

Overview

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OverviewAlerts 2Reproduction

Dataset statistics

Number of variables	6
Number of observations	586737
Missing cells	0
Missing (%)	0.0%
Duplicate rows	4105
Duplicate rows (%)	0.7%
Total size in memory	155.2 MiB
Average record size in memory	277.4 B

Variable types

Text	1
DateTime	1
Categorical	3
Numeric	1

Variables

Select Columns

cookie

Text

Distinct	240108
Distinct (%)	40.9%
Missing	0
Missing (%)	0.0%
Memory size	41.4 MiB

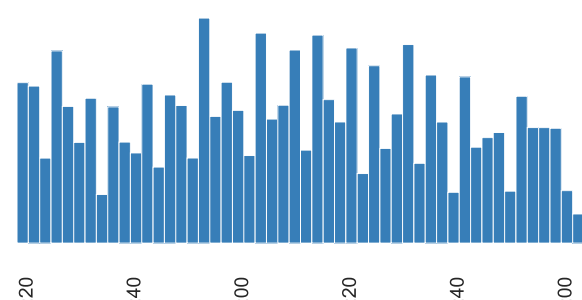


More details

time

Date

Distinct	485110	Minimum	2018-07-01 13:13:16+00:00
Distinct (%)	82.7%	Maximum	2018-07-31 23:59:30+00:00
Missing	0		
Missing (%)	0.0%		
Memory size	4.5 MiB		



More details

interaction

Categorical

HIGH CORRELATIONIMBALANCE

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	33.0 MiB



More details

conversion

Categorical

HIGH CORRELATIONIMBALANCE

Distinct	2
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	28.0 MiB



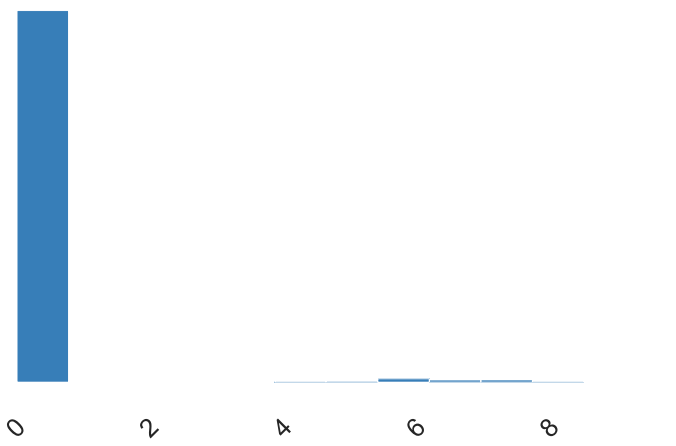
More details

conversion_value

Real number (R)

HIGH CORRELATIONZEROS

Distinct	11	Minimum	0
Distinct (%)	< 0.1%	Maximum	8.5
Missing	0	Zeros	569098
Missing (%)	0.0%	Zeros (%)	97.0%
Infinite	0	Negative	0
Infinite (%)	0.0%	Negative (%)	0.0%
Mean	0.18787123	Memory size	4.5 MiB

