

| Table of Contents | |
|--|--|
| Sheet Name | Description |
| Executive Summary | A summary of the analysis and calculations |
| Simple Conversion Funnel | A conversion funnel to better understand how users interact with the website |
| Retention Rates | Retention rates for each cohort month by month |
| First Purchase | First purchase date for each user who made a purchase |
| Purchase Activity | Users purchase activity |
| Cohort Analysis | Grouped data into cohorts |
| Raw Data | Raw user activity |
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| | |
| | |
| | |
| Legend | |
| Summaries | |
| Analysis | |
| Calculations | |
| Raw Data | |

| Executive Summary | | | |
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| Results | Synopsis | | |
| Conversion Funnel | The website received 10,453 unique visitors. Of these, 29% added items to their shopping carts, amounting to 3,036 carts. Furthermore, 36% of these users completed a purchase, resulting in 1,081 products sold. | | |
| Retention Rates | The analysis focused on retention rates using purchase activity data. Cohorts were categorized based on month intervals, resulting in six groups from September 2020 to January 2021. Septgember cohort spanning six days, had a 12.5% retention rate after one month, dropping to 6.25% after two months. The October cohort showed a 7.49% retention rate after one month, decreasing to 0.53% by the fourth month. Overall, a consistent decline in retention rates was observed across all cohorts, with the 1-month rate being the highest and the 2, 3, and 4-month rates showing a steady decrease. | | |
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| Analysis | Description | | |
| Raw Data | The data used for this analysis includes unique customer IDs, each identifying a specific customer. The dataset also contains information on the type of user activity, which can be categorized as a page view, item added to cart, or purchase. Additionally, it encompasses details about the category and brand of the products, along with their respective prices in US dollars. The data was collected based on these unique user IDs and segmented according to the different activities and the timestamps when the activities were performed. For the analysis at hand, we focused on three main columns: user_id, event_type, and event_date. | | |
| Conversion Funnel | We utilized a pivot table to categorize various event types based on users' unique IDs, which allowed us to track user activity on the site. This tracking started from their initial view which had a total of 10453 views, progressed to 3036 items being added to the cart, and culminated in 1081 purchases. From this data, we calculated two key metrics: the total conversion rate, indicating the overall percentage of users who completed a purchase after interacting with the site 10% of the initial 10453, and the conversion rate to the next step, which measures the percentage of users who moved from one event type to the next; 29% from view to shopping cart and 36% from shopping cart to purchase, thereby indicating the effectiveness of each step in the user journey. | | |

| <i>event_type</i> | COUNTUNIQUE of user_id | Total Conversion Rate | Conversion Rates to Next Step |
|-------------------|------------------------|-----------------------|-------------------------------|
| view | 10453 | | |
| shopping_cart | 3036 | 29% | 29% |
| purchase | 1081 | 10% | 36% |

| Overall Retention Rates | | | | |
|-------------------------|--------|-------|-------|-------|
| | 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% |

| COUNTUNIQUE of user_id cohort_age | | | | | | |
|-----------------------------------|-------------|-----------|-----------|----------|----------|-------------|
| first_purchase_month | 0 | 1 | 2 | 3 | 4 | Grand Total |
| 2020-09 | 32 | 4 | 2 | | 1 | 32 |
| 2020-10 | 187 | 14 | 7 | 1 | 1 | 187 |
| 2020-11 | 238 | 13 | 7 | 1 | | 238 |
| 2020-12 | 203 | 9 | 6 | | | 203 |
| 2021-01 | 233 | 16 | | | | 233 |
| 2021-02 | 188 | | | | | 188 |
| Grand Total | 1081 | 56 | 22 | 2 | 2 | 1081 |