Dataset report of a burrow data file

Suzanne Fox

February 2017

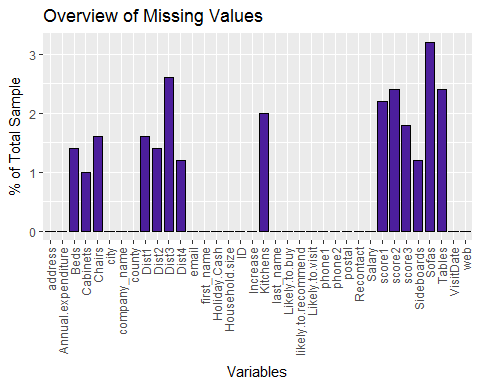
## Dataset details

Source data name - testdata  
Source data description - test data csv  
Burrow data created - Sun Feb 05 2017, 13:44:22  
Dataset dimensions - 36 columns (variables) and 500 rows (cases)

## Best Guess at datatype for each variable

Variable Datatype  
 ID NUMBER  
 first\_name TEXT 95% UNIQUE  
 last\_name TEXT 98% UNIQUE  
 company\_name TEXT 99% UNIQUE  
 address TEXT 99% UNIQUE  
 city TEXT 92% UNIQUE  
 county TEXT 21% UNIQUE  
 postal GEO\_POSTCODE  
 phone1 MAINLY NUMERIC 98% UNIQUE  
 phone2 MAINLY NUMERIC 99% UNIQUE  
 email TEXT 99% UNIQUE  
 web WEB\_URL  
 Household.size CATEGORICAL  
 Likely.to.buy SCALE\_210120  
 likely.to.recommend SCALE\_210120  
 Likely.to.visit SCALE\_210120  
 score1 NUMBER  
 score2 NUMBER  
 score3 NUMBER  
 VisitDate DATE\_DDMMYYYY\_DASHES  
 Tables BIT\_ONEZERO  
 Chairs BIT\_ONEZERO  
 Cabinets BIT\_ONEZERO  
 Beds BIT\_ONEZERO  
 Sofas BIT\_ONEZERO  
 Sideboards BIT\_ONEZERO  
 Kitchens BIT\_ONEZERO  
 Salary CURRENCY\_UK  
 Annual.expenditure CURRENCY\_UK  
 Dist1 NUMBER  
 Dist2 NUMBER  
 Dist3 DECIMALS  
 Dist4 DECIMALS  
 Increase PERCENT  
 Holiday.Cash CURRENCY\_USA  
 Recontact BIT\_YESNO

## Variable analysis - level of missing values



## Variable analysis - level of unique values

