Data Profiling Report

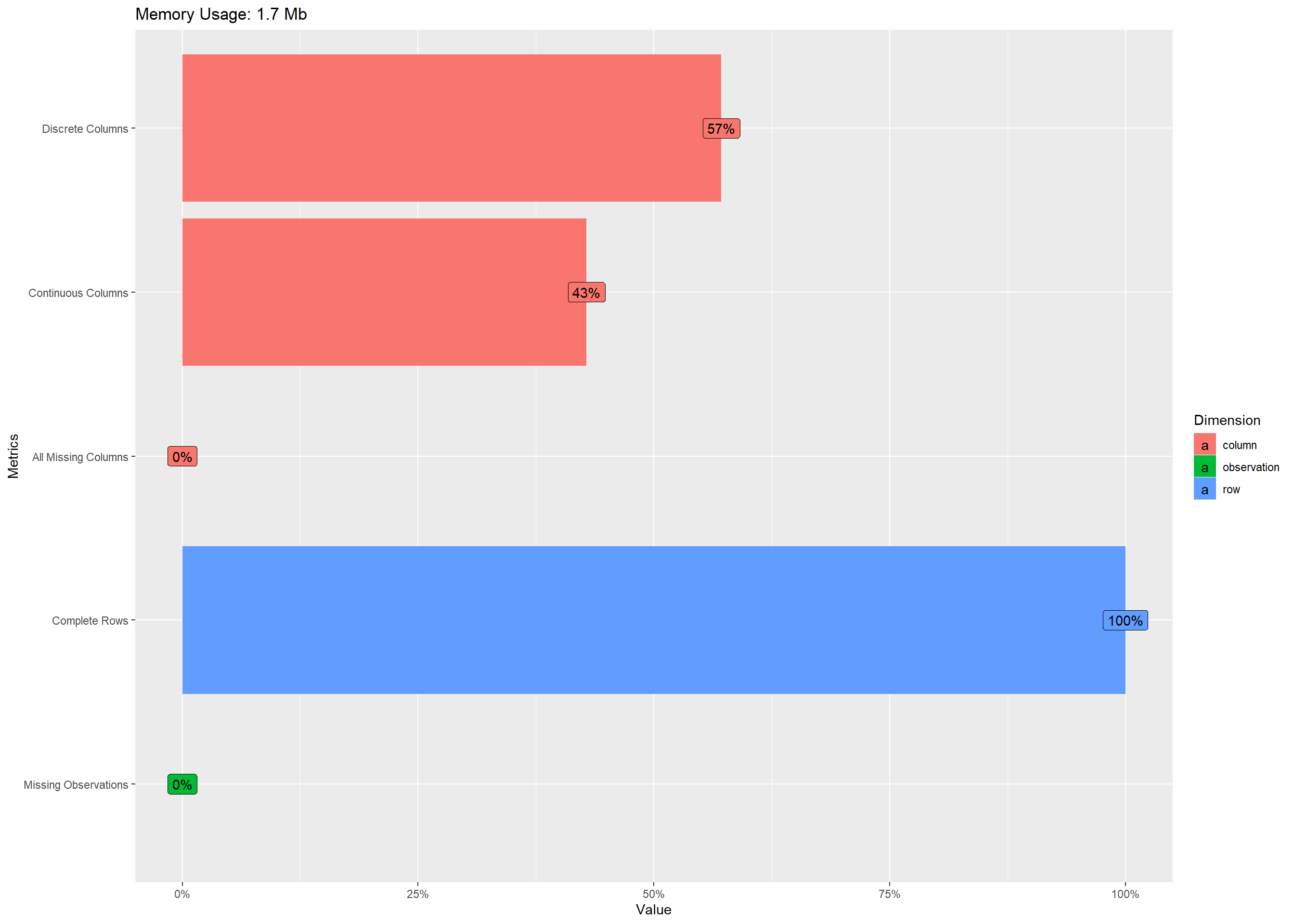
* [Basic Statistics](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#basic-statistics)
  + [Raw Counts](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#raw-counts)
  + [Percentages](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#percentages)
* [Data Structure](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#data-structure)
* [Missing Data Profile](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#missing-data-profile)
* [Univariate Distribution](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#univariate-distribution)
  + [Histogram](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#histogram)
  + [Bar Chart (by frequency)](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#bar-chart-by-frequency)
  + [QQ Plot](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#qq-plot)
* [Correlation Analysis](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#correlation-analysis)
* [Principal Component Analysis](file:///C:\Users\Euneese\Documents\PREWORK_CM\Module-1\excel-challeng\Kickstart_Data_Profile_Report.html#principal-component-analysis)

