# Data Profiling Report

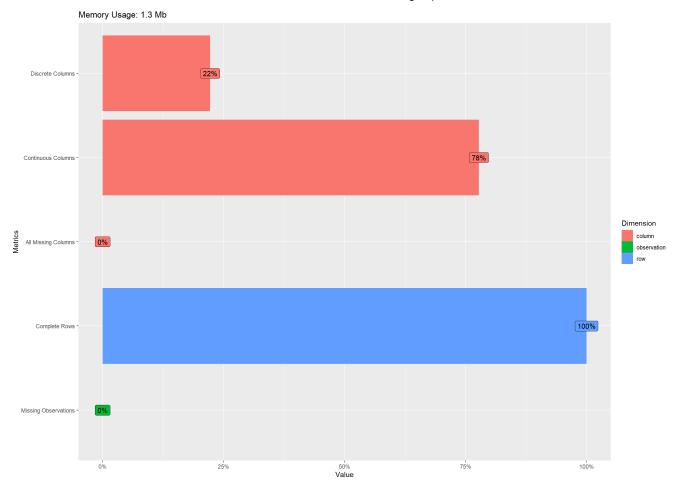
- Basic Statistics
  - Raw Counts
  - Percentages
- Data Structure
- Missing Data Profile
- Univariate Distribution
  - Histogram
  - Bar Chart (with frequency)
  - QQ Plot
- Correlation Analysis
- Principal Component Analysis

### **Basic Statistics**

#### Raw Counts

Name	Value
Rows	12,330
Columns	18
Discrete columns	4
Continuous columns	14
All missing columns	0
Missing observations	0
Complete Rows	12,330
Total observations	221,940
Memory allocation	1.3 Mb

#### Percentages

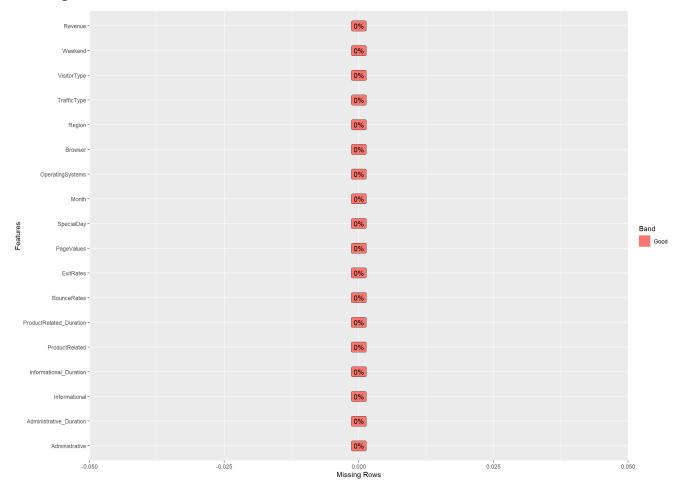


### Data Structure

root (Classes 'data.table' and 'data.frame': 12330 obs. of 18 variables:) --

- -•Administrative (int)
- -• Administrative\_Duration (num)
- ∘Informational (int)
- oInformational\_Duration (num)
- ProductRelated (int)
- -• ProductRelated\_Duration (num)
- BounceRates (num)
- ⊸ExitRates (num)
- PageValues (num)
- SpecialDay (num)
- ⊸Month (chr)
- OperatingSystems (int)
- Browser (int)
- Region (int)
- TrafficType (int)
- ⊸VisitorType (chr)
- •Weekend (logi)
- •Revenue (logi)

