

Sakinah Jaisingh E-commerce Business Analysis

	A	B
1	Table of Contents	
2	Sheet Name	Description
3	Table of Contents	A list of sheets.
4	Executive Summary	Summary of analysis and details about significant sheets.
5	raw_user_activity	Contains raw data used for analysis.
6	conversion_funnel	Calculated conversion rates.
7	first_purchase	Pivot table to determine first purchase per unique id.
8	purchase_activity	Contains only purchases for each customer.
9	cohort_analysis	Cohort month by each unique customer.
10	retention_rate	Calculated retention rates.
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14	Legend	
15	Summaries	Executive Summary
16	Analysis	Executive Summary
17	Calculations	cohort_analysis
18	Raw Data	raw_user_activity
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Executive Summary ▾

raw\_user\_activity ▾

conversion\_funnel ▾

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1	<b>Executive Summary</b>	
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4	<b>Results</b>	<b>Synopsis</b>
5	<b>Conversion Funnel</b>	From customers that have viewed the website, 29% of them have added an item or items to their shopping cart. Out of those who added items to the shopping cart, there is a 36% conversion rate to the actual purchase from the cart.
6	<b>Retention Rates</b>	Purchases decrease over time. However, customers who made thier first purchase in September had higher retention that other months following. It would be beneficial to try various targeted campaigns to these customers to increase the retention and sales rates.
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8		
9	<b>Analysis</b>	<b>Description</b>
10	<b>Raw Data</b>	Consist of a collection of all the raw data needed to perform the analysis.
11	<b>Conversion Funnel</b>	Includes the conversion funnel steps and how each unique user traveled down the funnel. The conversion rates are also included to demonstrate how well current marketing campaigns are performing.
12	<b>Retention Rates</b>	I used the cohort_analysis data to determine the retention rates. The cohort_analysis sheet counts each unique customer within each cohort. This enabled me to track the journey of each customer as time passed.
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## Sakinah Jaisingh E-commerce Business Analysis

user_id	event_type	category_code	brand	price	event_date
a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24
a1515915625519392599	view	stationery.cartridge	lomond	8.35	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24
a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519446240	view		formula	35.54	2020-09-24
a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24

	A	B	C	D
1	event_type	COUNTUNIQUE of user_id	conversion_rates	total_conversion_rates
2	view	10453		
3	shopping_cart	3036	29%	29%
4	purchase	1081	36%	10%
5				

	A	B
1	<i>user_id</i>	MIN of event_date
2	a1515915625355179497	2020-11-04
3	a1515915625355805313	2020-09-29
4	a1515915625358482476	2020-09-24
5	a1515915625359833886	2020-11-20
6	a1515915625368479327	2020-11-01
7	a1515915625371158307	2020-09-28
8	a1515915625385482819	2020-10-01
9	a1515915625385888878	2020-09-25
10	a1515915625393382317	2020-11-03
11	a1515915625395096356	2020-10-17
12	a1515915625403460003	2020-10-11
13	a1515915625413257995	2020-10-09
14	a1515915625415474736	2020-10-03
15	a1515915625466195424	2020-10-10
16	a1515915625469806973	2020-10-04
17	a1515915625476168209	2020-10-10
18	a1515915625483402054	2020-11-09
19	a1515915625486521695	2020-10-05
20	a1515915625503751892	2020-09-24
21	a1515915625505008297	2020-09-29
22	a1515915625507596879	2020-11-08
23	a1515915625507754425	2020-10-13
24	a1515915625509677596	2020-12-20
25	a1515915625509808717	2020-10-03

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1	user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
2	a1515915625519397646	purchase	computers.perip	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
3	a1515915625519397646	purchase	computers.perip	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
4	a1515915625519397646	purchase	computers.perip	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
5	a1515915625358482476	purchase	computers.comp	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
6	a1515915625519463641	purchase	stationery.cartrig	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
7	a1515915625519463641	purchase	stationery.cartrig	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
8	a1515915625519463641	purchase	stationery.cartrig	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
9	a1515915625503751892	purchase	appliances.envir	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0
10	a1515915625519463641	purchase	stationery.cartrig	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
11	a1515915625385888878	purchase	stationery.cartrig	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
12	a1515915625385888878	purchase	stationery.cartrig	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
13	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
14	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
15	a1515915625520029989	purchase	stationery.cartrig	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
16	a1515915625520049345	purchase	auto.accessories	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0
17	a1515915625520070184	purchase	computers.perip	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
18	a1515915625520070184	purchase	computers.perip	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
19	a1515915625520070184	purchase	computers.perip	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
20	a1515915625520227072	purchase	computers.perip	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0
21	a1515915625520227072	purchase	computers.perip	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0
22	a1515915625520227072	purchase	computers.perip	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
23	a1515915625371158307	purchase	stationery.cartrig	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
24	a1515915625371158307	purchase	stationery.cartrig	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
25	a1515915625371158307	purchase	stationery.cartrig	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
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	A	B	C	D	E	F
1	COUNTUNIQUE of user cohort_age					
2	first_purchase_month	0	1	2	3	4
3	2020-09	32	4	2		1
4	2020-10	187	14	7	1	1
5	2020-11	238	13	7	1	
6	2020-12	203	9	6		
7	2021-01	233	16			
8	2021-02	188				
9	Grand Total	1081	56	22	2	2
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	A	B	C	D	E	F
1	cohort_age					
2	first_purchase_month	0	1	2	3	4
3	2020-09	100%	13%	6%	0%	3%
4	2020-10	100%	7%	4%	1%	1%
5	2020-11	100%	5%	3%	0%	0%
6	2020-12	100%	4%	3%	0%	0%
7	2021-01	100%	7%	0%	0%	0%
8	2021-02	100%	0%	0%	0%	0%
9						