Basic Statistics

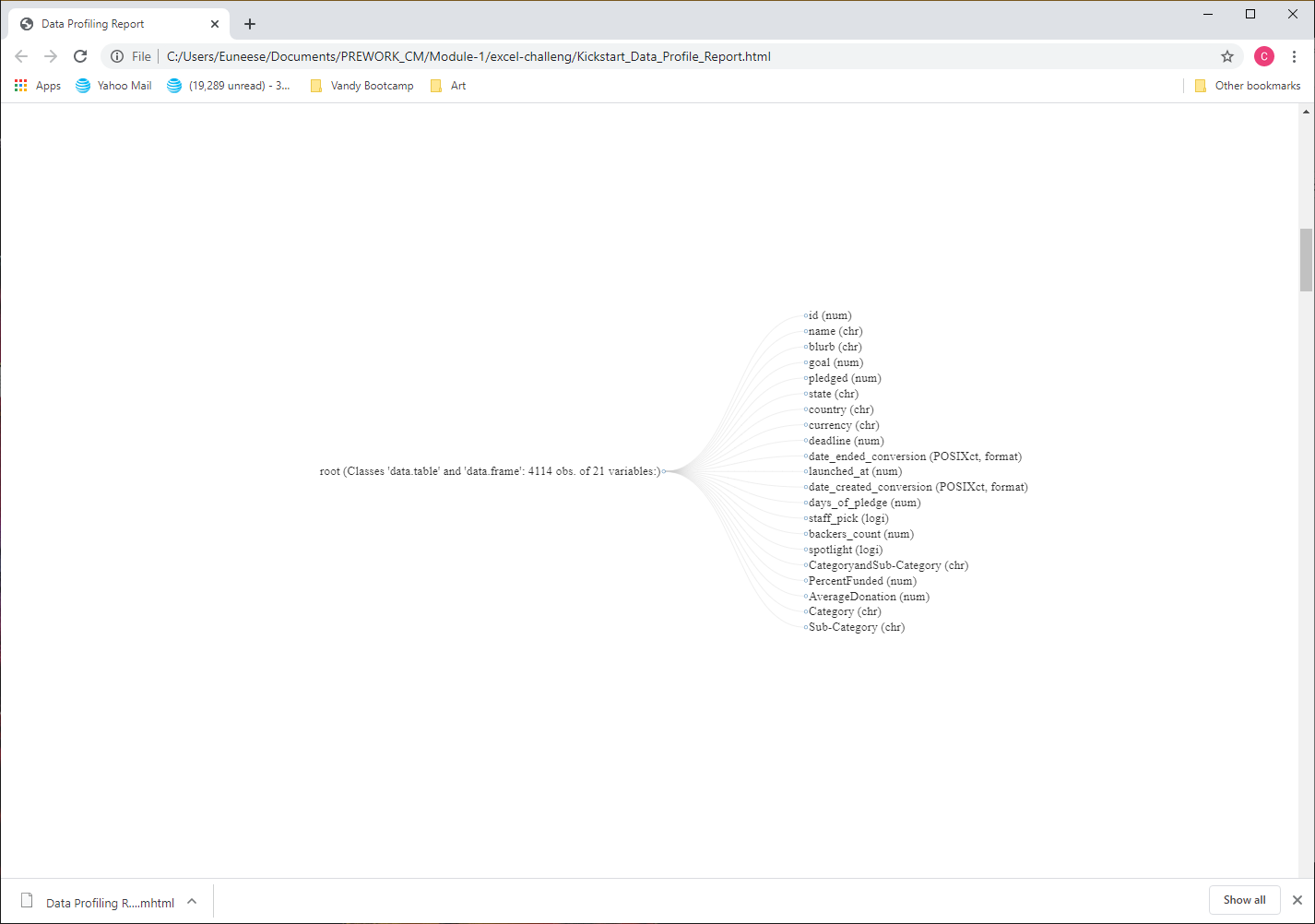
Raw Counts

| **Name** | **Value** |
| --- | --- |
| Rows | 4,114 |
| Columns | 21 |
| Discrete columns | 12 |
| Continuous columns | 9 |
| All missing columns | 0 |
| Missing observations | 0 |
| Complete Rows | 4,114 |
| Total observations | 86,394 |
| Memory allocation | 1.7 Mb |