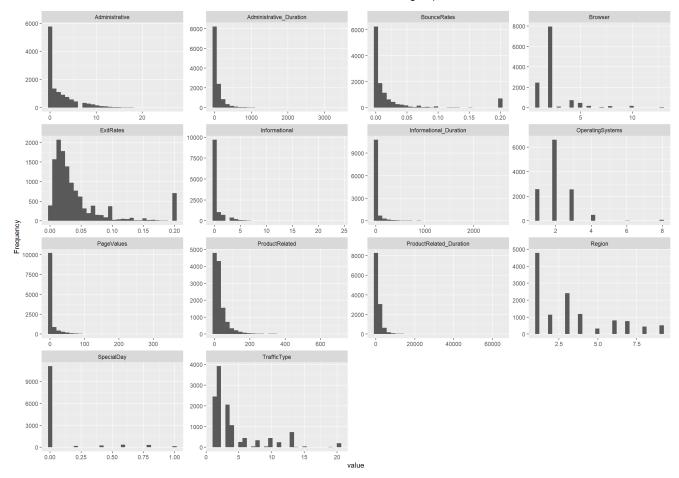
# Missing Data Profile



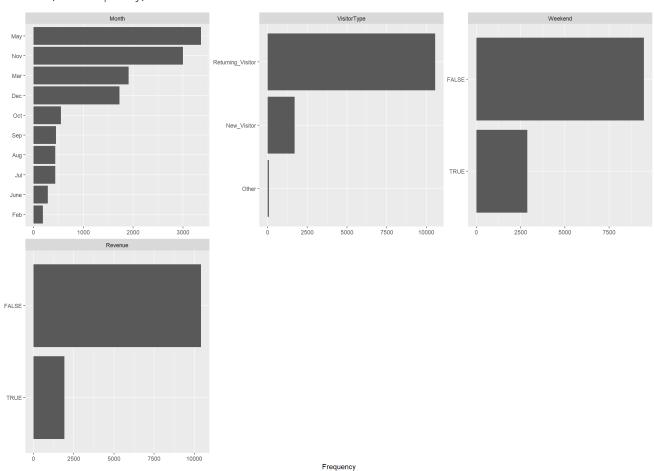
Univariate Distribution

Histogram

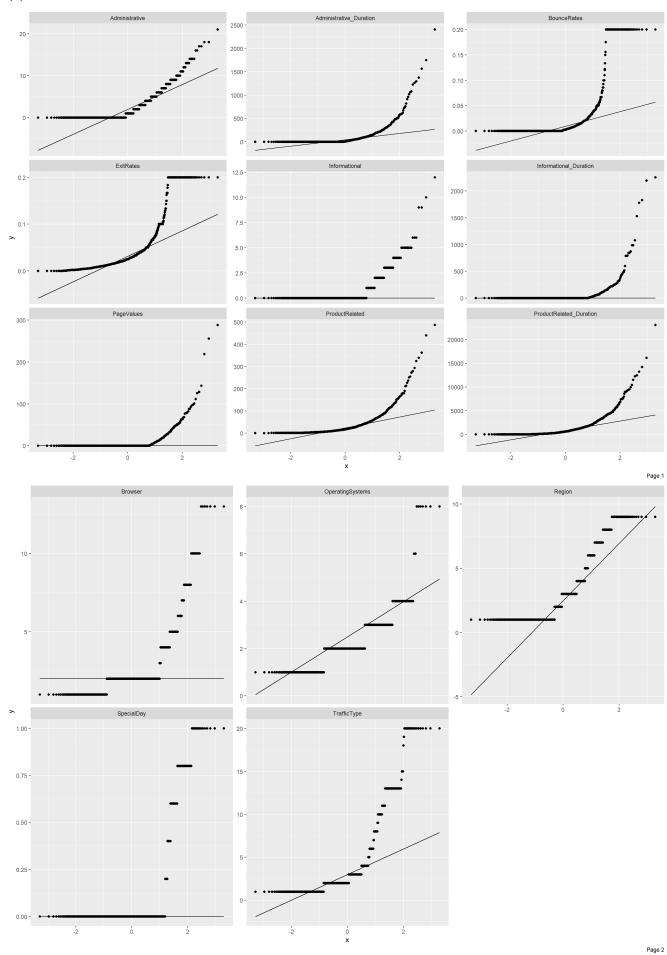
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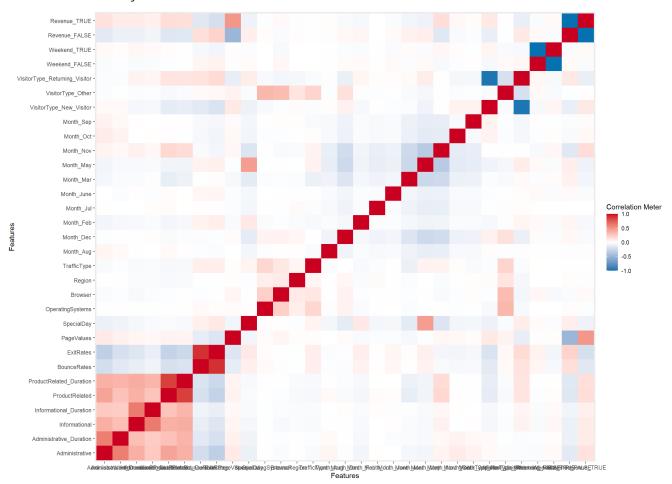
### Bar Chart (with frequency)



QQ Plot



# Correlation Analysis



## Principal Component Analysis

% Variance Explained By Principal Components (Note: Labels indicate cumulative % explained variance)

