

Overview

OverviewWarnings5Reproduction

Dataset statistics

Number of variables	8
Number of observations	6240490
Missing cells	0
Missing cells (%)	0.0%
Duplicate rows	557298
Duplicate rows (%)	8.9%
Total size in memory	723.5 MiB
Average record size in memory	121.6 B

Variable types

Numeric	5
Categorical	3

Variables

<div>riid</div> <div>Real number ($\mathbb{R}_{>0}$)</div>	Distinct		911203	Mean		184641352.4
	Distinct (%)		1.46%	Minimum		610702

Overview

Overview

Warnings5

Reproduction

Dataset has 557298 (8.9%) duplicate rows		Duplicates
rev_3dv2	is highly skewed (γ1 = 77.794411)	Skewed
rev_3dv2	has 6231686 (99.9%) zeros	Zeros
recency_score	has 620461 (9.9%) zeros	Zeros
frequency_score	has 620461 (9.9%) zeros	Zeros

Variables

riid Real number ($\mathbb{R}_{\geq 0}$)	Distinct	911203	Mean	184641352.4	
	Distinct (%)	14.6%	Minimum	610702	
	Missing	0	Maximum	279223922	
	Missing (%)	0.0%	Zeros	0	
	Infinite	0	Zeros (%)	0.0%	

Pandas Profiling Report

OverviewVariablesInteractionsCorrelationsMissing valuesSampleDuplicate rows

Average record size in memory	121.6 B
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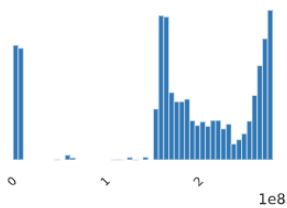
Variables

riid

Real number ($\mathbb{R}_{>0}$)

Distinct	911203
Distinct (%)	14.6%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%

Mean	184641352.4
Minimum	610702
Maximum	279223922
Zeros	0
Zeros (%)	0.0%
Memory size	47.6 MiB



Toggle details

opened

Categorical

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	345.2 MiB

13773804

02466686

Toggle details

<div><div>campaign_type</div><div>Categorical</div></div> <div><table><tr><td>Distinct</td><td>11</td></tr><tr><td>Distinct (%)</td><td>< 0.1%</td></tr><tr><td>Missing</td><td>0</td></tr><tr><td>Missing (%)</td><td>0.0%</td></tr><tr><td>Memory size</td><td>390.2 MiB</td></tr></table><div><div>Dedicated</div><div>Brand</div><div>Trend</div><div>Innovation Spotlight</div><div>Core</div><div>Other values (6)</div><div><div>2284142</div><div>1188784</div><div>886406</div><div>483674</div><div>455242</div><div>942242</div></div></div><div>Toggle details</div></div>	Distinct	11	Distinct (%)	< 0.1%	Missing	0	Missing (%)	0.0%	Memory size	390.2 MiB															
Distinct	11																								
Distinct (%)	< 0.1%																								
Missing	0																								
Missing (%)	0.0%																								
Memory size	390.2 MiB																								
<div><div>retention_score</div><div>Real number ($\mathbb{R}_{\geq 0}$)</div></div> <div><table><tr><td>Distinct</td><td>152</td></tr><tr><td>Distinct (%)</td><td>< 0.1%</td></tr><tr><td>Missing</td><td>0</td></tr><tr><td>Missing (%)</td><td>0.0%</td></tr><tr><td>Infinite</td><td>0</td></tr><tr><td>Infinite (%)</td><td>0.0%</td></tr></table><table><tr><td>Mean</td><td>15.79587521</td></tr><tr><td>Minimum</td><td>0.1772151899</td></tr><tr><td>Maximum</td><td>28</td></tr><tr><td>Zeros</td><td>0</td></tr><tr><td>Zeros (%)</td><td>0.0%</td></tr><tr><td>Memory size</td><td>47.6 MiB</td></tr></table><div><div></div><div>Toggle details</div></div></div>	Distinct	152	Distinct (%)	< 0.1%	Missing	0	Missing (%)	0.0%	Infinite	0	Infinite (%)	0.0%	Mean	15.79587521	Minimum	0.1772151899	Maximum	28	Zeros	0	Zeros (%)	0.0%	Memory size	47.6 MiB	
Distinct	152																								
Distinct (%)	< 0.1%																								
Missing	0																								
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Zeros (%)	0.0%																								
Memory size	47.6 MiB																								
<div><div>recency_score</div><div>Real number ($\mathbb{R}_{\geq 0}$)</div></div> <div><div>ZEROS</div><table><tr><td>Distinct</td><td>49405</td></tr><tr><td>Distinct (%)</td><td>0.8%</td></tr><tr><td>Missing</td><td>0</td></tr><tr><td>Missing (%)</td><td>0.0%</td></tr><tr><td>Infinite</td><td>0</td></tr></table><table><tr><td>Mean</td><td>1.796225521</td></tr><tr><td>Minimum</td><td>0</td></tr><tr><td>Maximum</td><td>12.06890528</td></tr><tr><td>Zeros</td><td>620461</td></tr><tr><td>Zeros (%)</td><td>9.9%</td></tr></table><div><div></div><div>Toggle details</div></div></div>	Distinct	49405	Distinct (%)	0.8%	Missing	0	Missing (%)	0.0%	Infinite	0	Mean	1.796225521	Minimum	0	Maximum	12.06890528	Zeros	620461	Zeros (%)	9.9%					
Distinct	49405																								
Distinct (%)	0.8%																								
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Pandas Profiling Report

