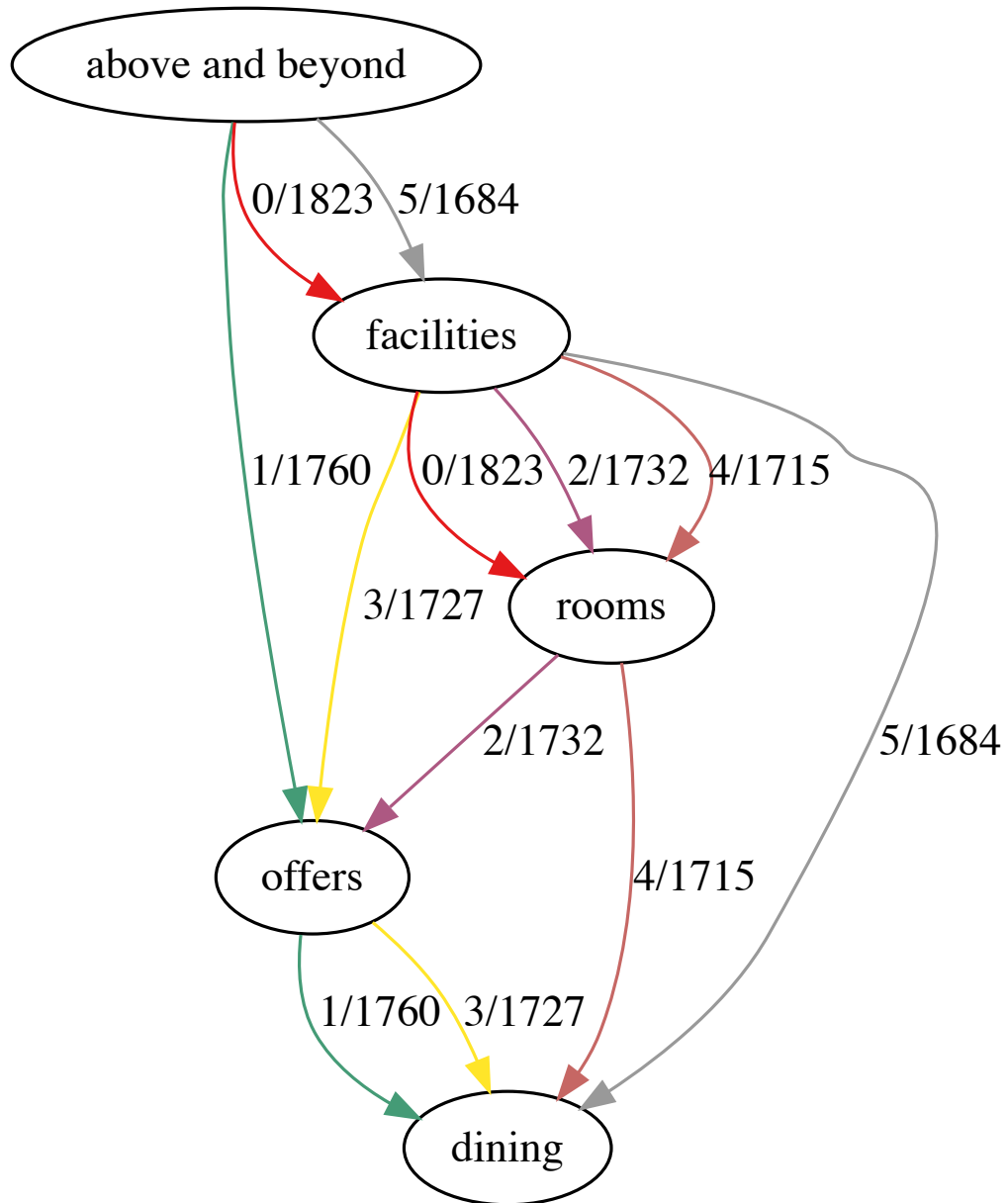


Figure 3: Directional network graph visualising frequency patterns of external visitors made on a non-internal IP range. Refer to Table 3 for frequency pattern interactions.

