**Overview:**   
This dataset simulates anonymized e-commerce customer session logs and is designed for binary classification: predicting whether a customer will make a purchase during their session.

Target Variable:

* Purchase (0 = No, 1 = Yes)

Features:

1. Time\_on\_site (float):
   * Time (in minutes) the customer spent on the website during the session.
2. Pages\_viewed (float):
   * Approximate number of pages visited in the session.
3. Clicked\_ad (binary):
   * Indicates whether the user clicked on a product advertisement.
   * Values: 0 (No), 1 (Yes)
4. Cart\_value (float):
   * Total value of products in the user's cart during the session (in USD).
   * May contain zeros (for those who did not add to cart).
5. Referral (categorical):
   * Source from where the user was referred.
   * Values: Google, Facebook, Instagram, Direct
6. Browser\_Refresh\_Rate (float):
   * A synthetic distracting feature simulating technical metrics.
7. Last\_Ad\_Seen (categorical):
   * The name of the last ad campaign seen by the user.
   * Values: “A”, “B”, “C”, “D”