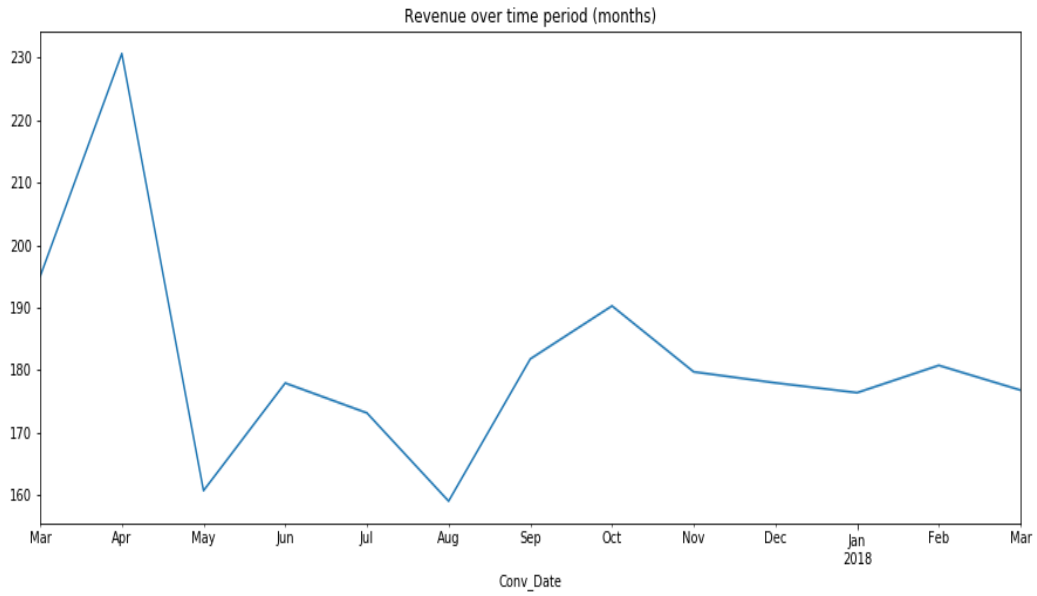
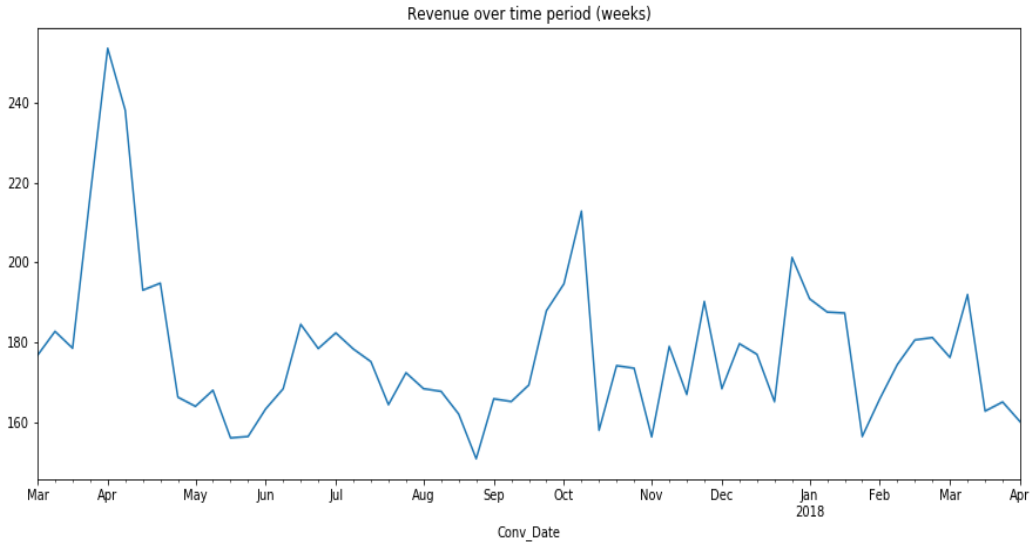
Data Report

- Firstly, “Merged_data.csv “ - is a merged data from 2 tables “table_A_conversion.csv”, “table_B_attribution.csv” grouped by “Conv_ID” column
- It was seen that the data covers period from March to August 2017

```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 211060 entries, 0 to 211059
Data columns (total 6 columns):
 #   Column      Non-Null Count   Dtype  
---  ------      --------------   -----  
 0   Conv_Date   211060 non-null  object 
 1   Revenue     211060 non-null  float64
 2   User_ID     204422 non-null  object 
 3   Conv_ID     211060 non-null  object 
 4   Channel     211060 non-null  object 
 5   IHC_Conv    211060 non-null  float64
dtypes: float64(2), object(4)
memory usage: 11.3+ MB
```

- As seen above the dtype of conv_date is in object, I changed it into time series for further Analysis.





