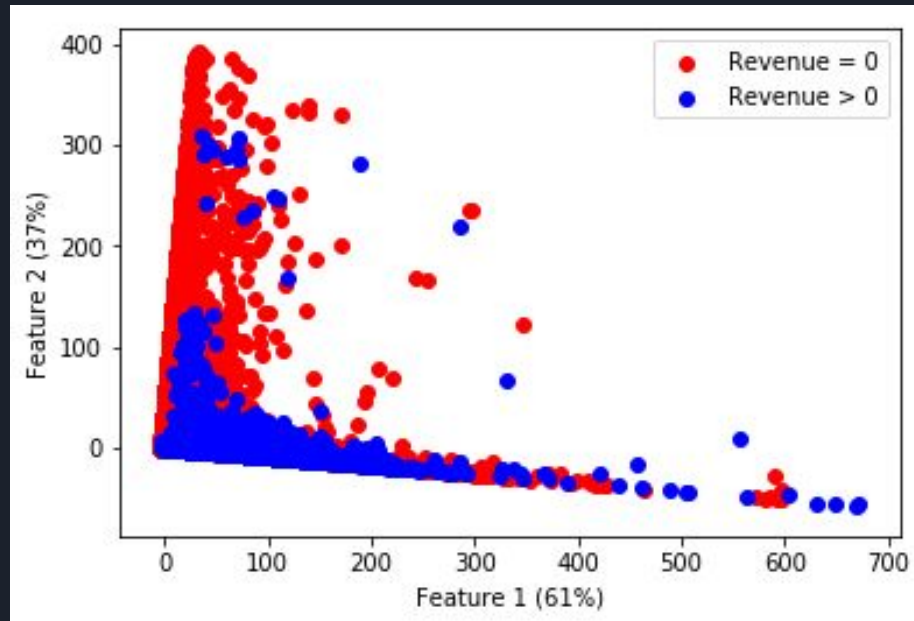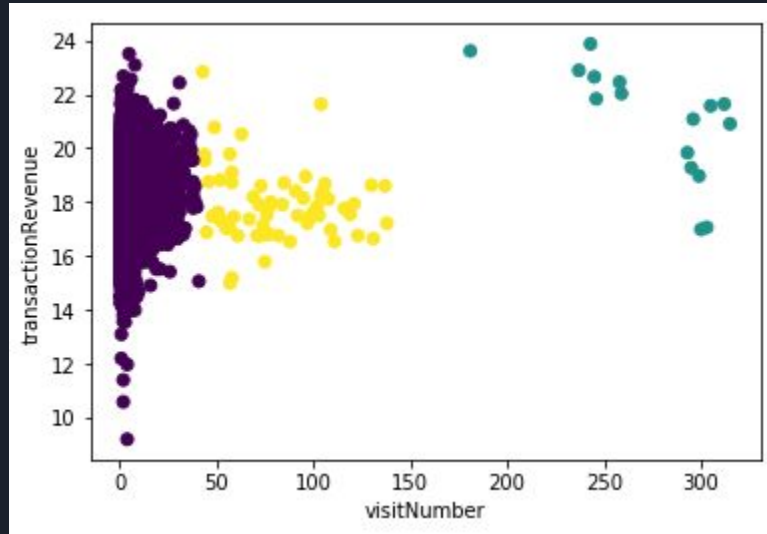# Data Analysis

Pragya Prakash
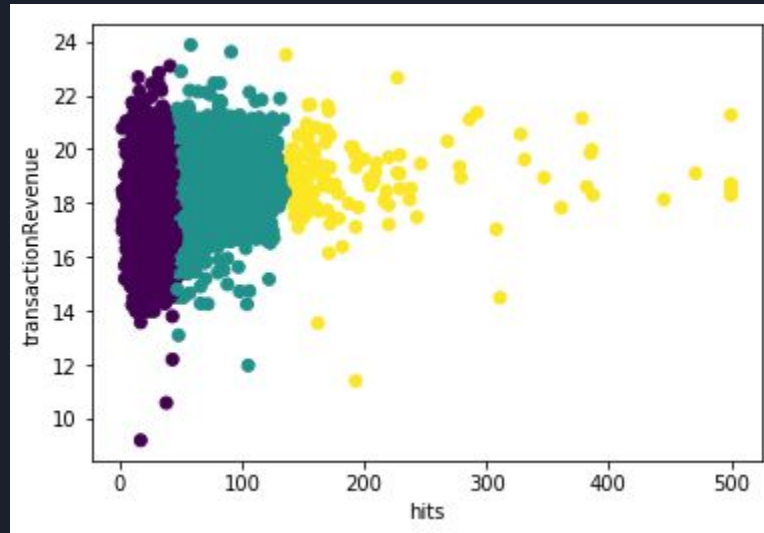Nihesh Anderson
Shravika Mittal
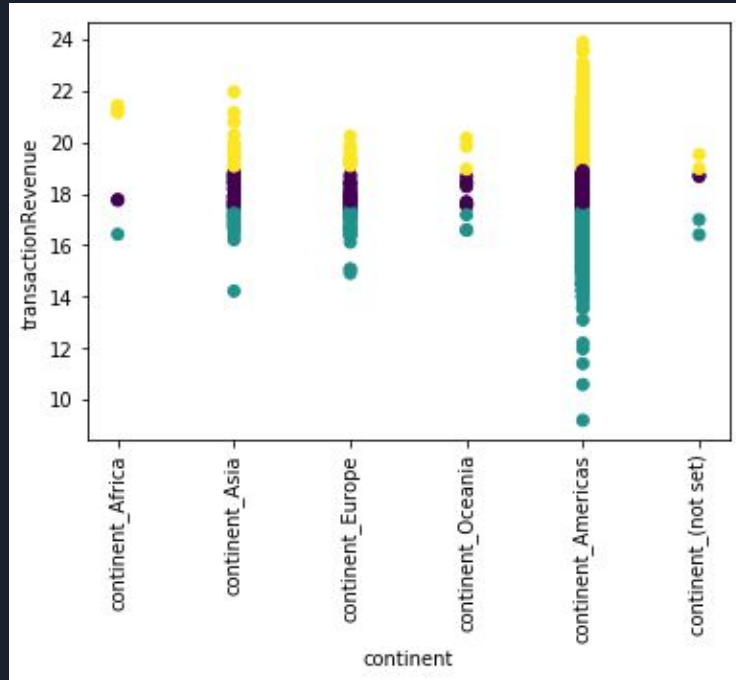
Data Visualisation using PCA

