

	A	B	C	D	E	F	G
1	Table of Contents						
2	Sheet Name	Description					
3	Executive Summary	Results and Updates of what been found from the data and adjusted to the spreadsheet to improve the data					
4	Cohort Analysis	Uses the Purchase Activity Data to organize which month has the highest first purchase rate					
5	Retention Rates	Calculates the Cohort Age from the Cohort Analysis					
6	First Purchase	Shows the first purchase from raw user activity data					
7	Conversion Funnel	Caculate the percentage of total conversion rates and conversion rate based on event_type and user_id from Raw User Activity Data					
8	Raw User Activity	Data that display the website activity of buying items, dates and companies					
9	Purchase Activity	New Data sheet where it displays the purchase activity only and cohort_age based on event_month and first_purchase_month					
10							
11							
12							
13							
14	Legend						
15	Summaries						
16	Analysis						
17	Calculations						
18	Raw Data						
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Executive Summary ▾

cohort_analysis ▾

retention_rates ▾

first_purchase ▾

conversion_funnel ▾

raw_user_activity ▾

purchase_activity ▾

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1	Executive Summary									
2										
3										
4	Results	Synopsis								
5	Conversion Funnel	The conversion funnel shows there is a higher chance of the user putting items into their carts but less percentage of actually purchase the item in the cart.								
6	Retention Rates	Based on the data, 2 cohort_age appears to have the most consisity with having the first purchase. Where 2020-10 month had the highest percentage of the first purchase.								
7										
8										
9	Analysis	Description								
10	Raw Data	Filtered the event_type column to isolate purchase activity, creating a refined dataset. Developed a dedicated purchase_activity spreadsheet while maintaining a separate raw_user_activity dataset that includes all event types. Restored raw_user_activity to its original form to allow further analysis across multiple event types.								
11	Conversion Funnel	Extracted event_type and linked it to user_id to track progression through different funnel stages. Calculated total conversion rates by comparing purchases to total views. Computed the conversion rate from shopping cart to purchase, highlighting user drop-off points.								
12	Retention Rates	Used first_purchase_month and cohort_age to structure retention analysis. Calculated cohort_age using the difference between event_month and first_purchase_month. Built a retention_rates table, ensuring that each month's retention percentage is correctly calculated relative to the original cohort size (Month 0).								
13										
14										
15	Updates:	Dates								
16	Conversion_funnel is reorganized to be view, shopping_cart and then to									
<div><div><div></div><div></div><div></div></div><div>Table of Contents</div><div>Executive Summary</div><div>cohort_analysis</div><div>retention_rates</div><div>first_purchase</div><div>conversion_funnel</div><div>raw_user_activity</div><div>purchase_activity</div></div>										

[illegible]

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	user_id	MIN of event_date												
2	a151591562535	2020-11-04												
3	a151591562535	2020-09-29												
4	a151591562535	2020-09-24												
5	a151591562535	2020-11-20												
6	a151591562536	2020-11-01												
7	a151591562537	2020-09-28												
8	a151591562538	2020-10-01												
9	a151591562538	2020-09-25												
10	a151591562539	2020-11-03												
11	a151591562539	2020-10-17												
12	a151591562540	2020-10-11												
13	a151591562541	2020-10-09												
14	a151591562541	2020-10-03												
15	a151591562546	2020-10-10												
16	a151591562546	2020-10-04												
17	a151591562547	2020-10-10												
18	a151591562548	2020-11-09												
19	a151591562548	2020-10-05												
20	a151591562550	2020-09-24												
21	a151591562550	2020-09-29												
22	a151591562550	2020-11-08												
23	a151591562550	2020-10-13												
24	a151591562550	2020-12-20												
25	a151591562550	2020-10-03												
26	a151591562551	2020-10-21												
27	a151591562551	2020-11-17												
28	a151591562551	2020-10-08												
29	a151591562551	2020-09-29												
30	a151591562551	2020-10-15												
31	a151591562551	2020-10-18												
32	a151591562551	2021-01-07												
33	a151591562551	2020-11-11												
34	a151591562551	2020-10-14												
35	a151591562551	2020-11-09												

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	event_type	COUNTUNIQUE of user_id	total_cr	next_step_cr									
2	view	10453											
3	shopping_cart	3036	29%	29%									
4	purchase	1081	10%	36%									
5	Grand Total	10459											
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