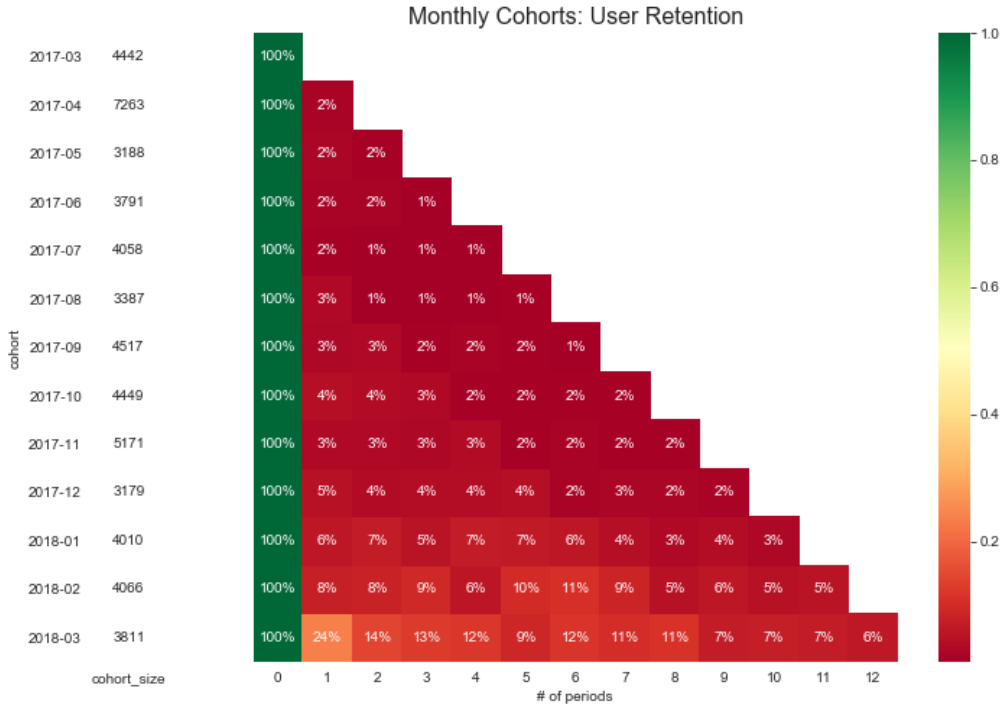
- April having the highest revenue, and the lowest is in at the end of August and on the third week of May. We should check the details on April to find out the increase in revenue and also look into months August and May for the problems.

Number of all values by the Channel

Channel	Revenue	User_ID	Conv_ID	IHC_Conv
A	41509	40484	41509	41509
B	22861	22078	22861	22861
C	8781	8493	8781	8781
D	2659	2546	2659	2659
E	15606	15014	15606	15606
F	1600	1431	1600	1600
G	37193	36024	37193	37193
H	29674	28745	29674	29674
I	24508	23885	24508	24508
J	5390	5290	5390	5390
K	6497	6208	6497	6497
L	4855	4694	4855	4855
M	4664	4545	4664	4664
N	1675	1643	1675	1675
O	325	313	325	325
P	652	636	652	652
Q	37	37	37	37
R	824	749	824	824
S	1485	1365	1485	1485
T	80	75	80	80
U	141	124	141	141
V	44	43	44	44

- Most of customers come from the Channel “A”, while the Channel “T, V, Q” have the lowest number of users.

- As we can see in the above bar plot 19.22% of customers ordered more than once.



- In the heatmap (cohort analysis), we can see that there is a drop-off in Second month, on average around 92% of customers do not make any purchase in this month and in the other months it is getting worse.