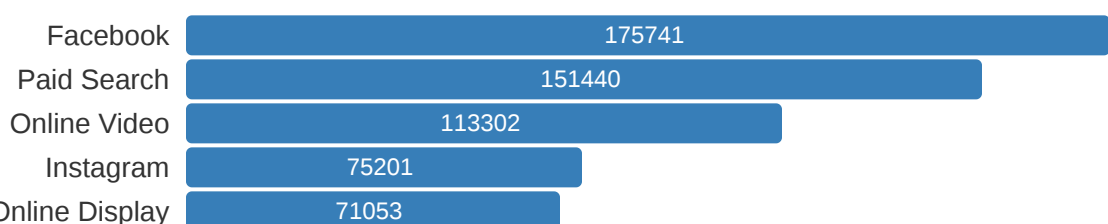


More details

channel

Categorical

Distinct	5
Distinct (%)	< 0.1%
Missing	0
Missing (%)	0.0%
Memory size	33.2 MiB

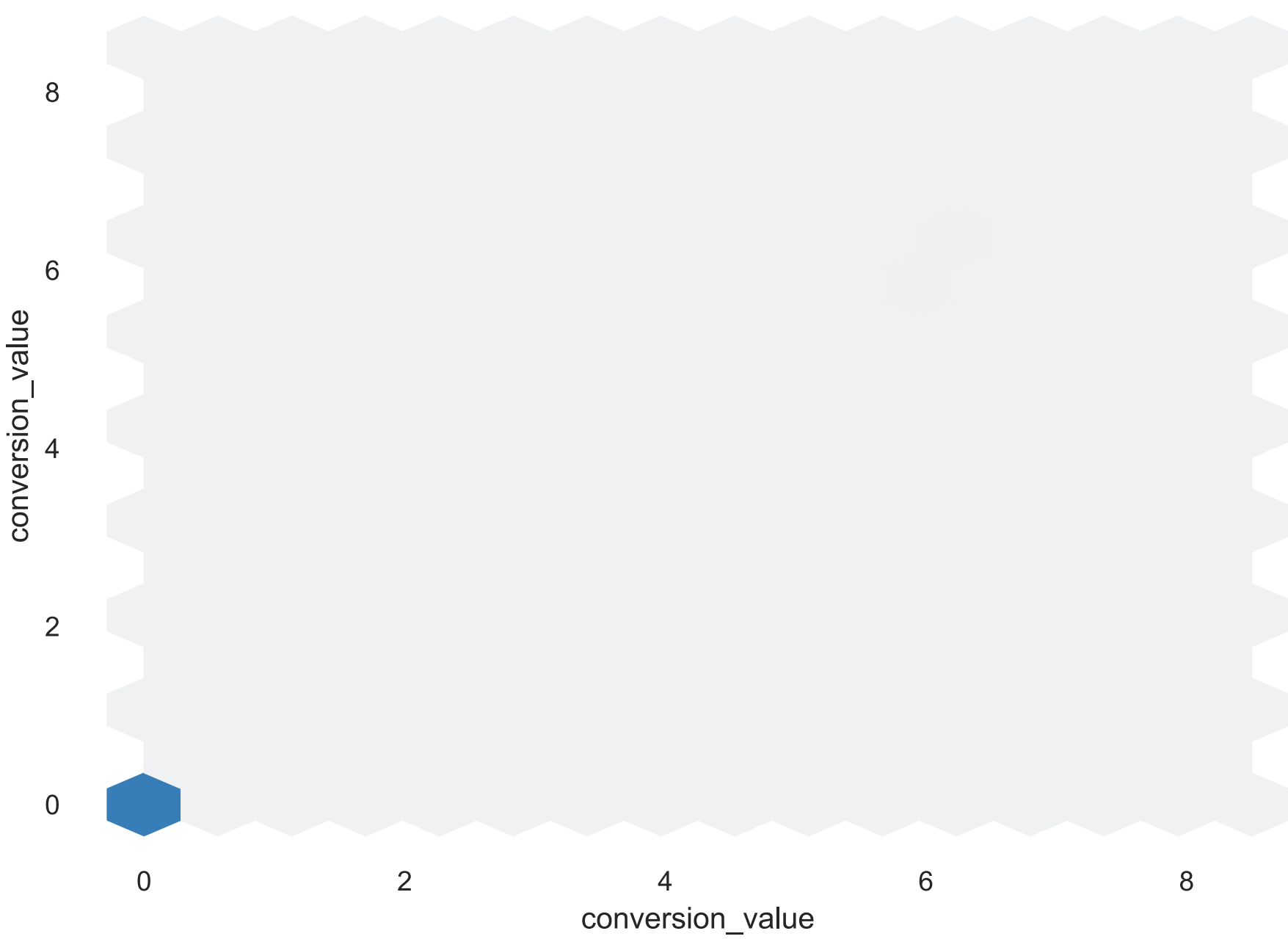


More details

Interactions

conversion_value

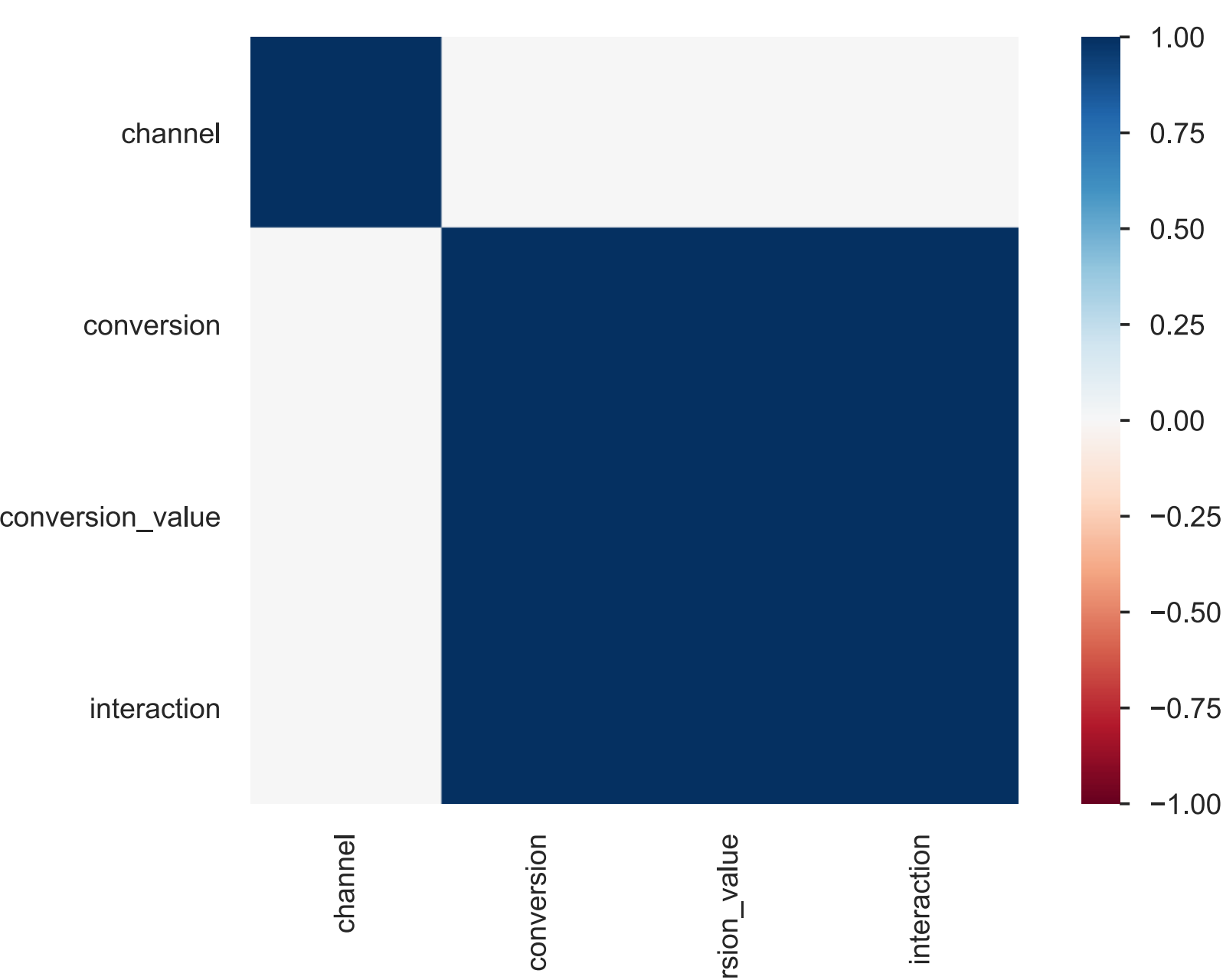
conversion_value



Correlations

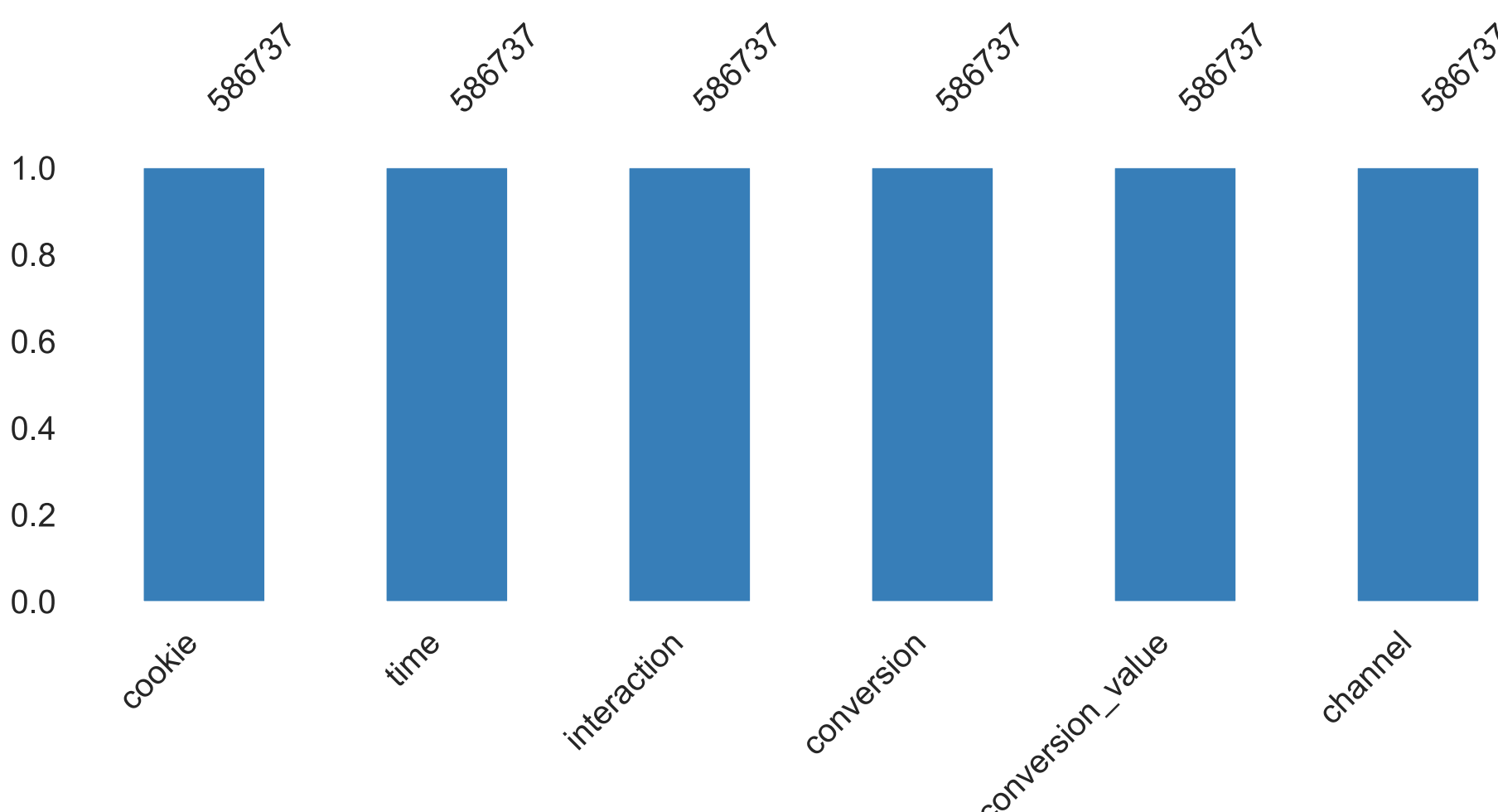
Auto

HeatmapTable



Missing values

CountMatrix



A simple visualization of nullity by column.

Sample

First rowsLast rows

	cookie	time	interaction	conversion	conversion_value	channel
0	00000FKcDIDDDIOc97/C703B	2018-07-03T13:02:11Z	impression	0	0.0	Instagram
1	00000FKcDIDDDIOc97/C703B	2018-07-17T19:15:07Z	impression	0	0.0	Online Display
2	00000FKcDIDDDIOc97/C703B	2018-07-24T15:51:46Z	impression	0	0.0	Online Display
