

# Customer Journey EDA Report (Full Dataset)

Data file: C:\Users\samvi\Downloads\dat\_train1.csv

Delimiter: ','

Events processed: 54,960,961

Journeys: 2,020,206

Inactivity threshold: 60 days

Success event: order\_shipped

Dataset window: 2020-11-03 03:31:30+00:00 to 2023-01-23 12:29:56+00:00

Partitions: 256

## Journey outcomes

Outcomes are labeled as SUCCESS if a journey contains **order\_shipped**, INACTIVITY if it ends with  $\geq 60$  days of inactivity within the observed window, and CENSORED if the observed dataset ends before we can observe 60 days of inactivity.

outcome	count	share
INACTIVITY	1582518	0.7833
SUCCESS	279363	0.1383
CENSORED	158325	0.07837

## Journey length and timing

### *Actions per journey*

metric	actions_count
count	2.02e+06
mean	27.21
std	37.79
min	1
p01	1
p05	1
p25	5
p50	16
p75	35
p95	90
p99	172
max	3299

### *Journey duration (days)*

metric	duration_days
count	2.02e+06

mean	62.69
std	73.15
min	0
p01	0
p05	0
p25	1.909
p50	35
p75	98.55
p95	214.8
p99	297.8
max	437.1

### ***Inter-action gaps (days)***

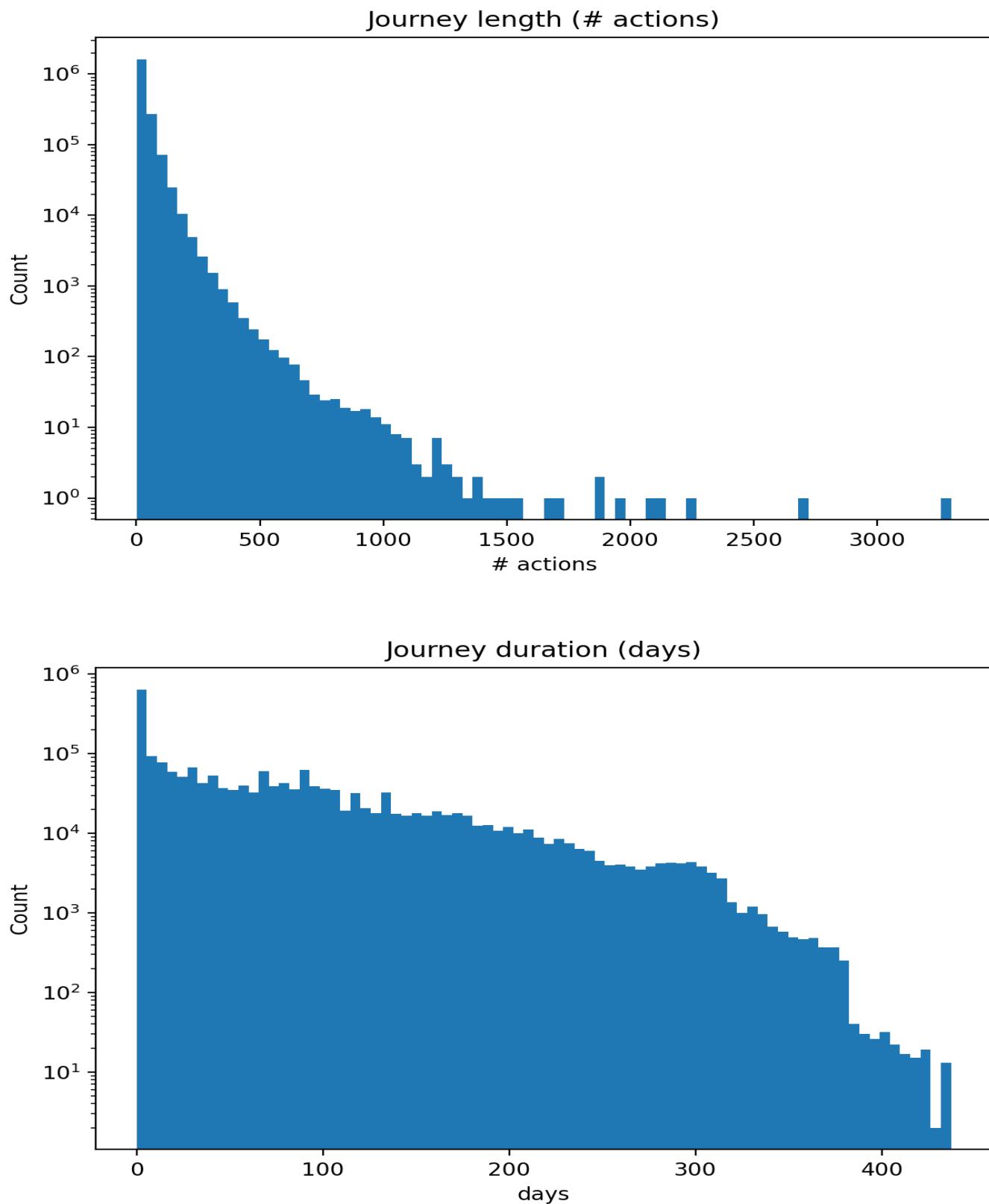
metric	gap_days
count	5.294e+07
mean	2.392
std	7.609
min	0
p01	0
p05	0
p25	0.0001505
p50	0.0007986
p75	0.0314
p95	19.02
p99	40.79
max	60

