Activity Name- Tab name in the app

Start time- at which the action was started

Id- randomly generated session id

Label- what the person has done with the product (product viewed, product bought etc)

Action:

ActionDown- at which the finger is placed

ActionUp- at which the finger is removed

ActionMove- if the finegr is moved

(Note : in this data Tap consist of only ActionDown and a swipe consist if ActionDown, ActionMove and ActionUp)

X- x-ordinate

Y-y-ordinate

Vx- velocity at x-axis

Vy- velocity at y-axis

DownTime-at which the action started

EventTime-at which the event ended

ProductIndex- the position at which the product is placed in the app

Model- Mobile Model Number