

Analysis of Online Shopper Intentions: Initial Data Exploration

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Overview of Dataset

The dataset being analyzed provides a survey of n=12,330 distinct user sessions measured across the scope of one year and classifies URLs visited into administrative, informational, and product related websites. Triggers during each browsing session allowed for the recording of this information included tracking user activity such as moving from one page to another.

```
#pull csv data and overview
shoppers.data <- read.csv("online_shoppers_intention.csv")
print(as.data.frame(head(shoppers.data)))
```

```
##      Administrative Administrative_Duration Informational Informational_Duration
## 1                0                      0                0                      0
## 2                0                      0                0                      0
## 3                0                      0                0                      0
## 4                0                      0                0                      0
## 5                0                      0                0                      0
## 6                0                      0                0                      0
##      ProductRelated ProductRelated_Duration BounceRates ExitRates PageValues
## 1                1                0.000000 0.20000000 0.2000000          0
## 2                2                64.000000 0.00000000 0.1000000          0
## 3                1                0.000000 0.20000000 0.2000000          0
## 4                2                2.666667 0.05000000 0.1400000          0
## 5               10                627.500000 0.02000000 0.0500000          0
## 6               19                154.216667 0.01578947 0.0245614          0
##      SpecialDay Month OperatingSystems Browser Region TrafficType
## 1            0   Feb                1      1      1          1
## 2            0   Feb                2      2      1          2
## 3            0   Feb                4      1      9          3
## 4            0   Feb                3      2      2          4
## 5            0   Feb                3      3      1          4
## 6            0   Feb                2      2      1          3
##      VisitorType Weekend Revenue
## 1 Returning_Visitor   False   False
## 2 Returning_Visitor   False   False
## 3 Returning_Visitor   False   False
## 4 Returning_Visitor   False   False
## 5 Returning_Visitor    True   False
## 6 Returning_Visitor   False   False
```