Tab	le	of	Co	nte	nts
IGN	•	\mathbf{v}	\mathbf{v}		

idalo di Conton						
Sheet Name	Description					
Executive Summary	A summary of the analysis and calculations					
Simple Conversion Funnel	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					
Legend						
Summaries						
Analysis						
Calculations						
Raw Data						

Executive Su	mmary	
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	
Retention Rates	decrease.	
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.	

Retention Rates	To analyze retention rates, we concentrated on purchase activity exclusively. We determined the initial purchase for each user and established a separate purchase activity sheet distinct from the raw user activity. Within this new sheet, we added columns to distinguish the first purchase date, event month, and first purchase month. This allowed us to construct a pivot table featuring cohorts and their respective ages. The cohorts were categorized based on six-month intervals between September 24, 2020, and January 28, 2021, resulting in a total of six cohorts. The inaugural cohort, spanning just six business days, recorded 32 purchases. Interestingly, this cohort boasted the highest retention rate, starting at 12.5% after one month and declining to 6.25% by the end of the second month. The October cohort followed closely with a 7.49% retention rate after one month, which decreased to 0.53% by the fourth month. Overall, a consistent downward trend in retention rates is evident across all cohorts. The 1-month retention rate consistently remains the highest, with a marginal uptick noted in January 2021. In contrast, the 2, 3, and 4-month retention rates exhibit a steady decline over the analyzed period.	

event_type	COUNTUNIQUE of user_id	Total Convertion Rate	Convertion 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 0	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