

Feature description for the dataset of *Coursework_1_data.csv*

Numerical features

Feature name	Feature description
Administrative	Number of pages visited by the visitor about account management
Administrative duration	Total amount of time (in seconds) spent by the visitor on account management related pages
Informational	Number of pages visited by the visitor about Web site, communication and address information of the shopping site
Informational duration	Total amount of time (in seconds) spent by the visitor on informational pages
Product related	Number of pages visited by visitor about product related pages
Product related duration	Total amount of time (in seconds) spent by the visitor on product related pages
Bounce rate	Average bounce rate value of the pages visited by the visitor
Exit rate	Average exit rate value of the pages visited by the visitor
Page value	Average page value of the pages visited by the visitor
Special day	Closeness of the site visiting time to a special day

Categorical features

Feature name	Feature description
OperatingSystems	Operating system of the visitor
Browser	Browser of the visitor
Region	Geographic region from which the session has been started by the visitor
TrafficType	Traffic source by which the visitor has arrived at the Web site (e.g., banner, SMS, direct)
VisitorType	Visitor type as “New Visitor,” “Returning Visitor,” and “Other”
Weekend	Boolean value indicating whether the date of the visit is weekend
Month	Month value of the visit date

Target

Revenue	Class label indicating whether the visit has been finalized with a transaction
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