5.3 Top Three Countries

5.3.1 Hong Kong Visitors

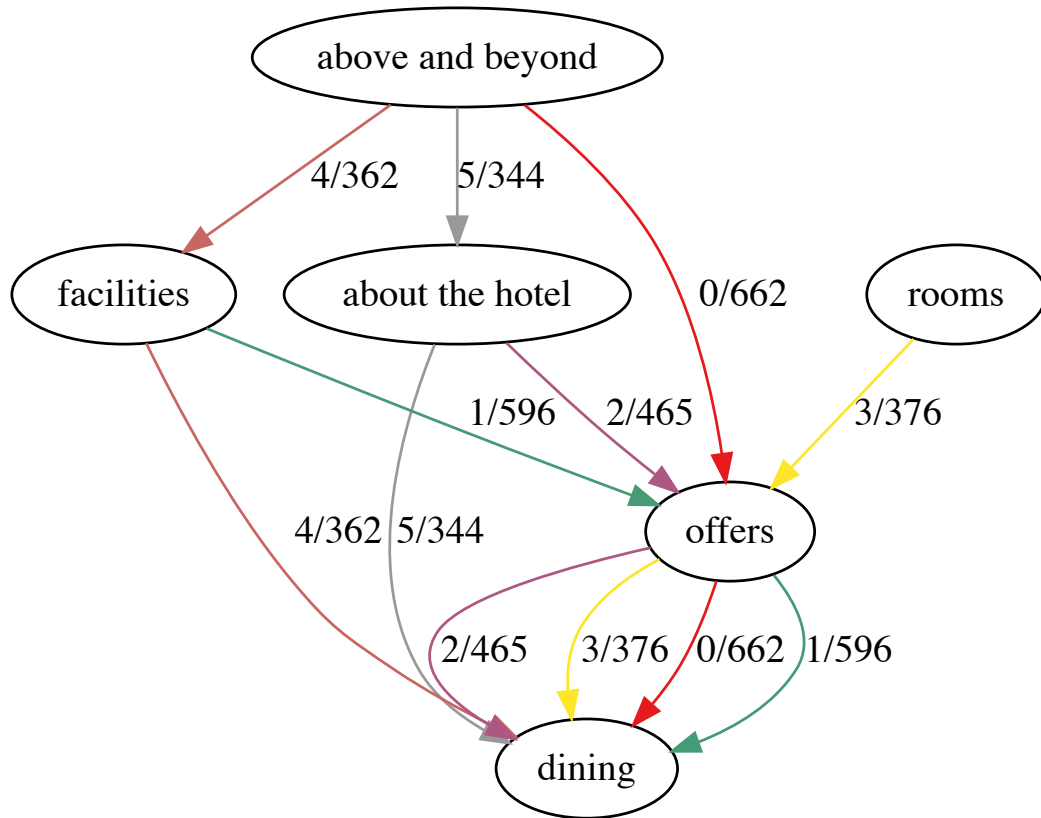


Figure 4: Directional network graph visualising frequency patterns of visitors from Hong Kong. Refer to Table 4 for frequency pattern interactions.

