Profile report – all_sessions_raw_dataprep

Untitled Flow – Job ID: 23656567

All Data

32 columns 6,777 rows 3 data types

79% valid values 0% mismatching values 21% missing values

Output destinations

Name	Location	Status
New_all_sessions_raw_dataprep	bigquery://qwiklabs-gcp-03-ec489266f4d2/ecommerce/New_all_sessions_raw_dataprep	-

Data sources

Name	Location	Schema validation
all_sessions_raw_dataprep	bigquery://qwiklabs-gcp-03-ec489266f4d2/ecommerce/all_sessions_raw_dataprep	No schema changes found

Execution summary

Job Status
Completed

Job Type
Manual

Environment
BigQuery

Start time
Sat, Feb 3, 2024 4:12 PM +03:00

End time
Sat, Feb 3, 2024 4:12 PM +03:00

Duration
44 sec

eCommerceAction_label

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top value

9 case conditions on eCommerce...	6,777

fullVisitorId

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

4520185947201930710	777
985262533477512 3501	242
177179797095520 0965	241
994754242811 1966715	229
748200454615490914	219
91359642697 59937258	211
0565161053 97733466	196
3852311507 56085903	173
8812275451738413277	172
5408509515083537446	170
2053321357504839510	152
7519145914292413159	145
4036233621975669453	135
1623443938929969178	128
8945917216741229076	127
6434429149954155169	123
964169022566896 2441	118
5936878543289156144	111
8074064886439057273	110
407317080599159176	109

channelGrouping

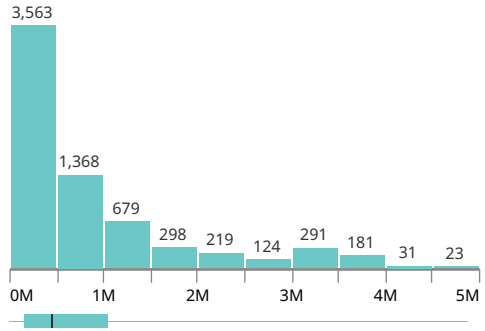
Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 5 values

Referral	4,517
Organic Search	1,246
Direct	957
Paid Search	49
Display	8

time

Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	0
Lower quartile	160,249
Median	451,000
Upper quartile	1,049,462
Maximum	4,884,597

country

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 3 values

United States	6,752
Finland	13
Canada	12

city

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 19 values

not available in demo dataset	1,847
New York	1,597
Sunnyvale	689
Mountain View	689
San Francisco	577
Chicago	372
Palo Alto	231
Ann Arbor	172
Atlanta	107
Austin	103
San Jose	76
Seattle	72
Kirkland	71
Cambridge	60
Redmond	35
Washington	25
Santa Clara	21
Fremont	21
Toronto	12

totalTransactionRevenue

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

409210000	676
125960000	242
176390000	241
2934610000	229
53000000	219
6990000	211
152690000	196
48850000	173
37790000	172
14190000	170
16290000	152
401960000	145
39980000	135
156600000	128
1002780000	127
34760000	123
153000000	120
161140000	111
36400000	110
65370000	109

transactions

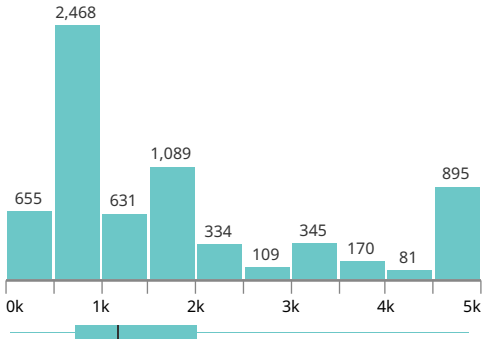
Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 2 values

