id

Country where it connects

City

Client who receive an email

Full device name/ model

Number of visit

Hour / date of connection

Source of search engine

Search term

Version of the website (there are 18 of them)

Language

Name of the page

Name of the animation

Keyword of the search

Name of the product

Product price

There is no selling in china

Each line is a navigation info (not all of them is interesting) so you have to get rid of some of them.

Client information

Mainly female clients

39 years old on average => not all users give their age

average 850 euros

purchase 2 products per year

there is a big decrease of the age of the users