1. Visible errors in the VendorLeadID column (#NAME? values). Created a new column to put a placeholder for error values



2. As mentioned in the dataset description, all empty rows in CallStatus column are replaced to “Status Unknown.”

A screenshot of a computer

AI-generated content may be incorrect. A screenshot of a computer

AI-generated content may be incorrect.

1. Categorized the CallStatus column under a new CallStatusType column (for analysis purposes).

A screenshot of a computer

AI-generated content may be incorrect.

1. As mentioned in the dataset description, all “300250” and “302252” in the WidgetName column are replaced to “30” under a new WidgetSize column.

A screenshot of a computer

AI-generated content may be incorrect.

1. Categorized the AddressScore column under a new AddressScoreType column (for analysis purposes).

A screenshot of a computer

AI-generated content may be incorrect.

1. Categorized the PhoneScore column under a new PhoneScoreType column (for analysis purposes).

A screenshot of a table

AI-generated content may be incorrect.

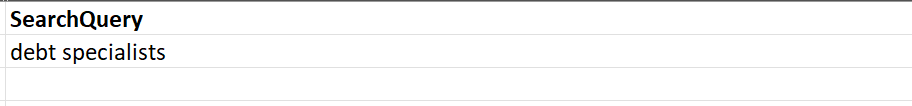
1. All empty rows in ReferralDomain column are replaced to “NA.”

A screenshot of a phone

AI-generated content may be incorrect.A screenshot of a phone

AI-generated content may be incorrect.

1. All empty rows in SearchQuery column are replaced to “NA.”





1. All empty rows in ReferralURL column are replaced to “NA.”

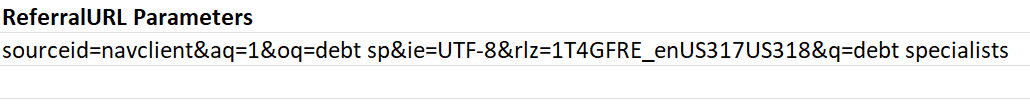
A close up of a web page

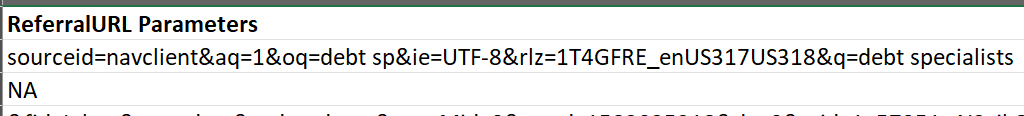
AI-generated content may be incorrect.

A close up of a website

AI-generated content may be incorrect.

1. All empty rows in ReferralURL Parameters column are replaced to “NA.”





1. Duplicate data in row 2938 and 2939. Removed row 2939

