**Link to Project 3 Analysis:** [Project 3](Project%203)

**A summarization of each task of Project 3:**

**Part 1: Build a Conversion Funnel**

To understand how users move through the website, create a conversion funnel with three stages: product page views, cart opens, and purchases. Use a pivot table to count unique users at each stage and calculate overall and step-by-step conversion rates. This analysis helps evaluate how effectively the website converts traffic into sales. Document these findings in a “conversion\_funnel” sheet for easy reference by stakeholders.

**Part 2: Prepare Data for Cohort Analysis**

Focus on user purchases by filtering and copying only purchase events into a new sheet, “purchase\_activity.” Calculate each user’s first purchase date using a pivot table and VLOOKUP, then add it to the purchase data. Create additional columns for event and first purchase months and calculate cohort ages to track user behavior over time. These steps prepare the data for a robust cohort analysis of retention trends.

**Part 3: Calculate Retention Rates**

Group users by their first purchase month into cohorts using a pivot table, showing unique user counts at different cohort ages. Calculate retention rates by comparing the number of returning users in subsequent months to the cohort’s starting size. Organize these metrics in a new “retention\_rates” sheet, summarizing customer loyalty trends over time. This analysis offers insights into the platform's ability to retain users post-purchase.

**Part 4: Organize and Document Your Spreadsheet**

Summarize key findings in the “Executive Summary” sheet, detailing conversion funnel and retention analysis results. Explain data properties, methods, and assumptions to provide context for stakeholders. Reorder sheets to prioritize summaries and results, and format all data for clarity, including bold headers, frozen rows, and readable number formats. Ensure the spreadsheet is polished and accessible for executive review with a clear table of contents and descriptive sheet labels.

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