5.3.2 USA Visitors

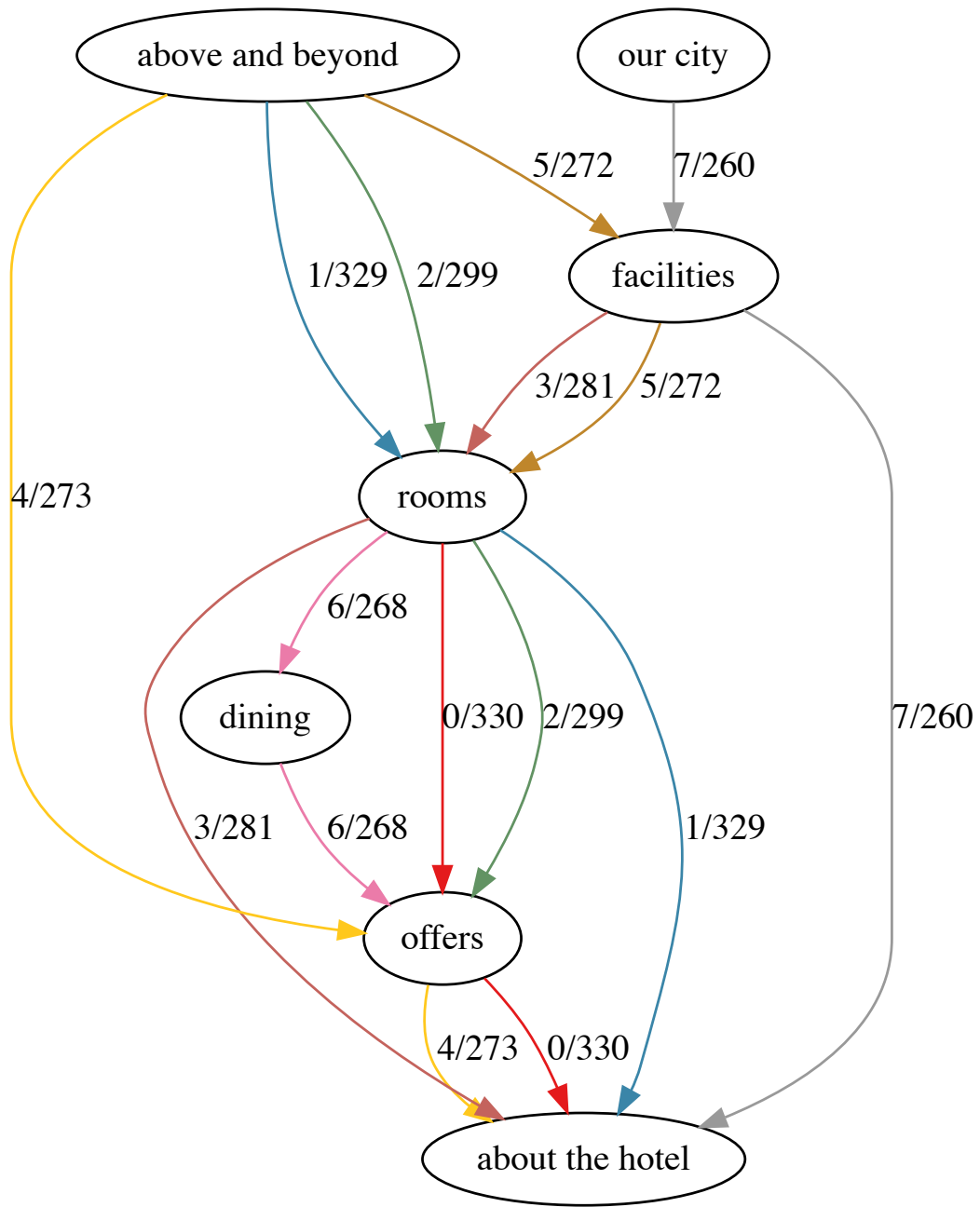


Figure 5: Directional network graph visualising frequency patterns of visitors from the United States. Refer to Table 5 for frequency pattern interactions.

