

# Data Dictionary

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04/08/2021

Column	Description
device	Device used to browse the website
os	Operating system of the device
browser	Browser used to visit the website
user_type	New or returning visitor
channel	Source of traffic
gender	Gender of the visitor
frequency	Count of visits to the website
recency	Number of days since last visit
page_depth	Number of website pages browsed
hour_of_day	Hour of day
age	Age of the visitor
duration	Time spent on the website (in seconds)
landing_page	Page on which visitor landed
exit_page	Page on which visitor exited
country	Country of origin
city	City of the visitor
quantity	Number of units purchased
revenue	Total revenue
purchase_flag	Whether the visitor checked out?
user_rating	Website UI rating given by visitor