Data Mining Cup 1 (WS 2015/16)

Description

The data set contains session data from an online shop. For instance, it includes data about the corresponding customer account, the products that were clicked on, as well as general information about the session.

Classification Task

Often potential customers visit an online shop's website, where they look at interesting products and even add them to their virtual shopping cart, without necessarily placing an order. Your task is to predict whether such a session actually leads to a purchase by the customer.

Attributes

Attribute	Description	Comment / Example
id	instance identifier and running number of the session	
startHour	hour at which the session has begun	
startWeekday	day of week in which the session has begun	e.g. "1" for Monday
duration	time in seconds passed since start of the session	
clickCount	number of the products clicked on	
clickMinPrice	lowest price of a product clicked on	
clickMaxPrice	highest price of a product clicked on	
cartCount	number of products put in the shopping cart	
cartMinPrice	lowest price of all products put in the shopping basket	
cartMaxPrice	highest price of all products put in the shopping basket	
cartSumPrice	sum of the prices of all products put in the shopping basket	
onlineStatus	indicates whether the customer is online	"y", "n"
availability	delivery / availability status of the product(s)	
maxVal	maximum admissible purchase price for the customer	
customerScore	customer evaluation from the point of view of the shop	
accountLifetime	lifetime of the customer's account in months	
payments	number of payments effected by the customer	
age	age of the customer	
addressType	address / salutation type of the customer	"1" for "Mr", "2" for "Mrs", 3 for "Company"
lastOrder	time in days passed since the last order	
order	outcome of the session (class attribute)	"y" when an order was placed, "n" if not