

Conversion Rate

event_type	COUNTUNIQUE of user_id	Conversion_rate	Total_conversion_rate
view	10453		
shopping_cart	3036	29.0%	29.0%
purchase	1081	10.3%	35.6%
Grand Total	10459		

Retention Rates

retention rates					
cohort_age	1	2	3	4	
2020-09	12.50%	6.25%	0.00%	3.13%	
2020-10	7.49%	3.74%	0.53%	0.53%	
2020-11	5.46%	2.94%	0.42%	0.00%	
2020-12	4.43%	2.96%	0.00%	0.00%	
2021-01	6.87%	0.00%	0.00%	0.00%	