5.3.3 Australian Visitors

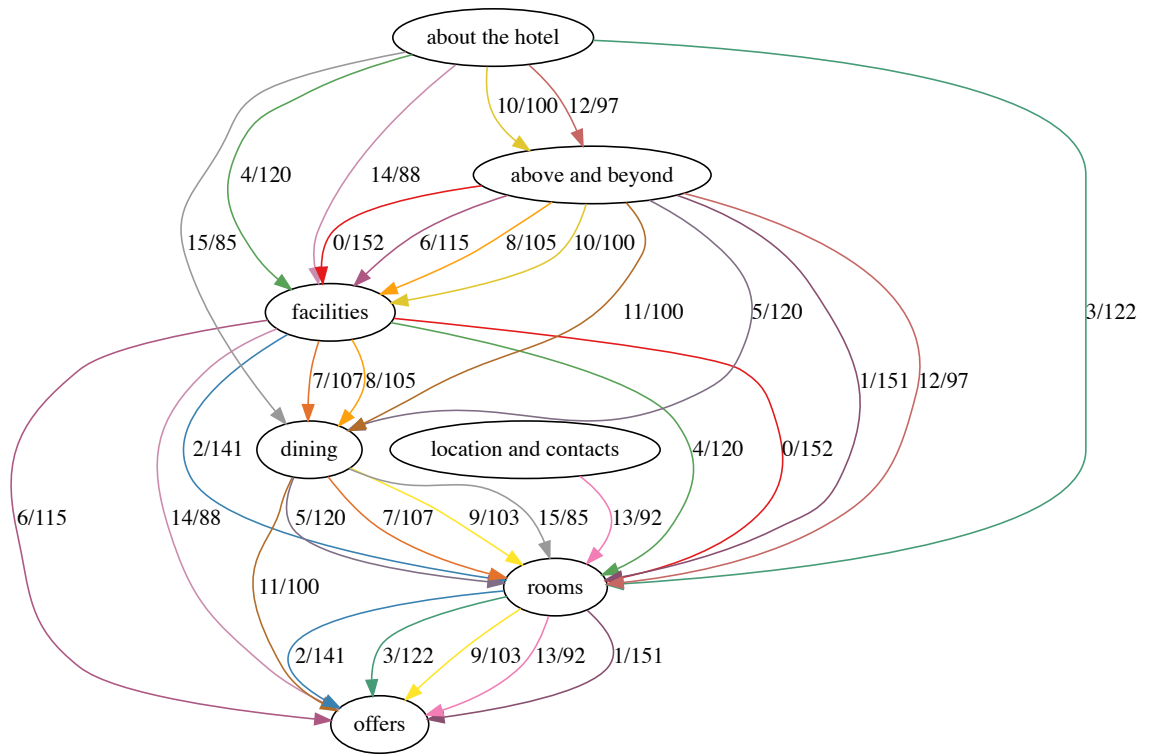


Figure 6: Directional network graph visualising frequency patterns of visitors from Australia. Refer to Table 6 for frequency pattern interactions.

