Profile report – all_sessions_raw_dataprep

Ecommerce Analytics Pipeline – Job ID: 28472693

All Data 33 columns 7,446 rows 3 data types • 77% valid values • 2% mismatching values • 20% missing values **Output destinations** Name Location Status bigguery://qwiklabs-gcp-00-f4bb82acf5f3/ecommerce/revenue_reporting revenue_reporting Data sources Schema validation Name Location all_sessions_raw_dataprep bigquery://qwiklabs-gcp-00-f4bb82acf5f3/ecommerce/ No schema changes found all_sessions_raw_dataprep

Execution summary

Job Status Completed

> Job Type Manual

Environment BigQuery

Start time

Fri, Nov 1, 2024 8:15 PM -03:00

End time

Fri, Nov 1, 2024 8:15 PM -03:00

Duration 24 sec

fullVisitorId channelGrouping time country Type String Type String Type Integer Type String Valid 7.446 Valid 7,446 Valid 7,446 Valid 7,446 Mismatched 0 Mismatched 0 Mismatched 0 Mismatched 0 **Empty** 0 **Empty** 0 **Empty** 0 **Empty** 0 Top 20 values Top 5 values Top 3 values 3.983 825 329 4520185947201930710 5,019 7,421 Referral United States 9852625334775123501 Organic Search 1,321 Finland 13 260 1,041 12 1771797970955200965 Direct Canada 256 57 9947542428111966715 Paid Search 233 232 209 8 9135964269759937258 Display 748200454615490914 1,468 056516105397733466 192 385231150756085903 185 8812275451738413277 5408509515083537446 180 168 7519145914292413159 152 2053321357504839510 5M 0M 144 4036233621975669453 142 8945917216741229076 135 1623443938929969178 Minimum 134 6434429149954155169 Lower quartile 151,856 126 9641690225668962441 4897021424322518417 124 Median 434,335 121 5936878543289156144 Upper quartile 1,062,280 115 8074064886439057273 Maximum 4,884,597 city totalTransactionRevenue totalTransactionRevenue1 transactions String Type Type Type Integer Type Integer Integer Valid 7,446 Valid 7,446 Valid 1,575 Valid 7,446 0 0 5.871 0 Mismatched Mismatched Mismatched Mismatched 0 0 0 **Empty Empty Empty Empty** 0 Top 19 values 6,796 5.023 2,000 not available in demo dataset 1,714 New York 816 Sunnvvale 750 Mountain View 637 305 San Francisco 430 251 Palo Alto 185 Ann Arbor Atlanta 112 925 106 650 Austin 237 24 84 San lose 80 Seattle 0.4B 0.8B 1.2B 1.6B 2B 2.4B 2.8B 100 200 300 400 500 600 700 1 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9 2 77 Kirkland 70 Cambridge - 1 44 Redmond Minimum 27 Minimum 3,990,000 Minimum 29 26 Washington Lower quartile 48,540,000 Lower quartile 123 Lower quartile Santa Clara

128,000,000

276,000,000

2,934,610,000

Median

Maximum

Upper quartile

153

245

747

Median

Maximum

Upper quartile

Fremont

Toronto

23

12

Median

Maximum

Upper quartile

timeOnSite Туре Integer Valid 7,446 Mismatched 0 Empty 2,665 1,209 741 691 435 367 1k 2k 5k Minimum 56

Lower quartile

Upper quartile

Median

Maximum

Maximum

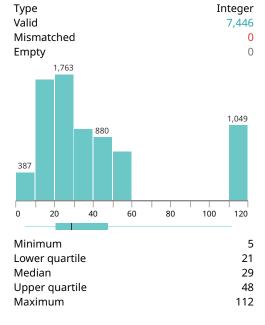
0

742

1,186

2,025

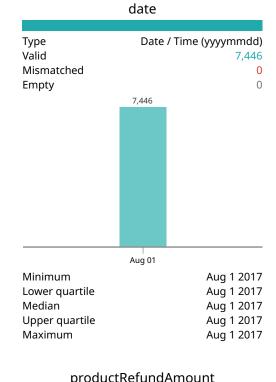
4,885



pageviews

Type Valid Mismatched Empty			Integ 7,4	
			1,461	1
8 15	338	839	1,117	
0 20 4	0 6	0 :	30 1	00
Minimum Lower quartile Median Upper quartile Maximum			•	2 70 79 90

sessionQualityDim



	visit	Ιd		
Type Valid Mismatched Empty		1,699		Integer 7,446 0 0
1,056 551 30 1.501585B	469		224	638 244 1.50166B
Minimum Lower quartile Median Upper quartile			1, 1,	,501,585,011 ,501,607,749 ,501,623,575 ,501,635,362

