

Funnel		Query Results			
browse_date	num_browse	num_checkout	num_purchase	browse_to_checkout	checkout_to_purchase
2017-12-20	100	20	16	0.2	0.8
2017-12-21	150	33	28	0.22	0.848484848484849
2017-12-22	250	62	55	0.248	0.887096774193548
2017-12-23	275	68	64	0.247272727272727	0.941176470588235
Database Schema					
browse					2352 rows
user_id			TEXT		
browse_date			TEXT		
item_id			INTEGER		
items					33 rows
id			INTEGER		
item			TEXT		
price			REAL		
checkout					539 rows
user_id			TEXT		
checkout_date			TEXT		
item_id			INTEGER		
purchase					472 rows
user_id			TEXT		
purchase_date			TEXT		
item_id			INTEGER		

Query Results	
month	churn_rate
2017-01-01	0.126811594202899
2017-02-01	0.124505928853755
2017-03-01	0.23688155922039
Database Schema	
subscriptions	
	1000 rows
id	INTEGER
subscription_start	TEXT
subscription_end	TEXT

Query Results		
user_id	first_touch_at	utm_source
10006	2018-01-24 03:12:16	nytimes
10030	2018-01-25 20:32:02	buzzfeed
10045	2018-01-05 18:31:17	nytimes
10048	2018-01-16 04:17:46	medium
10069	2018-01-02 23:14:01	buzzfeed
Database Schema		
page_visits		5692 rows
page_name	TEXT	
timestamp	TEXT	
user_id	INTEGER	
utm_campaign	TEXT	
utm_source	TEXT	

Query Results		
user_id	last_touch_at	utm_source
10069	2018-01-04 08:13:01	facebook
Database Schema		
page_visits		5692 rows
page_name	TEXT	
timestamp	TEXT	
user_id	INTEGER	
utm_campaign	TEXT	
utm_source	TEXT	