Profile report – all_sessions_raw_dataprep – 2

Untitled Flow - 3 - Job ID: 28621013

All Data 33 columns 7,446 rows 3 data types

33 columns 7,446 rows 3 data types

• 77% valid values

• 2% mismatching values

20% missing values

Output destinations

Name	Location	Status
revenue_reporting	bigquery://qwiklabs-gcp-01-1872f8a2f889/ecommerce/revenue_reporting	-

Data sources

Name	Location	Schema validation
all_sessions_raw_dataprep – 2	bigquery://qwiklabs-gcp-01-1872f8a2f889/ecommerce/ all_sessions_raw_dataprep	No schema changes found

Execution summary

Job Status Completed

> Job Type Manual

Environment

BigQuery

Start time

Sun, Nov 10, 2024 4:44 PM -03:00

End time

Sun, Nov 10, 2024 4:45 PM -03:00

Duration 35 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 Referral 5,019 7,421 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 1M 144 4036233621975669453 142 8945917216741229076 135 1623443938929969178 Minimum 134 6434429149954155169 Lower quartile 151,899 126 9641690225668962441 4897021424322518417 124 Median 430,703 121 5936878543289156144 Upper quartile 1,047,937 115 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 0 2,665 1,209 741 691 435 367 1k 2k 5k Minimum 56

742

1,222

2,025

4,885

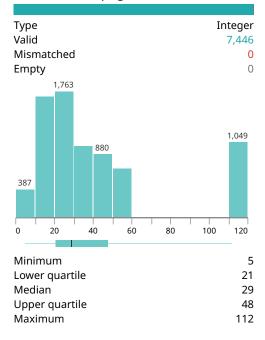
Lower quartile

Upper quartile

Median

Maximum

Maximum



pageviews

Type Valid Mismatched Empty					eger 7,446 0
				1	,461
8	122	338 241	839	,117	
0 20	40	60	8	80	100
Minimum Lower quartile Median Upper quartile Maximum					2 70 79 90 97

sessionQualityDim



	visit	Id	
Type Valid Mismatched Empty		1,699	Integer 7,446 0 0
1,05 551 30 1.501585B	469		638 224 244 1.50166B
Minimum Lower quartile Median Upper quartile			1,501,585,011 1,501,607,749 1,501,623,575 1,501,635,362

unique_session_id	
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
5408509515083537446-1501592752	180
751914591 4292413159-1501628356	168
2053321357504839510-1501651007	152
4036233621975669453-1501635362	144
8945917216741229076-1501606687	142 135
1623443938929969178-1501653087	135
6434429149954155169-1501614315 4897021424322518417-1501617938	134
5936878543289156144-1501614663	124
8074064886439057273-1501625413	115
407317080599159176-1501605136	115
10/3// 000337/13/// 0-130/1003/130	113

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

productRefundAn	nount
Туре	String
Valid	0
Mismatched	0
Empty	7,446
No valid values	

1,501,656,817



	•	,	
Туре			String
Valid			0
Mismatched			0
Empty			7,446
No valid values			

itemQuantity

transactionId Type String Valid 582 Mismatched 0 **Empty** 6,864 Top 20 values 48 ORD201708012517 44 22 ORD201708012584 ORD201708012558 20 20

18

16

16

14

12 12

12

12

10

10

10

10

10

10

10

Men's Outerwear | Apparel | Goog...

Office | Google Merchandise Store

Fun | Accessories | Google Merch...

Men's Apparel | Google Merchandi...

Accessories | Google Merchandise...

Google | Shop by Brand | Google ...

Drinkware | Google Merchandise S...

Bags | Google Merchandise Store

ORD201708012572 ORD201708012449

ORD201708012481

ORD201708012550

ORD201708012533

ORD201708012562

ORD201708012493

ORD201708012415

ORD201708012585

ORD201708012578

ORD201708012560

ORD201708012539

ORD201708012527

ORD201708012479

ORD201708012473

Type	String
Valid	7,440
Mismatched	0
Empty	6
Top 20 values	
Nest-USA	800
Checkout Confirmation	582
Men's T-Shirts Apparel Googl	538
Payment Method	463
Checkout Your Information	400
Electronics Google Merchandise	339
Checkout Review	281
Infant Kids' Apparel Google	239
Women's T-Shirts Apparel Goo	232
Notebooks & Journals Office	231
Headgear Apparel Google Merc	217
Store search results	212

pageTitle

Туре	String
Valid	0
Mismatched	0
Empty	7,446

No valid values

205

188

178

161

151

132

126

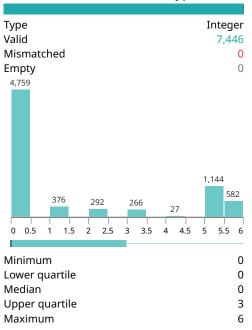
120

searchKeyword

pagePathLevel1

Type	String
Valid	7,446
Mismatched	0
Empty	0
Top 10 values	
/google+redesign/	5,439
/ordercompleted.html	582
/payment.html	463
/yourinfo.html	400
/revieworder.html	281
/asearch.html	198
/store.html	36
/basket.html	27
/asearch.html/	14
/storeitem.html	6

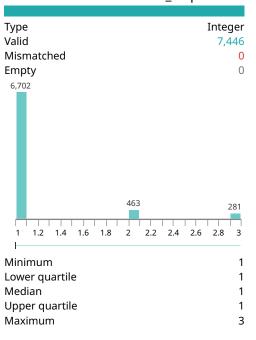




Checkout_options

Type String Valid 7,446 Mismatched 0 Empty 0 Top 7 values		
Mismatched 0 Empty 0 Top 7 values Unknown 4,759 Check out 1,144 Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266	Type	String
Empty 0 Top 7 values 4,759 Unknown 4,759 Check out 1,144 Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266	Valid	7,446
Unknown 4,759 Check out 1,144 Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266	Mismatched	0
Unknown 4,759 Check out 1,144 Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266	Empty	0
Check out 1,144 Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266	Top 7 values	
Completed purchase 582 Click through of product lists 376 Product detail views 292 Add product(s) to cart 266		
Click through of product lists 376 Product detail views 292 Add product(s) to cart 266		
Product detail views 292 Add product(s) to cart 266		
Remove product(s) from cart 27	The state of the s	
	Remove product(s) from cart	27

eCommerceAction_step



eCommerceAction_option

Туре	String
Valid	1,144
Mismatched	0
Empty	6,302
Top 3 values	
Payment	463
Billing and Shipping	400
Review	281