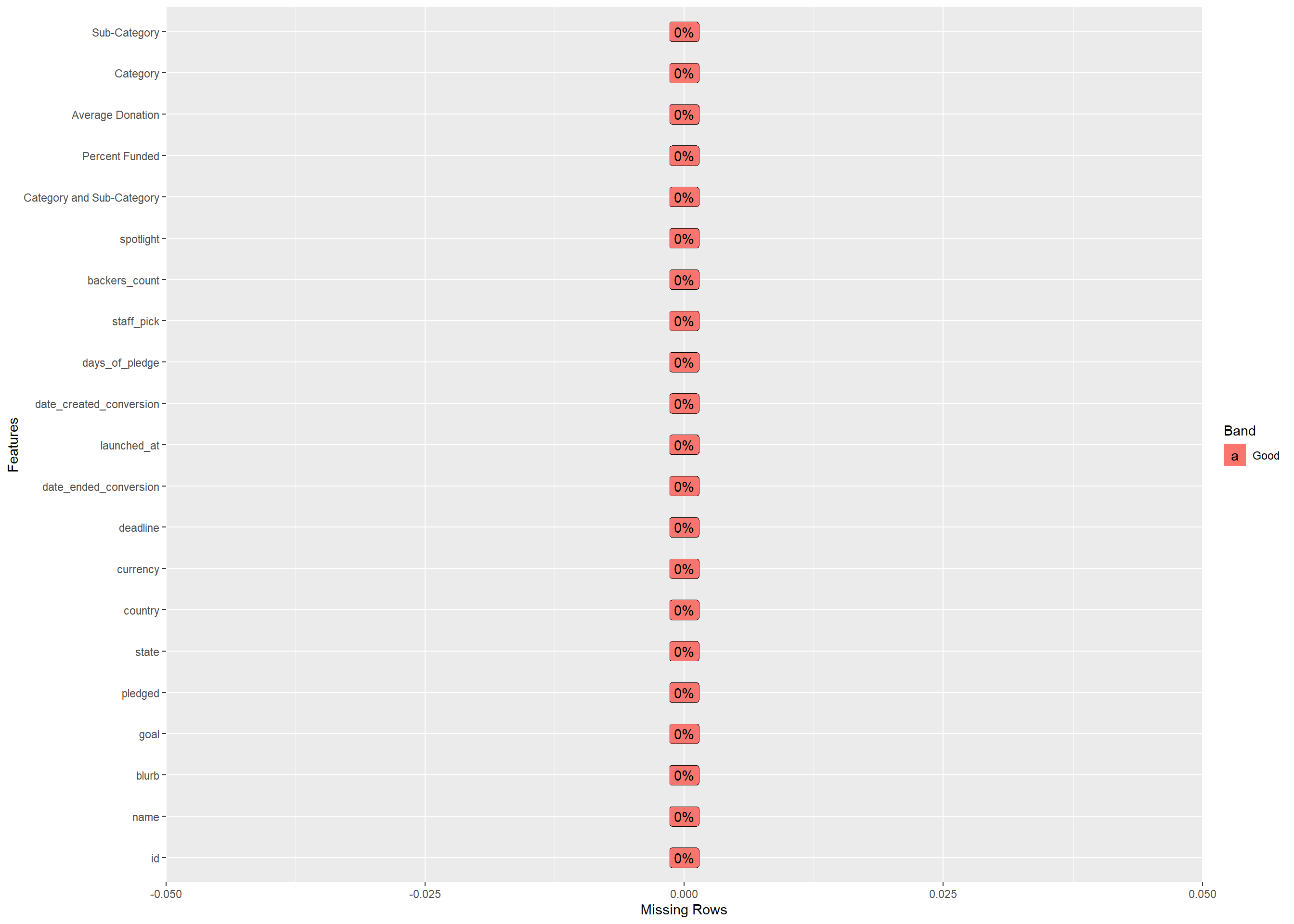
Percentages



Data Structure

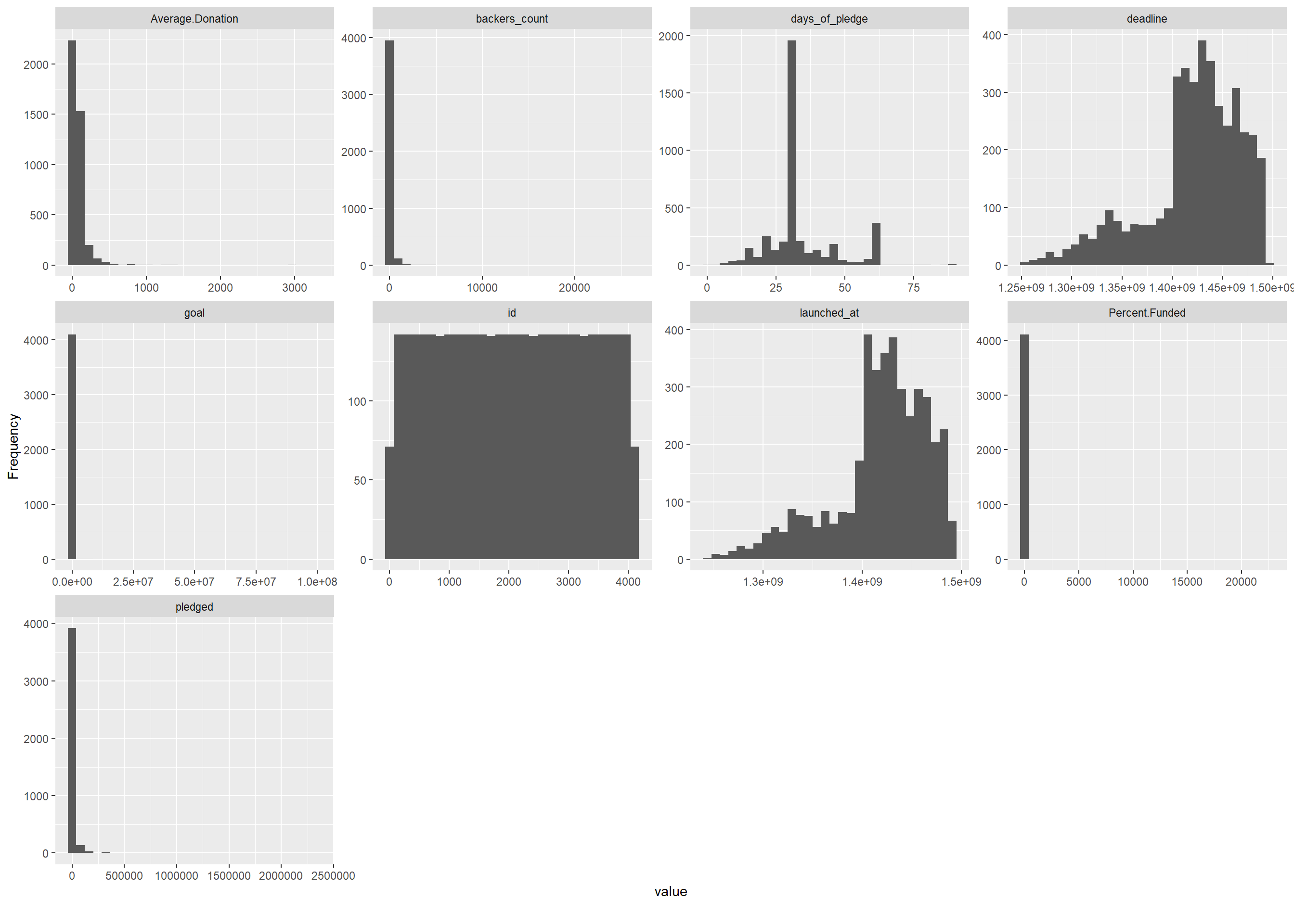


Missing Data Profile



Univariate Distribution

Histogram



Bar Chart (by frequency)