3	00000FKcDIDDDIOc97/C703B	2018-07-29T07:44:51Z	impression	0	0.0	Online Display
4	0000nACKD9nFkBBDDECd3k00E	2018-07-03T09:44:57Z	impression	0	0.0	Paid Search
5	0000nACKD9nFkBBDDECd3k00E	2018-07-03T23:36:48Z	impression	0	0.0	Paid Search
6	0000nACKD9nFkBBDDECd3k00E	2018-07-10T22:24:41Z	impression	0	0.0	Paid Search
7	0000nACKD9nFkBBDDECd3k00E	2018-07-10T22:24:44Z	impression	0	0.0	Paid Search
8	0000nACKD9nFkBBDDECd3k00E	2018-07-11T21:21:46Z	impression	0	0.0	Paid Search
9	0000nACKD9nFkBBDDECd3k00E	2018-07-11T22:19:53Z	impression	0	0.0	Paid Search

Duplicate rows

Most frequently occurring

	cookie	time	interaction	conversion	conversion_value	channel	# duplicates
540	799HnD3A3F0eXBEBH9okA0AC	2018-07-22T18:45:41Z	impression	0	0.0	Facebook	4
2336	F3Bki3BIA3K9BCODIKf9oDoE	2018-07-11T16:03:23Z	impression	0	0.0	Online Video	4
3061	hN39B3i9Afi3DlCFCKn9Auh7	2018-07-20T12:51:50Z	impression	0	0.0	Facebook	4
3702	nC7iC0C79KEo93CEFnD7E7mf	2018-07-28T21:53:17Z	impression	0	0.0	Facebook	4
3728	nDAk30nCiKkA7fE3DCDoAe7B	2018-07-18T22:42:48Z	impression	0	0.0	Facebook	4
8	00A03F0E9iC7m9CErk0h0Ek	2018-07-15T14:50:21Z	impression	0	0.0	Online Video	3
129	0F33Cf3hIAHf09n3C3nlfh70	2018-07-29T17:53:21Z	impression	0	0.0	Online Video	3
228	0nCC0eE0BD7F69fno3IAEE03	2018-07-23T13:25:27Z	impression	0	0.0	Online Video	3
298	39DIeIE33Bi77KkIE9khn9Cn	2018-07-21T15:52:39Z	impression	0	0.0	Facebook	3
350	3CAE3AAAC07F7AhoAnd7m9BF	2018-07-18T10:28:28Z	impression	0	0.0	Paid Search	3