Attributes

Attribute Name	Type	Remark
ID: Customer ID	String	Unique Identifier of a visitor
Administrative	Numerical Discrete	Number of Administrative pages of the website that the visitor has browsed
Administrative Duration	Numerical Continuous	How long has the visitor stayed in the administrative pages
Informational	Numerical Discrete	Number of types of informational pages visited
Informational Duration	Numerical Continuous	How long has the visitor stayed in the informational pages
Product Related	Numerical Discrete	Number of Product related pages the visitor has visited
Product Related_duration	Numerical Continuous	How long has the visitor spent in the product related pages
Exit Rate	Numerical Continuous	Not sure what exit rate actually means but given that the description says exit rate of each customer per page, it could mean how soon the customer leaves a page, a smaller value can suggest a shorter stay vs a longer value can suggest a longer stay.
Bounce Rate	Numerical Continuous	Not sure again, but looks like a variable related to webpage bouncing, whatever that means in the internet context
Page Values	Numerical Continuous	Average number of the jewelry shop pages that a user visited before completing a transaction
Special Day	Numerical Discrete	Closeness of the site visiting time to a special day, varies between 0 and 1, in steps of 0.2 with perhaps 1 meaning that the date is closest or on the special day like Mother's day.
Month	Categorical	Ten months: Feb, Mar, May, June, Jul, Aug, Sep, Oct, Nov, Dec
Operating System	Categorical	8 systems (1 to 8)
Browser	Categorical	12 Types of internet browsers– 1 to 13 (there is no 9)
Region	Categorical	Region where the customer is located – 1 to 9

Traffic Type	Categorical	19 Internet traffic types – 1 to 20 (12 is not there)
Visitor_Type	Categorical	Three types: Returning visitor, New visitor, Other
Weekend	Categorical	whether the customer has visited the site on weekend or not (0=FALSE, 1= TRUE)

Output Variable

Revenue	Categorical	whether the customer's visit had resulted in revenue (0=FALSE, 1= TRUE)