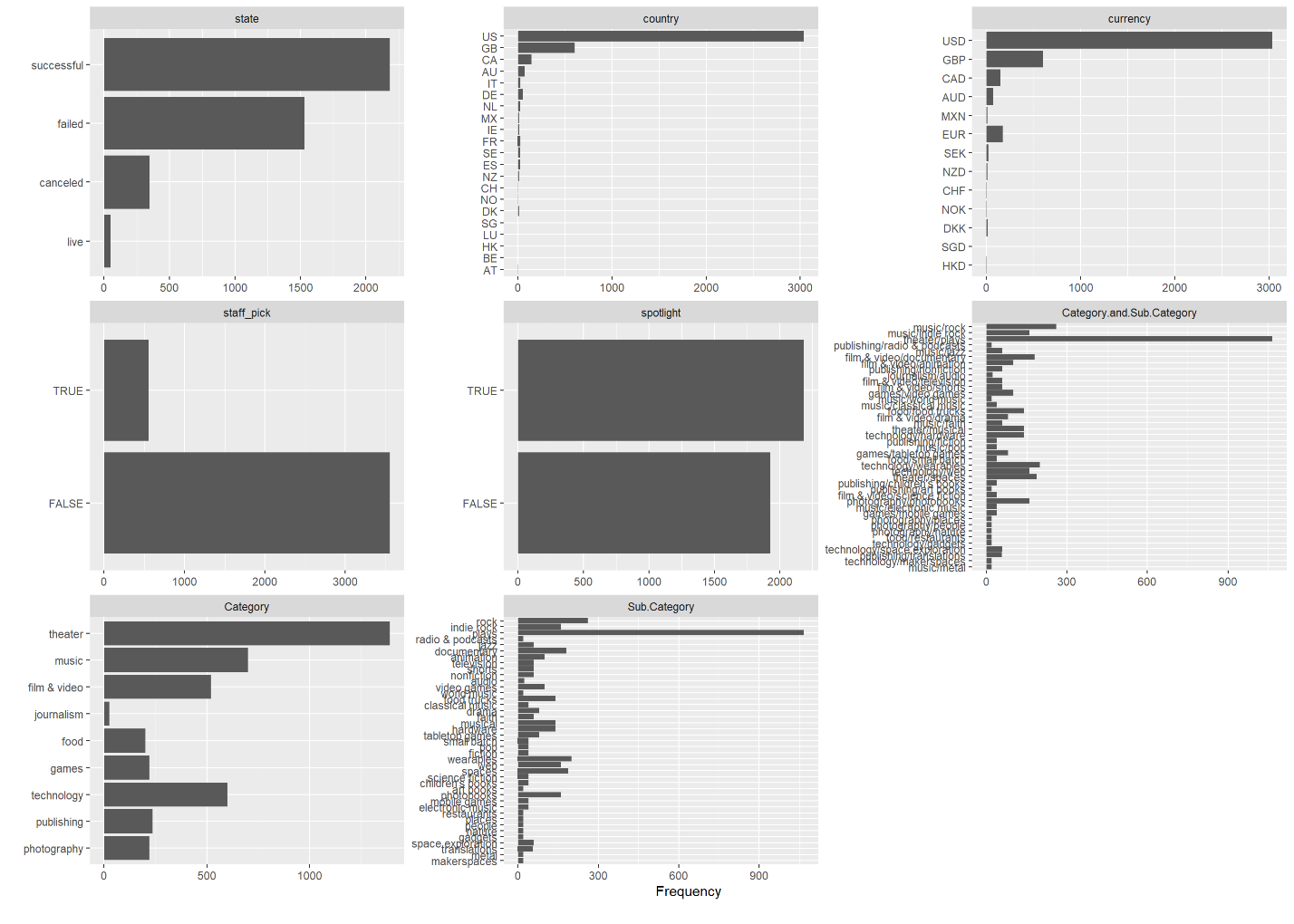
## 4 columns ignored with more than 50 categories.

