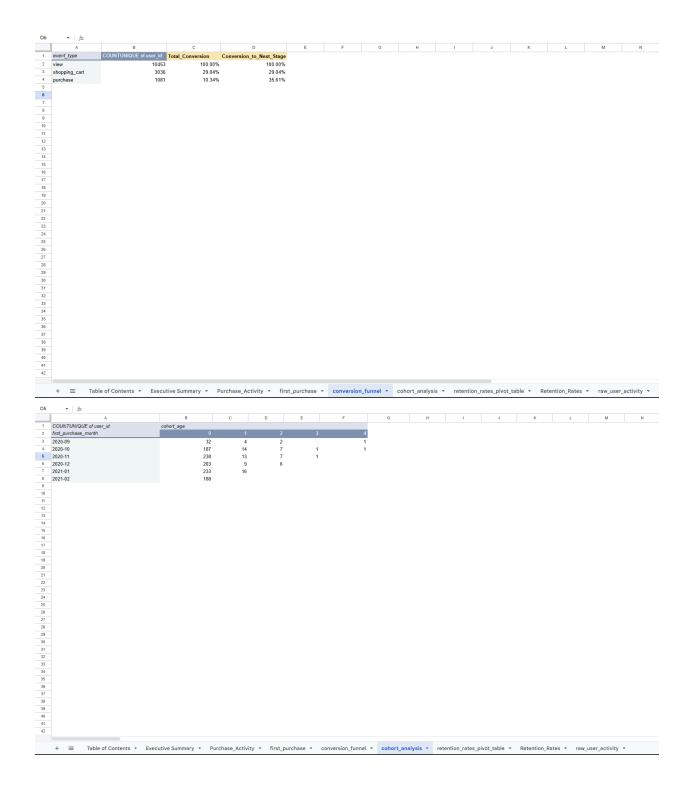
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Executive Summary & Analysis									
Purchase Activity	Processed Data which includes first purchase dates and cohort ages.								
First Purchases	Table of first Purchase dates.								
Conversion Funnel	Conversion funnel calculations including total conversion and conversion to next step rates.								
Cohort Analysis	Calculations of first purchase month and cohort ages to provide retention metrics.								
Retention Rates Pivot Table	Table which conveys retention metrics for each cohort month-by-month								
Data at a Data	Final table of retention metrics which includes all data provided from 1-4 month retention.								
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user_id a151591562551939764		J /-		price 123.35				0			
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a151591562550375189		appliances.environment.vacuum	topon	35.87				0			
a151591562551946364		stationery.cartrige	hp	71.02	2020-09-24	2020-09-24 2020-09		0			
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a151591562551976202			kitfort	140.63		2020-09-25 2020-09		0			
a151591562551976202			kitfort	140.63				0			
151591562552002998	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26 2020-09	2020-09	0			
151591562552004934	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26 2020-09	2020-09	0			
a151591562552007018	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26 2020-09	2020-09	0			
a151591562552007018	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26 2020-09	2020-09	0			
a151591562552007018	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26 2020-09	2020-09	0			
151591562552022707		computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27 2020-09		0			
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	A B	C	D	E	F	G	H	1	J	K	L	M	N	0	
٦	first_purchase_n cohort_age	COUNTUNIQU	starting_cohort_size	Retention_Rates											
Ī	2020-09	0 33	32	100.00%											
	2020-09	1	32	12.50%											
	2020-09	2													
	2020-09	4													
	2020-10	0 18													
	2020-10	1 1													
	2020-10	2													
	2020-10	3													
	2020-10	4													
	2020-11	0 23													
	2020-11	1 1													
	2020-11	2													
	2020-11	3													
	2020-12 2020-12	0 200													
	2020-12	2													
	2020-12	0 23													
	2021-01	1 1													
	2021-01	0 18													
	2021-02	0 10	100	100.00%											

P4	▼   fk														
	A	В	С	D	E	F	G	Н	1	J	К	L	М	N	0
	Retention Rate 🗸 🔚														
1	first_purchase_month	∨ % Month_1 ∨	Month_2 v	Month_3 v	Month_4 v										
2	2020-09	12.50%	6.25%	0.00%	3.13%										
3	2020-10	7.49%	3.74%	0.53%	0.53%			*No Retention	Data Available Y	et for Cohort St	arting: 2021-02				
4	2020-11	5.46%	2.94%	0.42%	-										
5	2020-12	4.43%	2.96%	-	-			* "" Represen	ts Data Unavaila	ible As Of Date	of Analysis				
6	2021-01	6.87%	-	-	-										
7															
8															
9															
10 11															
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+ = Table of Contents \* Executive Summary \* Purchase\_Activity \* first\_purchase \* conversion\_funnel \* cohort\_analysis \* retention\_rates\_pivot\_table \* Retention\_Rates \* raw\_user\_activity \*

	А	В	С	D	E	F	G
us	ser_id	event_type	category_code	brand	price	event_date	
a1	1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24	
a1	1515915625519392599	view	stationery.cartrige	lomond	8.35	2020-09-24	
a1	1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
a1	1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
a1	1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24	
a1	1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24	
a1	1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24	
a1	1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1	1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1	1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1	1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1	1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
a1	1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24	
a1	1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
a1	1515915625519446240	view		formula	35.54	2020-09-24	
a1	1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24	
a1	1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
a1	1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24	
a1	1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
a1	1515915625519460662	view	computers.peripherals.joystick	logitech	193.98	2020-09-24	
a1	1515915625519463641	view	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625519463641	view	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625517481778	view			29.24	2020-09-24	
a1	1515915625519463641	shopping_cart	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625517481778	view			29.24	2020-09-24	
a1	1515915625355805313	view	appliances.sewing_machine	janome	470.38	2020-09-24	
a1	1515915625517481778	view			29.24	2020-09-24	
a1	1515915625355805313	view	appliances.sewing_machine	janome	314.97	2020-09-24	
a1	1515915625517481778	view			29.24	2020-09-24	
a1	1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
a1	1515915625519479471	view	electronics.telephone	samsung	798.37	2020-09-24	
a1	1515915625519479471	view	electronics.telephone	leeco	104.13	2020-09-24	
a1	1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	