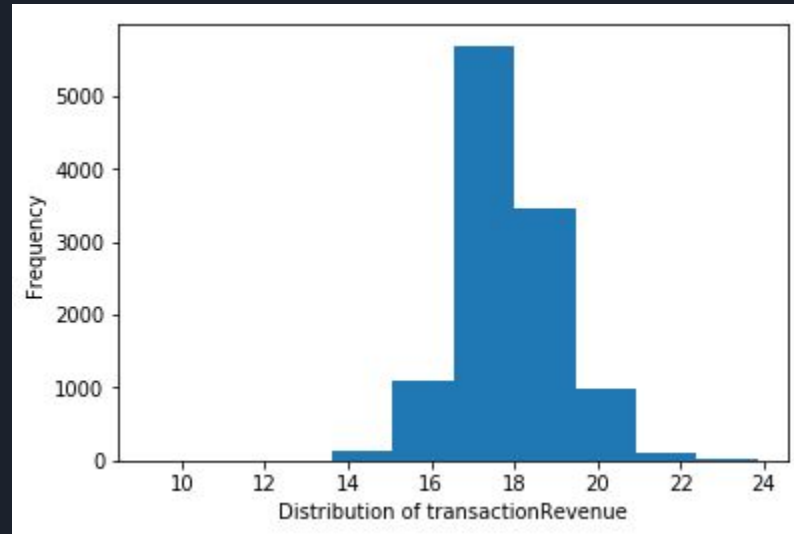# TransactionRevenue (non - zero) vs. visitNumber

TransactionRevenue (non-zero) vs. hits

TransactionRevenue (non - zero) vs. continent

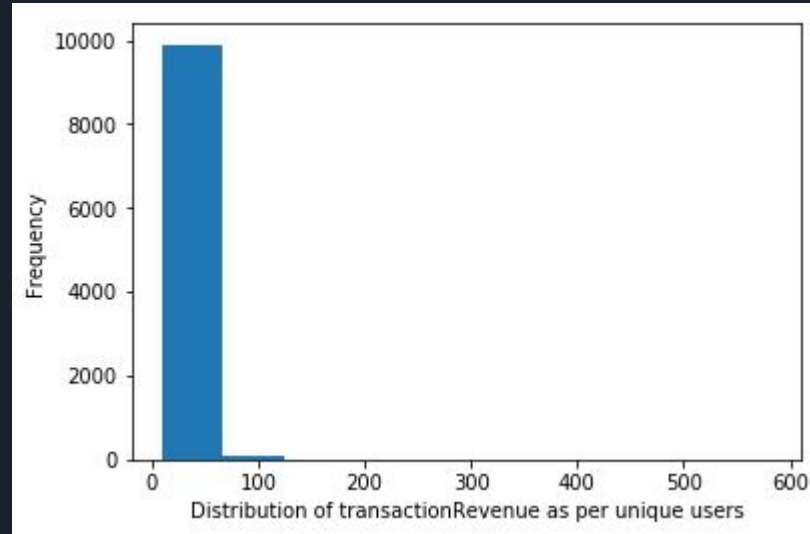# Histogram of non-zero TransactionRevenue

TransactionRevenue variation

Non zero TransactionRevenue: 11515

Zero TransactionRevenue: 892138

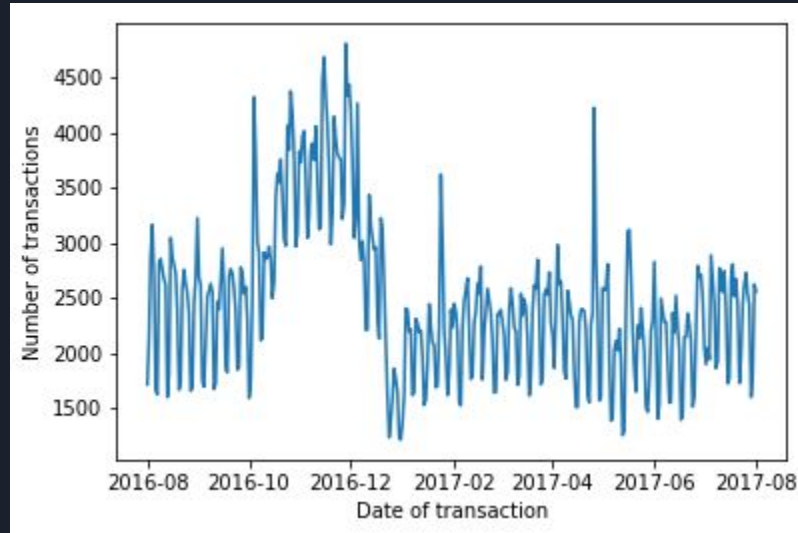# Histogram of non-zero transactionRevenue for unique users

User information

- Unique users - 714167
- Number of users generating TransactionRevenue - 9996

Number of transactions vs. date

Number of transactions vs time of the day (POSIX)