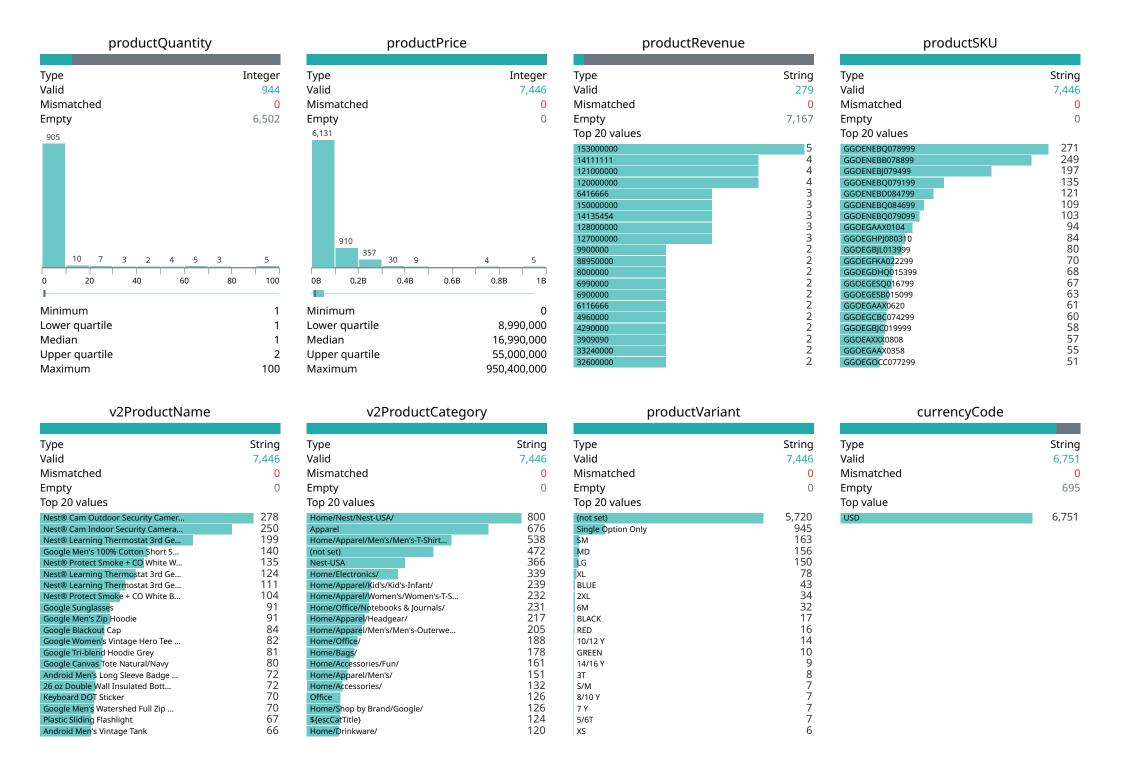
unique_session_iu		
Type	String	
Valid	7,446	
Mismatched	0	
_	0	
Empty	U	
Top 20 values		
4520185947201930710-1501627131	720	
9852625334775123501-1501623575	329	
1771797970955200965-1501624252	260	
9947542428111966715-1501608078	256	
9135964269759937258-1501647149	233	
7482004546154 90914-1501598702	232	
056516105397733466-1501646467	209	
385231150756085903-1501603468	192	
8812275451738413277-1501651868	185	
5408509515 083537446-1501592752	180	
7519145914292413159-1501628356	168	
2053321357504839510-1501651007	152	
4036233621975669453-1501635362	144 142	
8945917216741229076-1501606687	135	
1623443938929969178-1501653087	133	
6434429149954155169-1501614315 4897021424322518417-1501617938	124	
5936878543289156144-1501614938	124	
8074064886439057273-1501625413	115	
407317080599159176-1501605136	115	
-0751700005517051705130	113	

