Executive Summary

This analysis was formed to determine how well the website is converting product views into purchases. A conversion funnel was created to see how users interact with the website. Cohort metrics were then tracked month to month by determining retention rates.

Results	Synopsis
Conversion Funnel	User amount decreased from "view" to "purchase"
Retention Rates	Retention rate decreased month to month for each cohort

Analysis	Description
Raw Data	Dates ranging from 2020-09 - 2021-02. Three event types- "view", "add to cart" and "purchase". Analysis conducted using user_id, event_date and _event_type from this sheet.
Conversion Funnel	Pivot table with three event types and amount of users for each phase to determine conversion rates.
Retention Rates	Six cohorts formed from each first purchase month. Retention rates calcualted from a span of 4 months as cohort age.

COUNTUNIQUE of user_id first_purchase_month	cohort_age				
	0	1	2	3	4
2020-09	32	2			1
2020-10	187	9	4	1	
2020-11	238	8	4	1	
2020-12	203	9			
2021-01	233	4			
2021-02	188				

Countunique of user_id	Cohort_age					
first_purchase_month	1	2	3	4	Starting_Cohort_Size	Retention_Rate
2020-09	2			1	32	6.25%
2020-10	9	4	1		187	4.81%
2020-11	8	4	1		238	3.36%
2020-12	9				203	4.43%
2021-01	4				233	1.72%
2021-02					188	0.00%

avg retention rate	Cohort_age			
first_purchase_month	1	2	3	4
2020-09	6.25%	0.00%	0.00%	3.10%
2020-10	4.81%	1.30%	3.10%	0.00%
2020-11	3.36%	1.30%	3.10%	0.00%
2020-12	4.43%	0.00%	0.00%	0.00%
2021-01	1.72%	0.00%	0.00%	0.00%
2021-02	0.00%	0.00%	0.00%	0.00%

Event_Type	COUNTUNIQUE of user_id	Conversion Rates	Sequence of events funnel
view	10453	29.04%	10453
shopping_cart	3036	35.61%	304
purchase	1081	0.00%	3