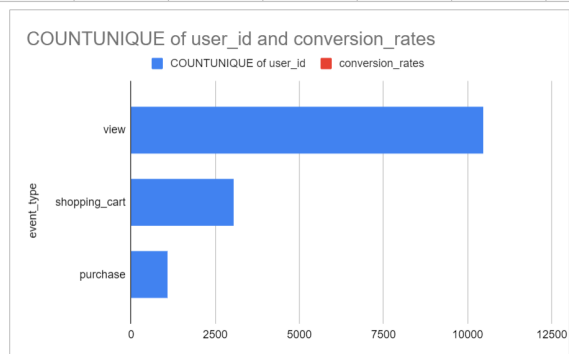


	A	B
1	Executive Summary	
2		
3		
4	Results	Synopsis
5	Conversion Funnel	The conversion funnel details a steady flow of traffic to the site which gradually decline per event. Ending with about 35% of initial users making it to the purchase event.
6	Retention Rates	Retention rates shows a seasonal decline where users tend to interact with the site more during the summer and fall season rather than the winter season.
7		
8		
9	Analysis	Description
10		The raw data details many key factors used in calculating the retention rate of users during this analysis. User data contains unique user IDs for each customer which then correlated with each event (view, shopping cart, purchase) as well as event times. Event times were narrowed down to months ranging from September to February. Other information gathered contained brands of products as well as price.
11	Raw Data	
12	Conversion Funnel	The conversion funnel was constructed by analysing the specific month ranges (event_date) each cohort was apart of. September to February. As well as the event type, which detailed the specific interaction a user had with the site. Finally the unique user ID was used to relate these data sets with specific users. The funnel demonstrates how each event correlates with each month and how many times each user initiated an event during that range of months.
13	Retention Rates	To calculate the retention rate of users we analyzed 4 different cohort's monthly activity from September to February. The results show that the retention rates for each cohort varied. For example the September cohort showed a steady increase over the month while the October and November cohorts show some decline and then eventual stabilization but no ample growth. Our January and February cohorts trended much lower than those of the fall months. Seasonal trends show clearly in this retention rates chart where the summer and fall season show much higher percentages of user interaction rather than the winter months.
14		
15		
16		
17		

	A	B	C	D	E	F	G
1	COUNTUNIQUE of user_id	cohort_age					
2	First_purcasse_month		0	1	2	3	4
3	2020-09		32	4	2		1
4	2020-10		187	14	7	1	1
5	2020-11		238	13	7	1	
6	2020-12		203	9	6		
7	2021-01		233	16			
8	2021-02		188				
9							
10							
11							

	A	B	C	D	E	F	G	H	I	J	K	L
1	event_type	COUNTUNIQUE	conversion_rates		Total_conversion							
2	view	10453	100.00%		35.61%							
3	shopping_cart	3036	29.04%		10.34%							
4	purchase	1081	35.61%									
5												
6												
7												
8												
9												
10												
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13												
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15												
16												
17												
18												
19												
20												
21												



V8

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	A	B	C	D	E	F	
1	first_purchase_month	first_month	second_month	Third_month	Fourth_month		
2	2020-09)	12.50%	6.25%		3.13%		
3	2020-10)	7.49%	3.74%	0.53%	0.53%		
4	2020-11)	5.46%	2.94%	0.42%			
5	2020-12)	4.43%	2.96%				
6	2021-01)	6.87%					
7	2021-02)	0.00%					
8							
9							
10							
11							
12							
13							
14							
15							

N6

	A	B	C	D	E	F	G	H	I	J
1	user_id	event_type	category_code	brand	price	event_date	First_purchase_date	event_month	First_purchasse_month	cohort_age
2	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
3	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
4	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
5	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
6	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
7	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
8	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
9	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0
10	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
11	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
12	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
13	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
14	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
15	a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
16	a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0
17	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
18	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
19	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
20	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0
21	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0
22	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
23	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
24	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
25	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
26	a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0
27	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
28	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
29	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
30	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
31	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
32	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
33	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
34	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
35	a1515915625519991781	purchase	computers.peripherals.printer		10.84	2020-09-28	2020-09-28	2020-09	2020-09	0
36	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
37	a1515915625520433043	purchase		a-data	17.89	2020-09-28	2020-09-28	2020-09	2020-09	0
38	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0
39	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0
40	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0
41	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0
42	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0
43	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24	2020-09	2020-09	0
44	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24	2020-09	2020-09	0
45	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28	2020-09	2020-09	0
46	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28	2020-09	2020-09	0
47	a1515915625520609702	purchase		moxom	12.14	2020-09-28	2020-09-28	2020-09	2020-09	0
48	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28	2020-09	2020-09	0
49	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28	2020-09	2020-09	0
50	a1515915625520626799	purchase	computers.components.videocards	gigabyte	202.67	2020-09-28	2020-09-28	2020-09	2020-09	0
51	a1515915625520230306	purchase	electronics.telephone		43.33	2020-09-28	2020-09-28	2020-09	2020-09	0
52	a1515915625520230306	purchase	electronics.telephone		43.33	2020-09-28	2020-09-28	2020-09	2020-09	0

A1	user_id											
	A	B	C	D	E	F	G	H	I	J	K	
1	user_id	event_type	category_code	brand	price	event_date	First_purchase_date	event_month	First_purchase_month	cohort_age		
2	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0		
3	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0		
4	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0		
5	a1515915625535848276	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0		
6	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0		
7	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0		
8	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0		
9	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0		
10	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0		
11	a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0		
12	a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0		
13	a1515915625519762021	purchase	stationery.cartridge	kilfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0		
14	a1515915625519762021	purchase	stationery.cartridge	kilfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0		
15	a1515915625520029989	purchase	stationery.cartridge	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0		
16	a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0		
17	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0		
18	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0		
19	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0		
20	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0		
21	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0		
22	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0		
23	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0		
24	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0		
25	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0		
26	a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0		
27	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0		
28	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0		
29	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0		
30	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0		
31	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0		
32	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0		
33	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0		
34	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0		
35	a1515915625519991781	purchase	computers.peripherals.printer		10.84	2020-09-28	2020-09-28	2020-09	2020-09	0		
36	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0		
37	a1515915625520433043	purchase		a-data	17.89	2020-09-28	2020-09-28	2020-09	2020-09	0		
38	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0		
39	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0		
40	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0		
41	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0		
42	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28	2020-09	2020-09	0		
43	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24	2020-09	2020-09	0		
44	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24	2020-09	2020-09	0		
45	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28	2020-09	2020-09	0		
46	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28	2020-09	2020-09	0		
47	a1515915625520609702	purchase		moxom	12.14	2020-09-28	2020-09-28	2020-09	2020-09	0		
48	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28	2020-09	2020-09	0		
49	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28	2020-09	2020-09	0		