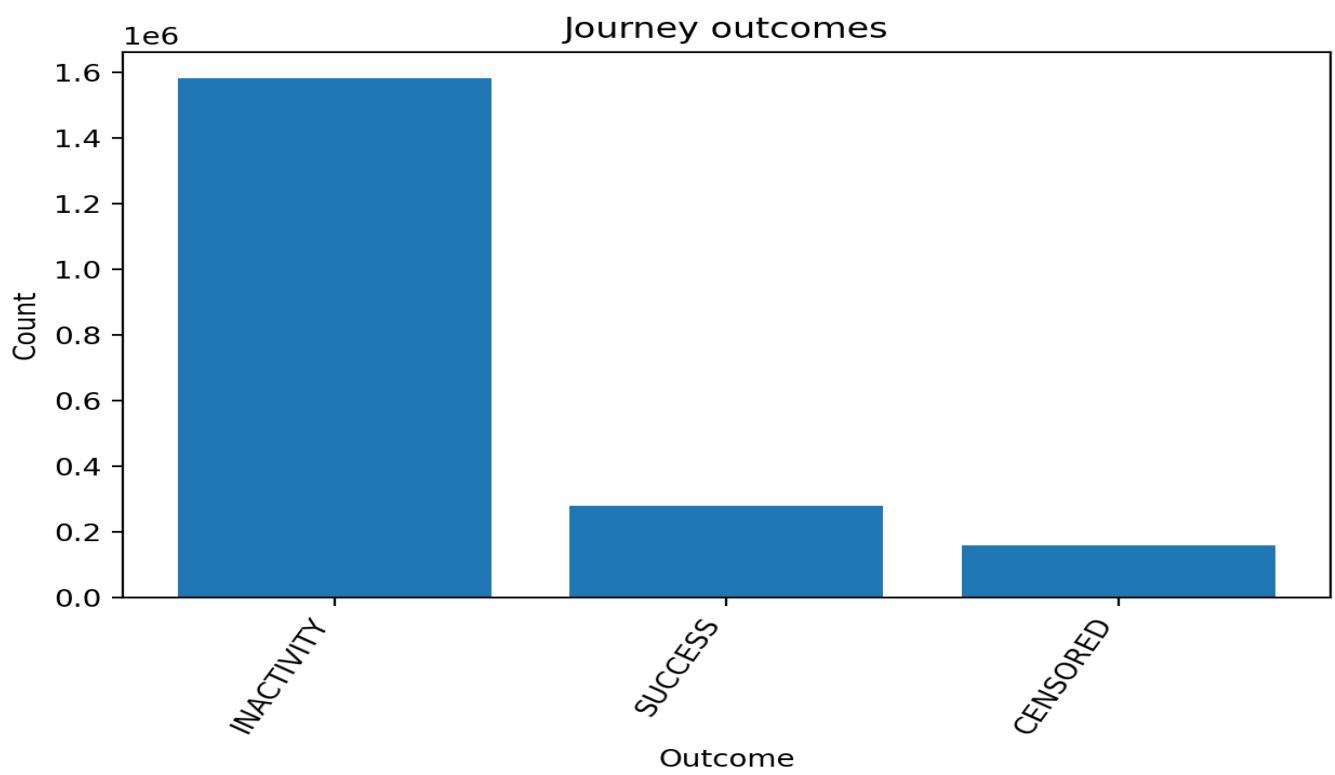