5.4 Platform Categories

5.4.1 PC Visitors

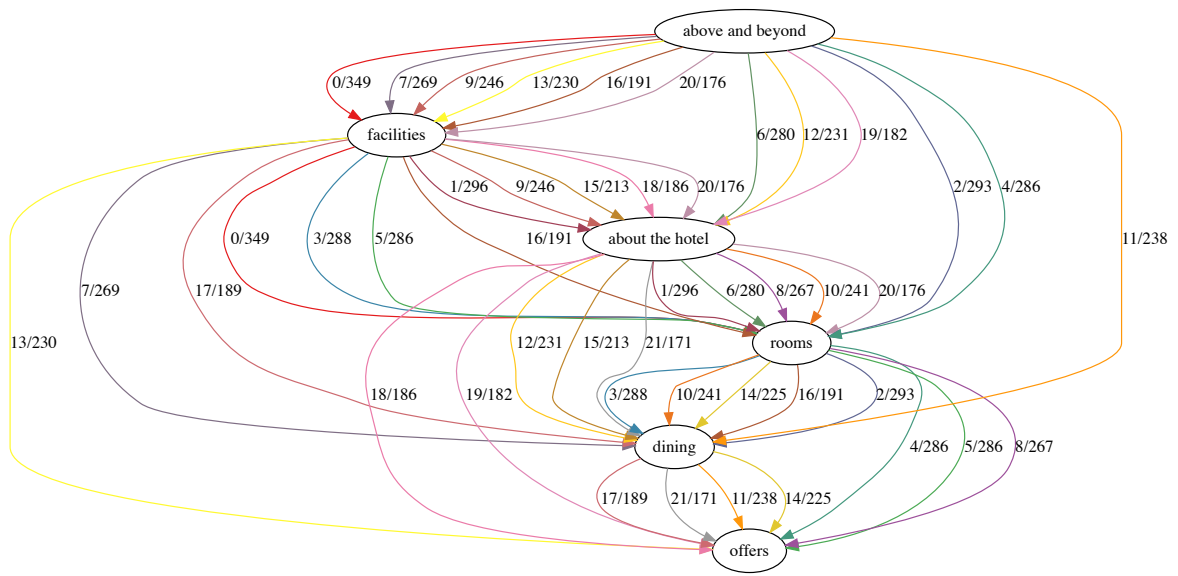


Figure 7: Directional network graph visualising frequency patterns of requests made by PCs. Refer to Table 7 for frequency pattern interactions.