1	6,249
2	528

timeOnSite

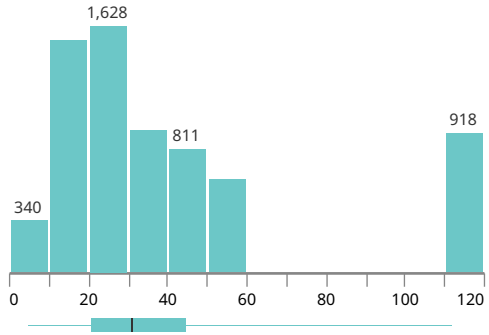
Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	56
Lower quartile	742
Median	1,186
Upper quartile	2,025
Maximum	4,885

pageviews

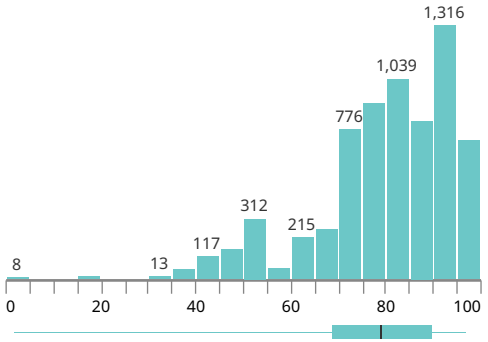
Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	5
Lower quartile	21
Median	31
Upper quartile	45
Maximum	112

sessionQualityDim

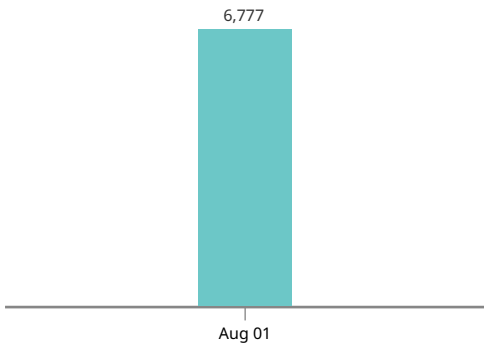
Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	2
Lower quartile	69
Median	79
Upper quartile	90
Maximum	97

date

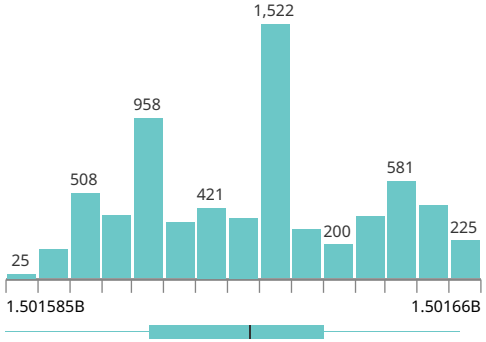
Type	Date / Time (yyyymmdd)
Valid	6,777
Mismatched	0
Empty	0



Minimum	Aug 1 2017
Lower quartile	Aug 1 2017
Median	Aug 1 2017
Upper quartile	Aug 1 2017
Maximum	Aug 1 2017

visitId

Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	1,501,585,011
Lower quartile	1,501,607,749
Median	1,501,623,575
Upper quartile	1,501,635,362
Maximum	1,501,656,817

NewColumn

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

4520185947201930710150162713 1	676
9852625334775123501150162357 5	242
1771797970955200965150162425 2	241
9947542428111966715150160807 8	229
7482004546154909141501598702	219
9135964269759937258150164714 9	211
0565161053977334661501646467	196
3852311507560859031501603468	173
8812275451738413277150165186 8	172
5408509515083537446150159275 2	170
2053321357504839510150165100 7	152
7519145914292413159150162835 6	145
4036233621975669453150163536 2	135
1623443938929969178150165308 7	128
8945917216741229076150160668 7	127
6434429149954155169150161431 5	123
5936878543289156144150161466 3	111
8074064886439057273150162541 3	110
4073170805991591761501605136	109
4897021424322518417150161793 8	108

type

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top value

PAGE	6,777

productRefundAmount

Type	String
Valid	0
Mismatched	0
Empty	6,777

No valid values

productQuantity

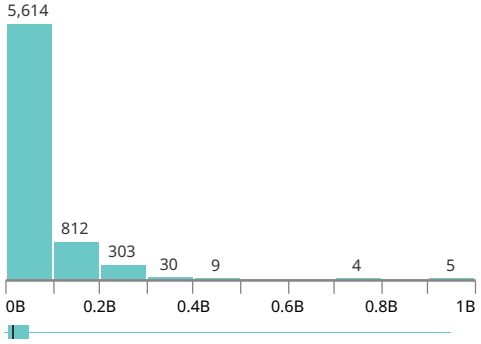
Type	String
Valid	679
Mismatched	0
Empty	6,098