unique session id

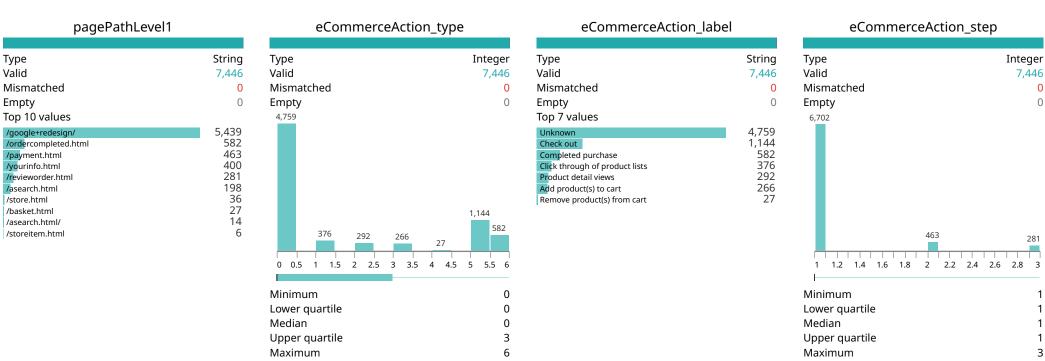
type	
Type	String
Valid	7,446
Mismatched	0
Empty	0
Top 2 values	
PAGE	6,777 669
EVENT	669

productiverariary	iiiioaiic
Type	String
Valid	0
Mismatched	0
Empty	7,446
No valid values	

1,501,656,817



pageTitle searchKeyword transactionRevenue transactionId Type String Type String Type String Type Valid 279 Valid 582 Valid 7,440 Valid Mismatched 0 Mismatched 0 Mismatched 0 Mismatched **Empty** 7,167 **Empty** 6,864 **Empty** 6 **Empty** Top 20 values Top 20 values Top 20 values No valid values 22 48 Nest-USA 800 409210000 ORD201708012517 12 ORD201708012584 44 **Checkout Confirmation** 582 140070000 22 11 Men's T-Shirts | Apparel | Googl.. 538 176390000 ORD201708012558 20 463 10 ORD201708012572 991730000 Payment Method 9 20 400 235530000 ORD201708012449 Checkout Your Information 8 18 339 1002780000 ORD201708012481 Electronics | Google Merchandise... ORD201708012550 16 281 152690000 Checkout Review 239 6 16 62310000 ORD201708012533 Infant | Kids' Apparel | Google ... 14 232 48670000 6 ORD201708012562 Women's T-Shirts | Apparel | Goo... 6 12 Notebooks & Journals | Office | ... 231 45640000 ORD201708012543 6 12 217 44350000 ORD201708012493 Headgear | Apparel | Google Merc... 12 212 6 275280000 ORD201708012415 Store search results 12 205 Men's Outerwear | Apparel | Goog... 87480000 5 10 Office | Google Merchandise Store 188 ORD201708012585 5 10 178 40310000 ORD201708012578 Bags | Google Merchandise Store 5 10 161 36400000 ORD201708012560 Fun | Accessories | Google Merch... 5 10 151 34760000 ORD201708012539 Men's Apparel | Google Merchandi... 5 ORD201708012527 10 Accessories | Google Merchandise... 132 315380000 5 10 126 2934610000 ORD201708012479 Google | Shop by Brand | Google ... 10 120 37790000 ORD201708012473 Drinkware | Google Merchandise S... pagePathLevel1 eCommerceAction_type eCommerceAction label



0

0

String

7,446

0

0

eCommerceAction_option

Туре	String
Valid	1,144
Mismatched	(
Empty	6,302
Top 3 values	
Payment	463
Billing and Shipping	400
Review	281