

# Google Sheets Analytics Project

Performed by: **Vladyslav Honcharuk**

Project completed as part of the Data Analytics course from GOIT

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COHORT & RETENTION ANALYSIS

## Data Analyst – Google Sheets retention and cohort dashboard builder

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# Project Description

- Analyzed user retention metrics using Google Sheets: calculated DAU/WAU/MAU, performed cohort analysis, and visualized key trends.
- Built an interactive dashboard with filters, slicers, and charts. Used regression tools for forecasting and explored product analytics fundamentals like churn, engagement, and retention insights.
- Cleaned raw data and applied basic statistical methods to ensure accuracy.

Predictive data:

Predictive MAU DAU data			
Months	MAU	Avg DAU/Month	% DAU/MAU
2022-03	47	18.58	39.53%
2022-04	52	31.17	59.94%
2022-05	72	41.03	56.99%
2022-06	81	55.80	68.89%
2022-07	115	62.55	54.39%
2022-08	121	66.26	54.76%
2022-09	132	75.23	56.99%
2022-10	145	89.10	61.45%
2022-11	155	90.67	58.49%
2022-12	150	82.10	54.73%
2023-01	179	104.31	58.27%
2023-02	193	112.24	58.16%
2023-03	205	119.4	58.24%
2023-04	218	127.33	58.41%
2023-05	231	135.01	58.45%
2023-06	244	142.94	58.58%

# Skills & Deliverables

- - Google Sheets
- - Data Analysis
- - Predictive Analytics
- - Google Charts

CHART "USERS BY LANGUAGE"

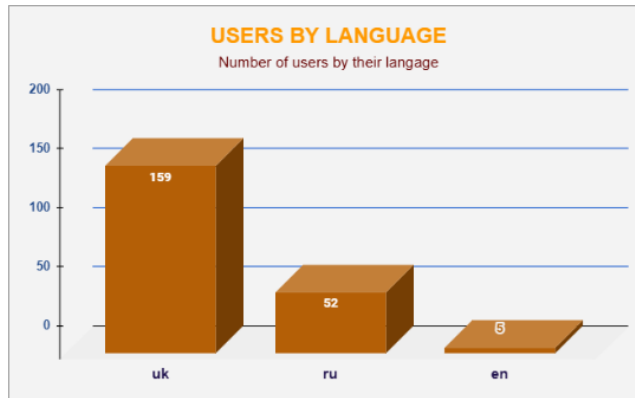


CHART "WEEKLY ACTIVE USERS & THEIR LOYALTY"

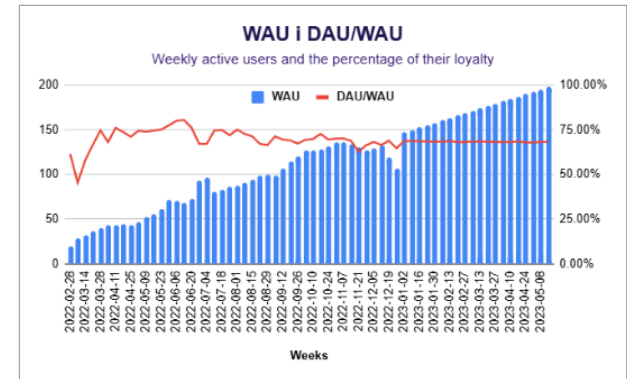


CHART "USERS WITH OLD DEVICES"

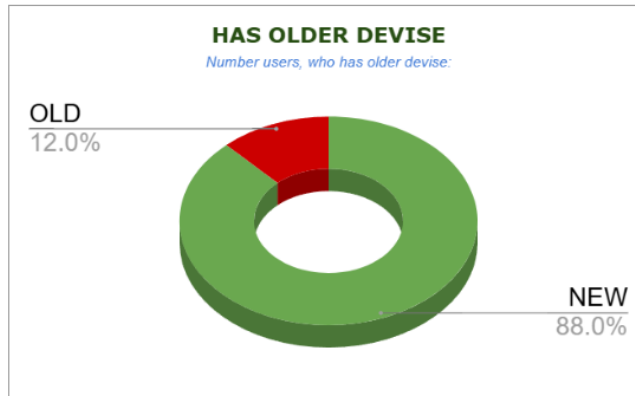
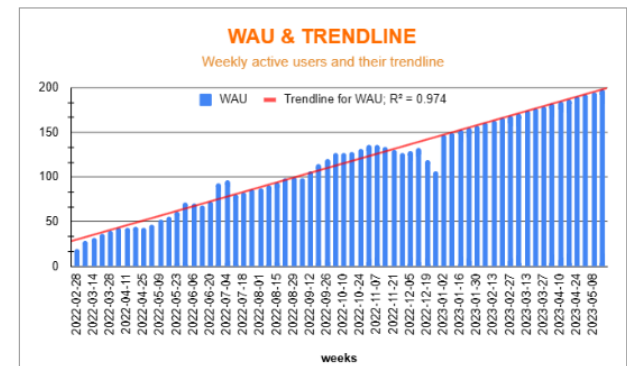


CHART "WEEK ACTIVE USERS TRENDLINE"

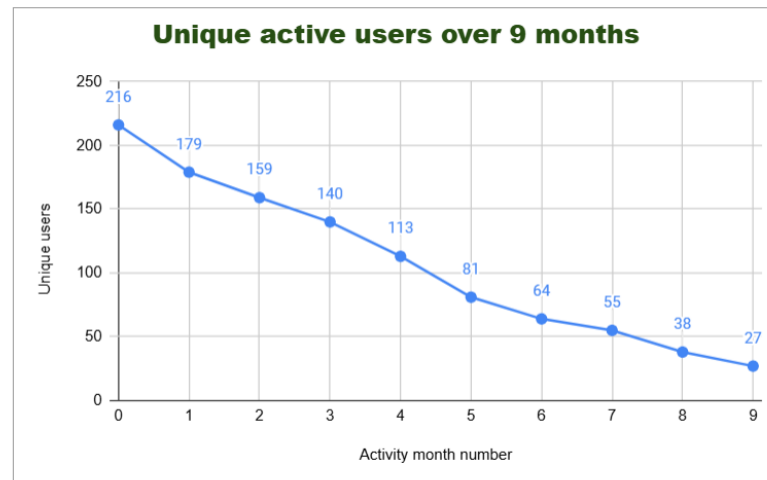


# Summary

This project demonstrates the use of Google Sheets for professional-level product analytics. By combining data cleaning, cohort segmentation, and visualization, it provides key insights into user retention and engagement patterns.

**Pivot table**

Activity month #	UNIQUE users
0	216
1	179
2	159
3	140
4	113
5	81
6	64
7	55
8	38
9	27
Grand Total	216



# Contacts

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Thanks for attention!

**READY TO COOPERATE**

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