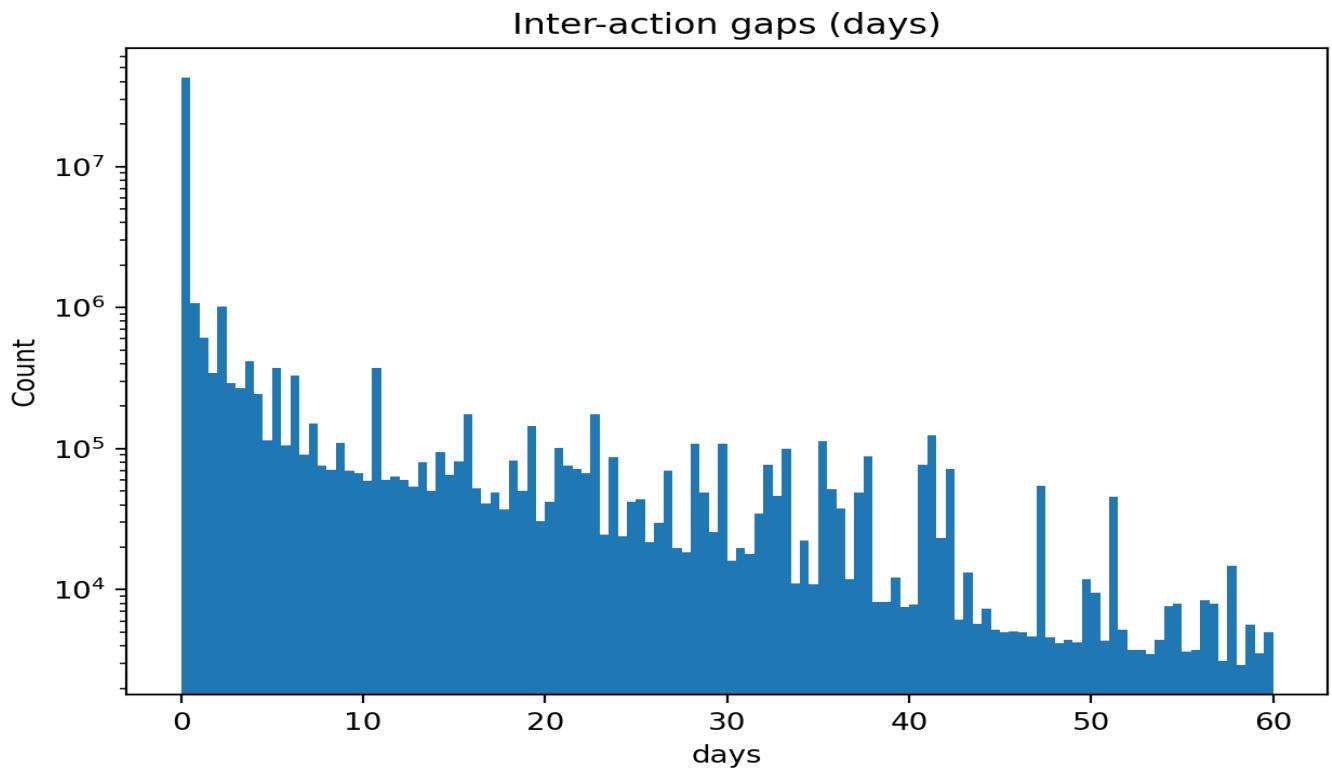
## **Common actions**