## name: 4109 categories

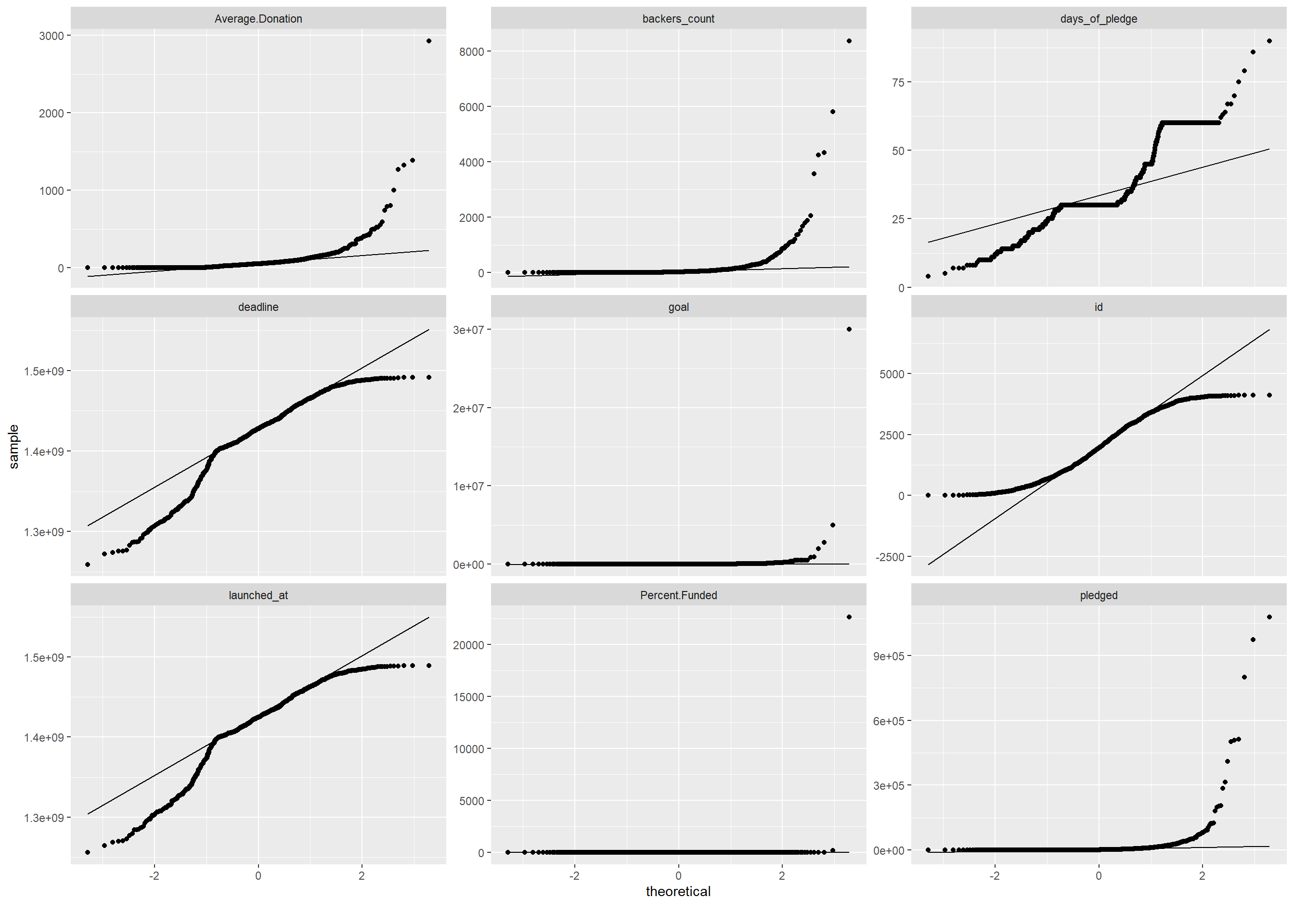
## blurb: 4106 categories

## date\_ended\_conversion: 4092 categories

## date\_created\_conversion: 4114 categories



QQ Plot



Correlation Analysis

## 7 features with more than 20 categories ignored!

## name: 4109 categories

## blurb: 4106 categories

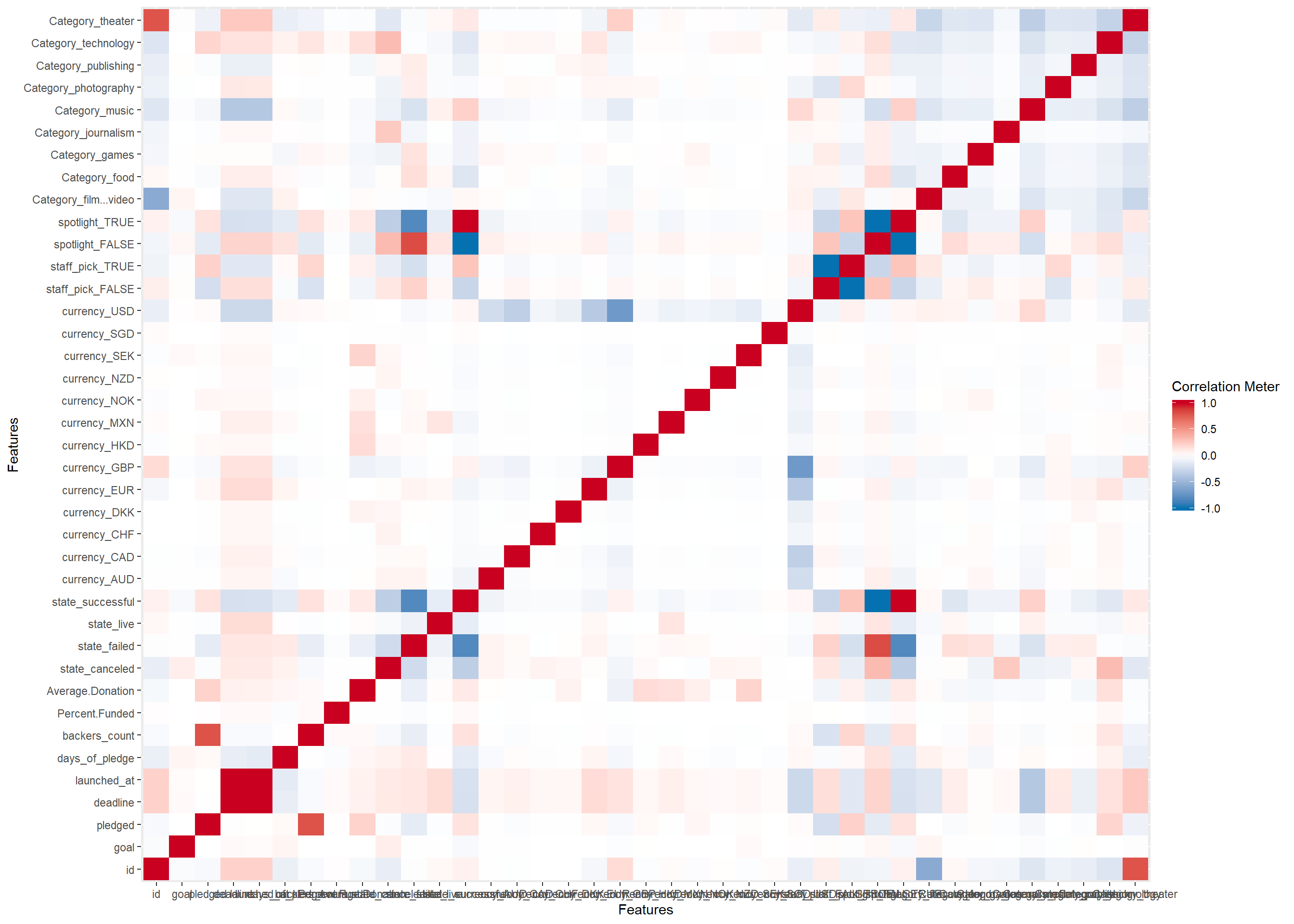
## country: 21 categories

## date\_ended\_conversion: 4092 categories

## date\_created\_conversion: 4114 categories

## Category.and.Sub.Category: 41 categories

## Sub.Category: 41 categories



Principal Component Analysis

## 4 features with more than 50 categories ignored!

## name: 4109 categories

## blurb: 4106 categories

## date\_ended\_conversion: 4092 categories

## date\_created\_conversion: 4114 categories

