

A	B	C	D	E	F	G	H	I	J
user_id	MIN of event_date								
a1515915625355179497	11/4/2020								
a1515915625355805313	9/29/2020								
a1515915625358482476	9/24/2020								
a1515915625359833886	11/20/2020								
a1515915625368479327	11/1/2020								
a1515915625371158307	9/28/2020								
a1515915625385482819	10/1/2020								
a1515915625385888878	9/25/2020								
a1515915625393382317	11/3/2020								
a1515915625395096356	10/17/2020								
a1515915625403460003	10/11/2020								
a1515915625413257995	10/9/2020								
a1515915625415474736	10/3/2020								
a1515915625466195424	10/10/2020								
a1515915625469806973	10/4/2020								
a1515915625476168209	10/10/2020								
a1515915625483402054	11/9/2020								
a1515915625486521695	10/5/2020								
i15915625503751892	9/24/2020								

+ ≡ table_of_contents ▾ executive Summary ▾ assumptions ▾ conversion_funnel ▾ first_purchase ▾ purchase_activity ▾

A	B	C	D	E	F	G	H	I	J
user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
a1515915625355179497	purchase	electronics.audio.acoustic	jbl	\$154.43	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355179497	purchase	electronics.audio.acoustic	pioneer	\$63.35	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355179497	purchase	electronics.audio.acoustic	pioneer	\$53.81	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	9/29/2020	9/29/2020	2020-09	2020-09	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	9/29/2020	9/29/2020	2020-09	2020-09	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/4/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/4/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$242.48	10/12/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/28/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/28/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	11/15/2020	9/29/2020	2020-11	2020-09	2
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	11/20/2020	9/29/2020	2020-11	2020-09	2
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	\$19.49	9/24/2020	9/24/2020	2020-09	2020-09	0
a1515915625359833886	purchase		sega	\$52.44	11/20/2020	11/20/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/2/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/2/2020	11/1/2020	2020-11	2020-11	0

✦ Analyze this data ⋮ ✕

+ ≡ table_of_contents ▾ executive Summary ▾ assumptions ▾ conversion_funnel ▾ first_purchase ▾ purchase_activity ▾ C | < > <

+ ☰ nmary ▾ assumptions ▾ conversion_funnel ▾ first_purchase ▾ purchase_activity ▾ cohort_analysis ▾ retention_rates ▾										
A	B	C	D	E	F	G	H	I	J	K
	1 month retention	2 month retention	3 month retention	4 month retention						
2020-09	12.50%	6.25%	0	3.13%						
2020-10	7.49%	3.74%	0.53%	0.53%						
2020-11	5.46%	5.46%	0.42%	0						
2020-12	4.43%	4.43%	0	0						
2021-01	6.87%	6.87%	0	0						