ed_id	event_name	count	share
4	browse_products	1.953e+07	0.3553
19	application_web_view	7.782e+06	0.1416
1	promotion_created	6.553e+06	0.1192
5	view_cart	5.985e+06	0.1089
11	add_to_cart	3.714e+06	0.06758
6	begin_checkout	2.419e+06	0.04402
21	catalog_(mail)	2.235e+06	0.04067
12	application_web_approved	1.393e+06	0.02535
24	campaignemail_clicked	1.393e+06	0.02535

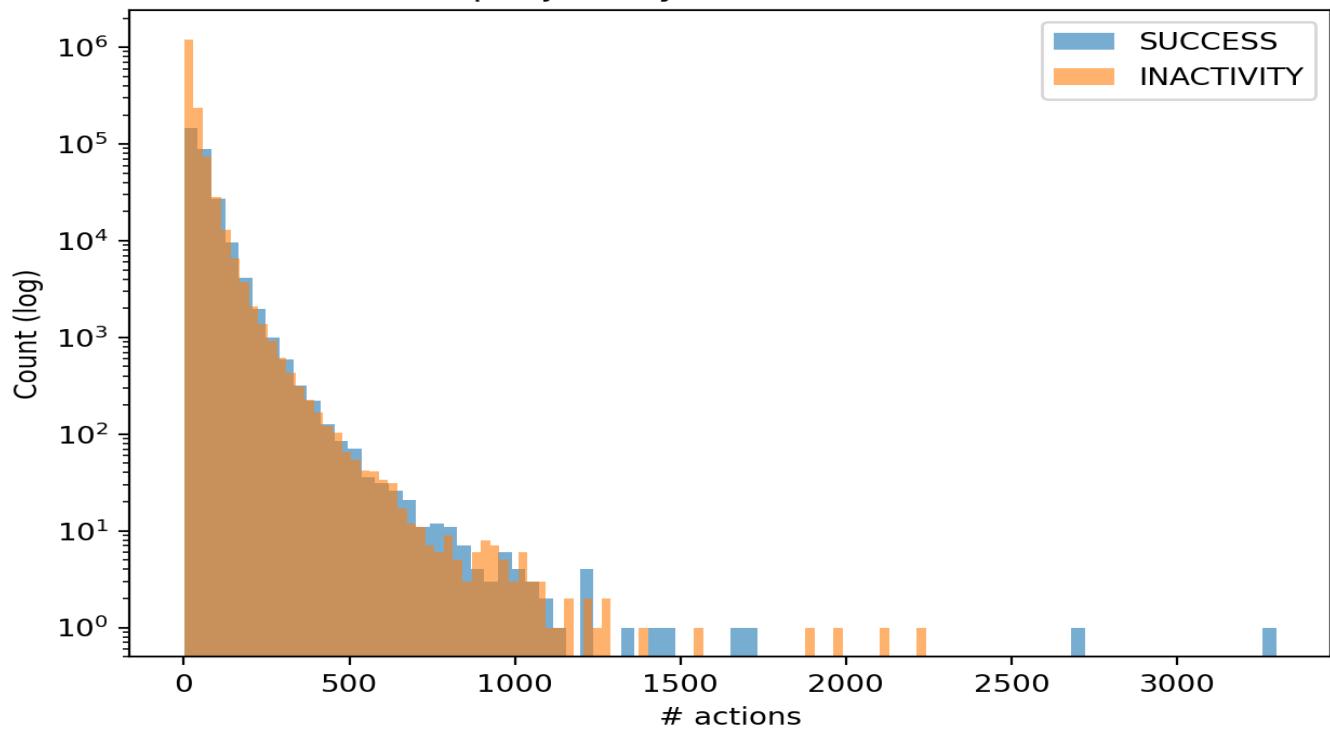
3	application_web_submit	1.204e+06	0.02191
2	campaign_click	8.555e+05	0.01557
8	place_downpayment	3.748e+05	0.006819
29	account_activitation	3.579e+05	0.006512
7	place_order_web	2.997e+05	0.005453
27	account_downpaymentcleared	2.874e+05	0.005229
28	order_shipped	2.795e+05	0.005086
22	pre-application_(3rd_party_affiliates)	1.412e+05	0.002569
18	place_order_phone	5.885e+04	0.001071
15	application_phone_approved	3.733e+04	0.0006792
13	application_web_declined	3.643e+04	0.0006628
23	site_registration	1.704e+04	0.0003099
26	account_downpaymentreceived	7661	0.0001394
16	application_phone_declined	502	9.134e-06
20	catalog_(email)_(experian)	435	7.915e-06
10	fingerhut_university	147	2.675e-06

## Figures





Actions per journey: SUCCESS vs INACTIVITY



Journey duration (days): SUCCESS vs INACTIVITY