Overview

Variables

Interactions

Correlations

Missing values

Sample

Duplicate rows

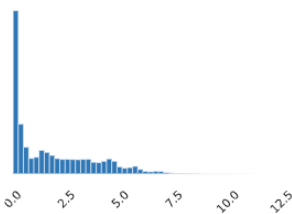
recency_score

Real number ($\mathbb{R}_{\geq 0}$)

ZEROS

Distinct	49405
Distinct (%)	0.8%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%

Mean	1.796225521
Minimum	0
Maximum	12.06890528
Zeros	620461
Zeros (%)	9.9%
Memory size	47.6 MiB



Toggle details

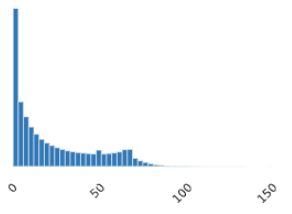
frequency_score

Real number ($\mathbb{R}_{\geq 0}$)

ZEROS

Distinct	154
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%

Mean	23.59991731
Minimum	0
Maximum	153
Zeros	620461
Zeros (%)	9.9%
Memory size	47.6 MiB

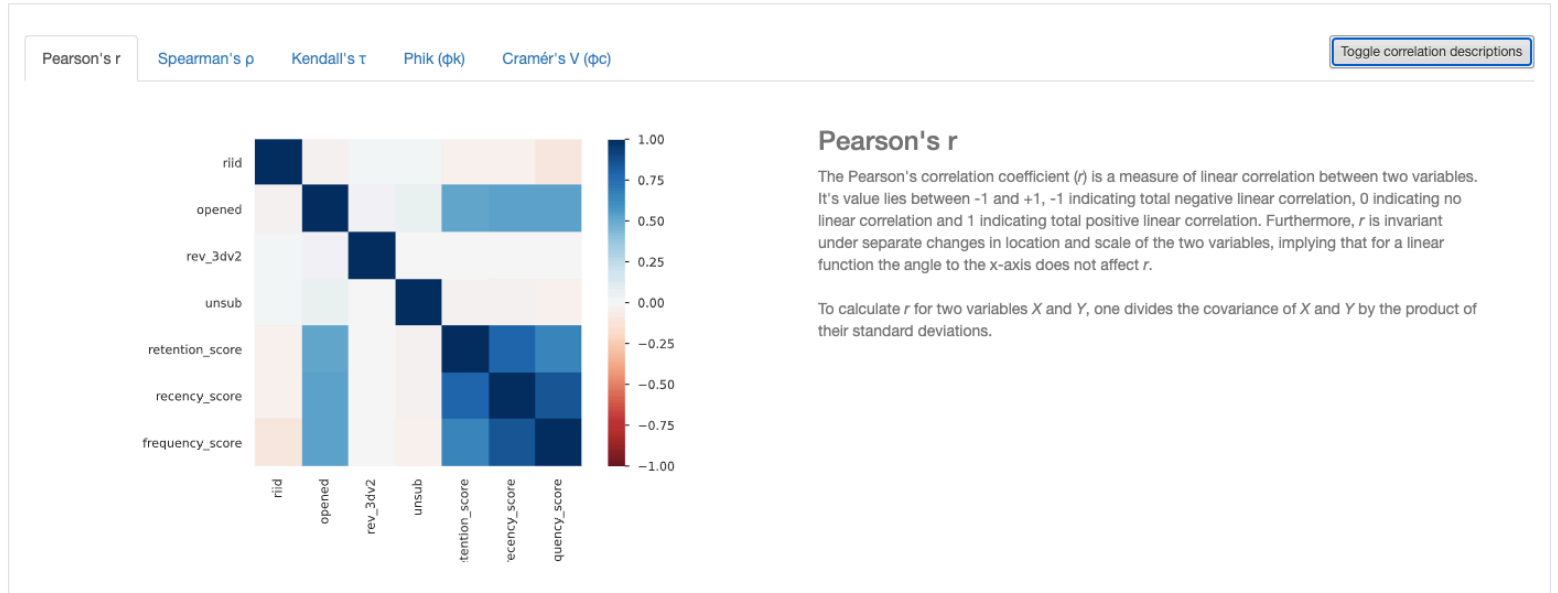


Toggle details

Interactions

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Correlations



Missing values



Duplicate rows

Most frequent

	riid	opened	rev_3dv2	unsub	campaign_type	retention_score	recency_score	frequency_score	count
15126	2635482	1	0.00000	0	Dedicated	28.00000	1.98311	25	9
49664	6791322	1	0.00000	0	Dedicated	28.00000	4.50602	66	6
193039	169931582	1	0.00000	0	Dedicated	28.00000	4.24767	60	6
279412	195027122	1	0.00000	0	Core	28.00000	1.14286	1	6
380691	244123762	1	0.00000	0	Dedicated	28.00000	4.56852	68	6
45182	6285642	1	0.00000	0	Dedicated	28.00000	4.08967	66	5
60746	7996142	1	0.00000	0	Brand	28.00000	4.42877	58	5
75447	9629662	1	0.00000	0	Dedicated	28.00000	4.51689	67	5
86228	10827082	1	0.00000	0	Dedicated	28.00000	4.71273	71	5
107961	157228782	1	0.00000	0	Trend	28.00000	4.14849	49	5