5.4.2 Smartphone Visitors

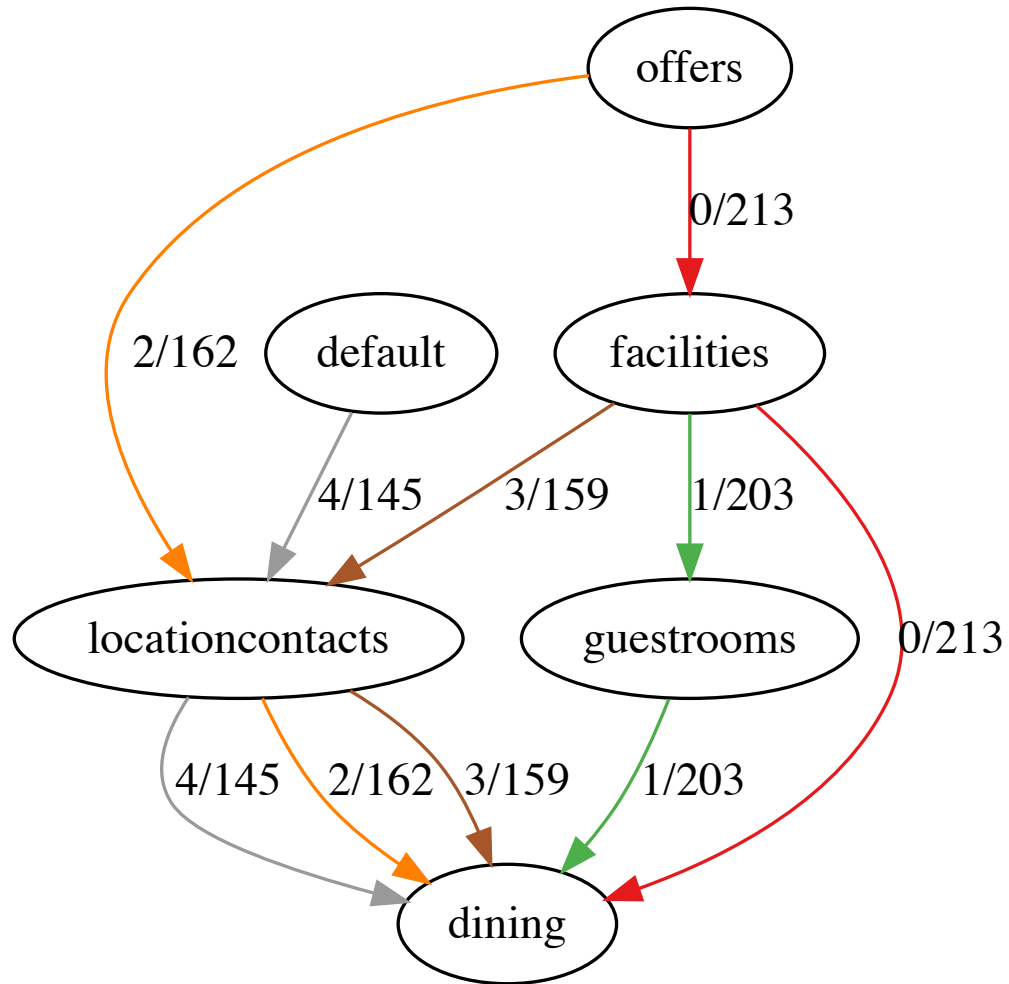


Figure 8: Directional network graph visualising frequency patterns of requests made on smart-phones. Refer to Table 9 for frequency pattern interactions.

