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Sheet Name	Description
Exectutive Summary	Overview of Key findings and insights from data analysis
Conversion Funnel	Analysis of user journey through different stages of conversion process
Retention Rates	Calculation and analysis of User retention over time, broken down into cohorts
Purchase Activity	Detailed View of purchase behaviors and trends
Cohort Analysis	Analysis based on users first purchase events
First Purchase	Examination of user behavior grouped by cohort start date
Raw User Activity	Original Dataset
Legend	
Summaries	
Analysis	
Calculations	
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