Top 18 values

1	440
2	90
5	33
3	29
8	26
4	15
15	8
10	8
6	6
72	3
67	3
52	3
40	3
26	3
100	3
7	2
50	2
25	2

productPrice

Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	0
Lower quartile	8,400,000
Median	16,990,000
Upper quartile	51,990,000
Maximum	950,400,000

productRevenue

Type	String
Valid	279
Mismatched	0
Empty	6,498

Top 20 values

153000000	5
14111111	4
121000000	4
120000000	4
6416666	3
150000000	3
14135454	3
128000000	3
127000000	3
9900000	2
88950000	2
8000000	2
6990000	2
6900000	2
6116666	2
4960000	2
4290000	2
3909090	2
33240000	2
32600000	2

productSKU

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

GGOENEBQ078999	225
GGOENEBB078899	209
GGOENEBJ079499	171
GGOENEBQ079199	125
GGOENEBD084799	111
GGOENEBQ084699	101
GGOENEBQ079099	98
GGOEGAAX0104	80
GGOEGHPJ080310	76
GGOEGFKA022299	65
GGOEGBJL013999	65
GGOEGESQ016799	61
GGOEGESB015099	59
GGOEGCBC074299	58
GGOEGDHQ015399	56
GGOEAXXX0808	54
GGOEGBJC019999	49
GGOEGESC014099	48
GGOEGFKQ020399	47
GGOEGCMB020932	47

v2ProductName

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

Nest® Cam Outdoor Security Camer...	232
Nest® Cam Indoor Security Camera...	210
Nest® Learning Thermostat 3rd Ge...	173
Google Men's 100% Cotton Short S...	126
Nest® Protect Smoke + CO White W...	125
Nest® Learning Thermostat 3rd Ge...	114
Nest® Learning Thermostat 3rd Ge...	103
Nest® Protect Smoke + CO White B...	99
Google Blackout Cap	76
Google Sunglasses	75
Google Women's Vintage Hero Tee ...	72
Google Men's Zip Hoodie	71
Android Men's Long Sleeve Badge ...	69
Google Tri-blend Hoodie Grey	66
Keyboard DOT Sticker	65
Google Men's Watershed Full Zip ...	65
Google Canvas Tote Natural/Navy	65
Android Men's Vintage Tank	64
Plastic Sliding Flashlight	61
Basecamp Explorer Powerbank Flas...	60

v2ProductCategory

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

Apparel	676
Home/Nest/Nest-USA/	666
Home/Apparel/Men's/Men's-T-Shirt...	517
(not set)	445
Nest-USA	366
Home/Electronics/	314
Home/Apparel/Women's/Women's-T-S...	221
Home/Office/Notebooks & Journals/	205
Home/Apparel/Headgear/	199
Home/Office/	183
Home/Apparel/Men's/Men's-Outerwe...	177
Home/Apparel/Kid's/Kid's-Infant/	172
Home/Bags/	156
Home/Accessories/Fun/	146
Home/Apparel/Men's/	131
Office	126
Home/Accessories/	124
Home/Shop by Brand/Google/	122
Home/Drinkware/	112
Lifestyle	108

productVariant

Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 20 values

(not set)	5,051
Single Option Only	945
SM	163
MD	156
LG	150
XL	78
BLUE	43
2XL	34
6M	32
BLACK	17
RED	16
10/12 Y	14
GREEN	10
14/16 Y	9
3T	8
S/M	7
8/10 Y	7
7 Y	7
5/6T	7
XS	6

currencyCode

Type	String
Valid	6,485
Mismatched	0
Empty	292

Top value

USD	6,485

transactionRevenue

Type	String
Valid	279
Mismatched	0
Empty	6,498

Top 20 values

409210000	22
140070000	12
176390000	11
991730000	10
235530000	9
1002780000	8
152690000	7
62310000	6
48670000	6
45640000	6
44350000	6
275280000	6
161140000	6
87480000	5
40310000	5
36400000	5
34760000	5
315380000	5
2934610000	5
37790000	4

transactionId

Type	String
Valid	582
Mismatched	0
Empty	6,195

Top 20 values

ORD201708012517	48
ORD201708012584	44
ORD201708012558	22
ORD201708012572	20
ORD201708012449	20
ORD201708012481	18
ORD201708012550	16
ORD201708012533	16
ORD201708012562	14
ORD201708012543	12
ORD201708012493	12
ORD201708012415	12
ORD201708012360	12
ORD201708012585	10
ORD201708012578	10
ORD201708012560	10
ORD201708012539	10
ORD201708012527	10
ORD201708012479	10
ORD201708012473	10

pageTitle

Type	String
Valid	6,772
Mismatched	0
Empty	5

Top 20 values

Nest-USA	666
Checkout Confirmation	582
Men's T-Shirts | Apparel | Googl...	517
Payment Method	463
Checkout Your Information	400
Electronics | Google Merchandise...	314
Checkout Review	281
Women's T-Shirts | Apparel | Goo...	221
Notebooks & Journals | Office | ...	205
Headgear | Apparel | Google Merc...	199
Store search results	185
Office | Google Merchandise Store	183
Men's Outerwear | Apparel | Goog...	177
Infant | Kids' Apparel | Google ...	172
Bags | Google Merchandise Store	156
Fun | Accessories | Google Merch...	146
Men's Apparel | Google Merchandi...	131
Accessories | Google Merchandise...	124
Google | Shop by Brand | Google ...	122
Drinkware | Google Merchandise S...	112

searchKeyword

Type	String
Valid	0
Mismatched	0
Empty	6,777

No valid values

pagePathLevel1

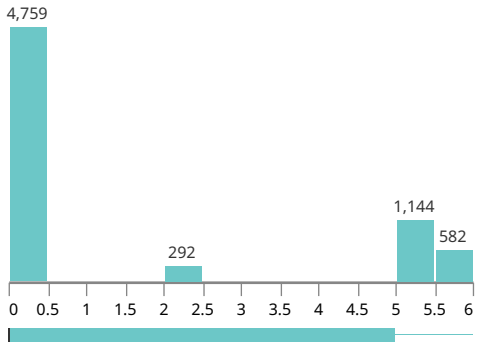
Type	String
Valid	6,777
Mismatched	0
Empty	0

Top 9 values

/google+redesign/	4,825
/ordercompleted.html	582
/payment.html	463
/yourinfo.html	400
/revieworder.html	281
/asearch.html	171
/store.html	36
/asearch.html/	14
/storeitem.html	5

eCommerceAction_type

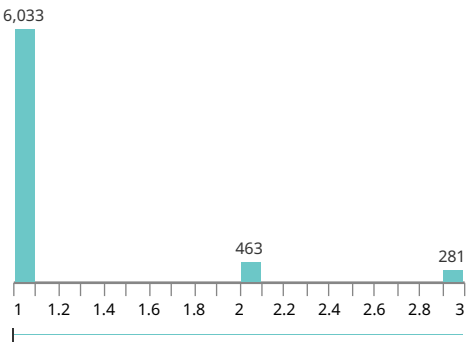
Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	0
Lower quartile	0
Median	0
Upper quartile	5
Maximum	6

eCommerceAction_step

Type	Integer
Valid	6,777
Mismatched	0
Empty	0



Minimum	1
Lower quartile	1
Median	1
Upper quartile	1
Maximum	3

eCommerceAction_option

Type	String
Valid	1,144
Mismatched	0
Empty	5,633

Top 3 values

Payment	463
Billing and Shipping	400
Review	281