PROJECT 01: CATALOGS vs. CLICKS

**DATA DICTIONARY**

**DMW:** Dallas Midwest.

**NBF**: National Business Furniture.

**Date**: The dates (YYYYMMDD) of the active date range

**Users**: Users who have initiated at least one session during the date range.

**New Users**: The number of first-time users during the selected date range

**Sessions**: Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

**Bounce Rate**: The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

**Pages/Sessions**: Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

**Avg. Sessions Duration**: The average length of a Session.

**Ecommerce Conversion Rate**: The percentage of sessions that resulted in an e-commerce transaction.

**Transactions**: The total number of completed purchases on your site.

**Revenue**: The total revenue from web ecommerce or in-app transactions. Depending on your implementation, this can include tax and shipping.

**TASK**

Create a model to help predict number of clicks expected for the respective channels – direct, paid or organic search - in relation to catalogs mailed for both DMW and NBF