5.4.3 Tablet Visitors

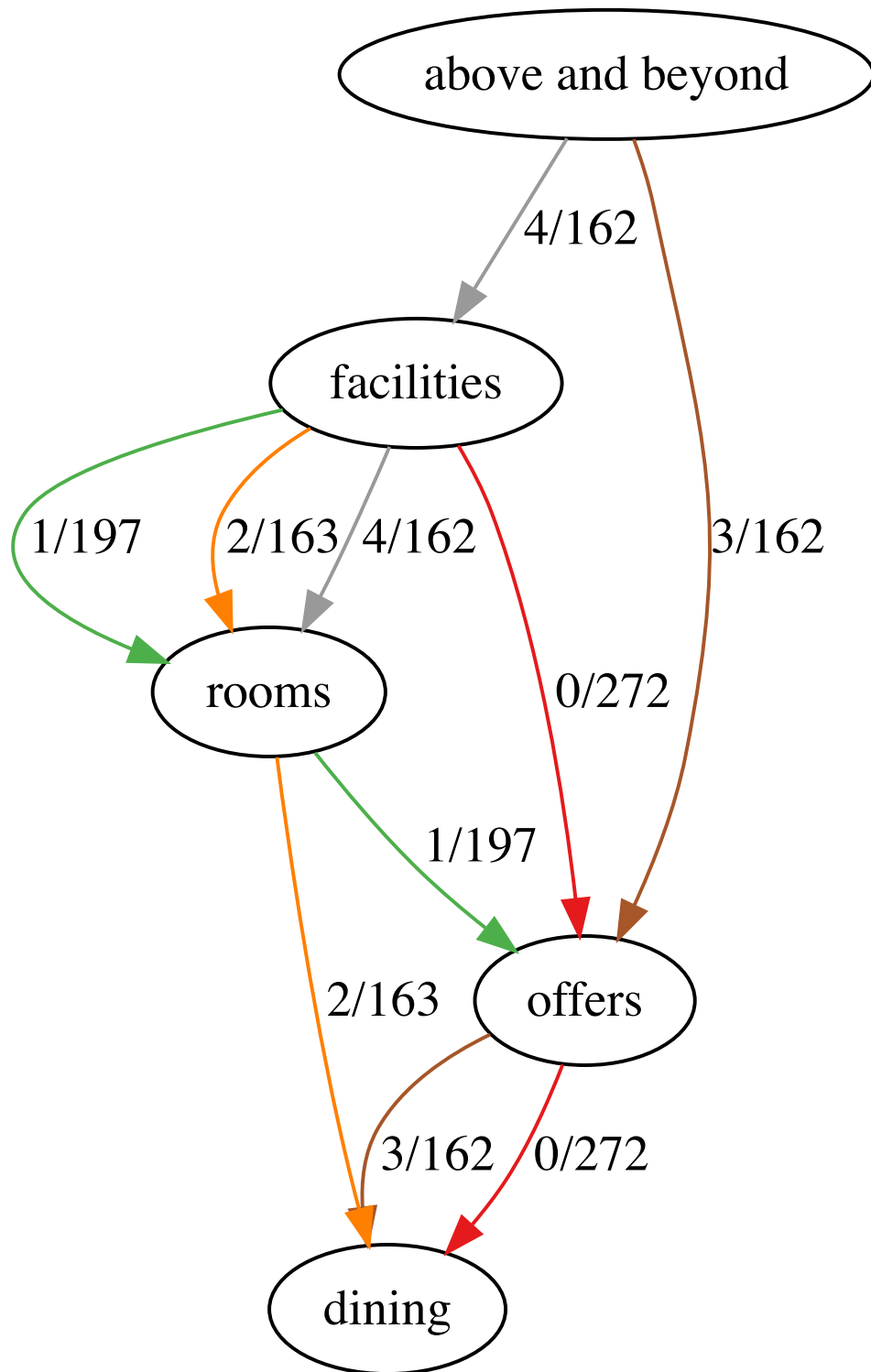


Figure 9: Directional network graph visualising frequency patterns of requests made on tablets.

Refer to Table 8 for frequency pattern interactions

5.4.4 Bots Visitors

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

Table 3: External Request Frequency Patterns

Sequence	From	To	Frequency
0	above and beyond	→ facilities	1823

Continued on next page...

Table 3 (*continued from Page 27*): External Request Frequency Patterns

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

Table 4: Hong Kong Frequency Patterns

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

Continued on next page...

Table 4 (*continued from Page 28*): Hong Kong Frequency Patterns

Sequence	From	To	Frequency
5	above and beyond	→ about the hotel	344
5	about the hotel	→ dining	344

Table 5: USA Request Frequency Patterns

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

Table 6: Australian Request Frequency Patterns

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

Continued on next page...

Table 6 (*continued from Page 30*): Australian Request Frequency Patterns

Sequence	From	To	Frequency
13	location and contacts	→ rooms	92
13	rooms	→ offers	92
14	about the hotel	→ facilities	88
14	facilities	→ offers	88
15	about the hotel	→ dining	85
15	dining	→ rooms	85

Table 7: PC Request Frequency Patterns

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

Continued on next page...

Table 7 (continued from Page 31): PC Request Frequency
Patterns

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

Continued on next page...

Table 7 (continued from Page 31): PC Request Frequency Patterns

Sequence	From	To	Frequency
19	about the hotel	→ offers	182
20	above and beyond	→ facilities	176
20	facilities	→ about the hotel	176
20	about the hotel	→ rooms	176
21	about the hotel	→ dining	171
21	dining	→ offers	171

Table 8: Tablet Request Frequency Patterns

Sequence	From	To	Frequency
0	facilities	→ offers	272
0	offers	→ dining	272
1	facilities	→ rooms	197
1	rooms	→ offers	197
2	facilities	→ rooms	163
2	rooms	→ dining	163
3	above and beyond	→ offers	162
3	offers	→ dining	162
4	above and beyond	→ facilities	162
4	facilities	→ rooms	162

Table 9: Smartphone Request Frequency Patterns

Sequence	From	To	Frequency
0	offers	→ facilities	213
0	facilities	→ dining	213
1	facilities	→ guestrooms	203
1	guestrooms	→ dining	203
2	offers	→ locationcontacts	162
2	locationcontacts	→ dining	162
3	facilities	→ locationcontacts	159
3	locationcontacts	→ dining	159
4	default	→ locationcontacts	145
4	locationcontacts	→ dining	145

Table 10: Bots Request Frequency Patterns

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

Continued on next page...

Table 10 (*continued from Page 34*): Bots Request Frequency
Patterns

Sequence	From	To	Frequency
6	above and beyond	→ home	193
6	home	→ about the hotel	193
7	our city	→ facilities	190
7	facilities	→ about the hotel	190
8	rooms	→ offers	190
8	offers	→ about the hotel	190
9	press	→ facilities	188
9	facilities	→ about the hotel	188

B Web Log Data Format

C Extrapolation Results

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