CareDash Database Documentation

Columns:

Idvisit: a unique visit ID for this visit (an 8 byte binary string)

Idvisitor: a unique visitor ID (an 8 byte binary string)

Device: Collected at the visit level, this tracks the device type associated with this ip address

Browser: Collected at the visit level, this tracks the internet browser type associated with this ip address

Channel: Collected at the visit level, the marketing channel from which a user visits the website. This includes direct, referral, organic, and paid channels.

Note: In digital marketing "organic" means the traffic (users) that comes to your site naturally (for instance, as a result of a web search, instead of through paid advertising).

Organic_search_engine: For users with channel == organic, this is the search engine they used. If users have any other channel, this value will be null. This is equivalent to the "source" for organic traffic.

Medium: Collected at the visit level, the general category of the source, for example, cost-per-click paid search (*cpc*), email marketing (*email*).

Source: the origin of your traffic, such as a search engine (for example, *google*) or a domain (*example.com*).

Visit_first_action_time: The datetime of the visit's first action in the UTC timezone

Visit_last_action_time: the datetime of the visit's last action in the UTC timezone

Visit_total_time: the total elapsed time of the visit

Visitor_count_visits: the number of visits the visitor has made up to this one

Location_city: a string naming the city the visitor was in while visiting the site

Location_Region: two character string describing the region of the country the visitor was in.

Location_country: a two character string describing the country the visitor was located in while visiting the site.

Visit_total_actions: the count of actions performed during this visit

Visit_total_events: the count of custom events performed during this visit

Server_time: the datetime the action/event was tracked in the UTC timezone

Idaction_event_category, **Idaction_event_action, Idaction_name, Idaction_url**: Explained below

Profile_claimed: A true/false field where a "1" represents a doctor/practice/hospital profile that has been claimed and updated by the entity, a "0" represents an unclaimed profile

Location: The Location of the doctor/practice/hospital on the profile

Specialty: The medical specialty of the doctor on the profile

Review_count: The number of reviews (if any) on the doctor/hospital/practice page

Page_type: Signifies whether the page is a "doctor", "practice", "hospital" or "other" type of page. Profile Claimed, Location, Specialty, and Review Count fields will be null for pages that fall under "other", as they are not profile pages.

Note on the Relationship between Visits and Actions:

If you have not noticed yet while sorting through the data, visits and actions have what we call a **one to many** relationship. For every visit, there are often multiple actions. Because all of this visit and action data is stored in one data frame, there will be multiple rows with the **same visit id**, but different actions. Please take this into account in your analysis.

Note on Actions and Events:

Actions: An 'Action' is counted whenever a visitor visits a Page, clicks on an external link, whenever a custom **event** is tracked, or when a visitor searches on your website search engine.

Tldr: Every *event* is also an *action*, but *not every action* is an *event*.

Events: Typically events are used to track clicks on elements in your pages such as menu, widgets, Flash elements, AJAX actions, or even actions within games or media content.

An Event has four components:

- Category (represented in the **Idaction_event_category** column)
- Action (represented in the **Idaction_event_action** column)
- Name (represented in the **Idaction_name** column)
- Url (represented in the **Idaction_url** column)

An Action that does not have an associated custom event will simply have an **idaction_name** that represents page title, and an **Idaction_url.** The event category and event action columns will be null.

For those unfamiliar with the site, we recommend exploring it at CareDash.com. Here is a graphic with the main categories that our pages fall into:

For those unfamiliar with the Website Analytics, or who like having a visual representation of their data, this is a graphic organizing the information in this dataset into logical categories: