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|---|---|
| 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 |

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