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Sheet Name	Description
Executive Summary	overview of my findings from the data
Purchase Activity	Event type "purchase" first order date and cohort age
First Purchase	User id first date of purchase
Conversion Funnel	Conversion rate of next step and total conversion rate
Cohort Analysis	The age of the next purchase after initial purchase
Retention Rate	The cohort age of each purchase after initial purchase in percentage
Raw Data	original data sheet
Legend	
Summaries	
Analysis	
Calculations	
Raw Data	

Executive Summary					
Results	Synopsis				
Conversion Funnel	A higher percentage of people from shopping cart to purchase then view to shopping cart				
Retention Rates	Cohort age 2 had a higher retetion rate on average with age 4 having an outlier				
Analysis	Description				
Raw Data	I used user id, event type and event date in my data analysis				
Conversion Funnel	I used event type and unique user id to calculate the conversion rate				
Retention Rates	I grouped the cohort age by month and i divided the current month with the previous month to calculate the retention rate				

event_type	COUNTUNIQUE of user_id	conversion_rate_to_next_step	total_conversion_rate
view	10453		10%
shopping_cart	3036	29%	
purchase	1081	36%	

<i>COUNT</i> UNIQUE of user_id	cohort_age					
first_purchase_month	0	1	2	3	4	Grand Total
2020-09	32	4	2		1	32
2020-10	187	14	7	1	1	187
2020-11	238	13	7	1		238
2020-12	203	9	6			203
2021-01	233	16				233
2021-02	188					188
Grand Total	1081	56	22	2	2	1081

Column 1	Column 2	Column 3	cohort age	Column 4
cohort	1	2	3	4
2020-09	13%	50%	0%	-
2020-10	7%	50%	14%	100%
2020-11	5%	54%	14%	0%
2020-12	4%	67%	0%	-
2021-01	7%	0%	-	-
2021-02	0%	-	-	-