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A1	B	C	D	E	F	G	H	I	J	K	L	M
1 Table of Contents												
2 Sheet Name	Description											
3 Executive_Summary	Completed synopsis for results and description for analysis.											
4 Table_of_Contents	Updated the sheet names for Table of Contents table to include Executive_Summary, first_purchase, cohort_analysis, conversion_funnel, retention_rates, purchase_activity, and raw_data descriptions.											
5 First_purchase	Created a pivot table that tracks the first purchase date for each user.											
6 Cohort_analysis	Created a pivot table to find unique users for each stage of funnel.											
7 Conversion_funnel	Calculated total conversion rates and conversion rates to the next step.											
8 Retention_rates	Created retention rates formula to find what percent of customers made additional purchases in following months 1-4.											
9 Purchase_activity	Created a new sheet of information to filter purchases.											
10 Raw_Data_Activity	Created a column to calculate the first purchase date for users. Created column and calculations for event month, first purchase month, and cohort age. I copied the raw data sheet to make the purchase_activity sheet to perform calculations and gather insights for analysis.											
11												
12												
13												
14												
15 Legend												
16 Summaries												
17 Analysis												
18 Calculations												
19 Raw Data												
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Executive Summary

A1:B1	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1 Executive Summary														
2														
3														
4 Results	Synopsis													
5 Conversion_Funnel	After using the conversion rate formula, we found that 20% of users add items to cart after viewing the page. While only 10% of users make a purchase after viewing the page. We found that 36% of users repeat and loyalty customers are falling at a rapid rate. In the September cohort only 13% of users made repeat purchases after their first month leading to only 3% of repeat customers in their 4th month. In the February cohort, 0% of users made repeat purchases.													
6 Retention_Rates														
7														
8 Analysis	Description													
9 Raw_Data	The raw data was extremely helpful in this analysis. No insights could have been made without it. The data was simple a straightforward. It gathered the price and date of activity. It categorized the types of purchases into either a pageview or a purchase in the funnel process. I used the user ids, event type, and event date columns.													
10 Conversion_Funnel	For the conversion rates I used the COUNTUNIQUE formula in the pivot table to calculate the number of unique user ids to find the percentage of users that added items to their cart from stage 1 (pageview) to stage 3 (purchase) to track percentages.													
11 Retention_Rates	Cohorts were formed according to the first month of purchase and 4 months after the users made their first purchase to track customer retention and activity over time. Premium users are the most active and repeat purchases. Repeat customers are nonexistent for this company. Over a 6 month period 0-3% of users four months later are not buying from this company. Retention rates were calculated on a month to month basis to determine the number of customers that were still buying from month 1-4 after making their first purchase.													
12														
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Conversion Rate

A1 event_type

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	event_type	COUNT	UNIQUE of user_id	total CR	CR to next step														
2	view	10459																	
3	shopping_cart	3038		29%	29%														
4	purchase	1001		10%	36%														
5	Grand Total	10458																	
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First Purchase

A1 user_id

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	user_id	MIN of event_date																	
2	a1515915625356	2020-11-04																	
3	a1515915625356	2020-09-29																	
4	a1515915625356	2020-09-24																	
5	a1515915625356	2020-11-20																	
6	a1515915625356	2020-11-01																	
7	a1515915625357	2020-09-28																	
8	a1515915625358	2020-10-01																	
9	a1515915625358	2020-09-25																	
10	a1515915625358	2020-11-03																	
11	a1515915625358	2020-10-17																	
12	a151591562540	2020-10-11																	
13	a151591562541	2020-10-09																	
14	a151591562541	2020-10-03																	
15	a151591562546	2020-10-10																	
16	a151591562546	2020-10-04																	
17	a151591562547	2020-10-10																	
18	a151591562548	2020-11-09																	
19	a151591562550	2020-10-05																	
20	a151591562550	2020-09-24																	
21	a151591562550	2020-09-29																	
22	a151591562550	2020-11-08																	
23	a151591562550	2020-10-13																	
24	a151591562550	2020-12-20																	
25	a151591562550	2020-10-03																	
26	a151591562551	2020-10-21																	
27	a151591562551	2020-11-17																	
28	a151591562551	2020-10-08																	
29	a151591562551	2020-09-29																	
30	a151591562551	2020-10-15																	
31	a151591562551	2020-10-18																	
32	a151591562551	2021-01-07																	

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Cohort Analysis

A1 COUNTUNIQUE of user_id

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	COUNTUNIQUE of user_id cohort_age	0	1	2	3	4													
2	first_purchase_month	0	1	2	3	4													
3	2020-09	32	4	2	1	1													
4	2020-10	187	14	7	1	1													
5	2020-11	238	13	7	1	1													
6	2020-12	203	9	6	1	1													
7	2021-01	233	18																
8	2021-02	188																	
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Retention Rates

A1:E1 Cohort Retention Rates

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Cohort Retention Rates																		
2	2020-09	13%	6%	0%	3%														
3	2020-10	7%	4%	1%	1%														
4	2020-11	5%	3%	0%	0%														
5	2020-12	4%	3%	0%	0%														
6	2021-01	7%	0%	0%	0%														
7	2021-02	0%	0%	0%	0%														
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Purchase Activity

Search: Comment only

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	A	B	C	D	E	F	G	H	I	J	K	L	M
1	user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age			
2	a1515915625510397648	purchase	computers_peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0			
3	a1515915625510397648	purchase	computers_peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0			
4	a1515915625510397648	purchase	computers_peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0			
5	a1515915625354824748	purchase	computers_components_tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0			
6	a1515915625510463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0			
7	a1515915625510463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0			
8	a1515915625510463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0			
9	a15159156255057051892	purchase	appliances_environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0			
10	a1515915625510463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0			
11	a151591562538688878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0			
12	a1515915625107205103	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0			
13	a1515915625107205103	purchase	kitfort	logitech	149.63	2020-09-25	2020-09-25	2020-09	2020-09	0			
14	a1515915625510703021	purchase	kitfort	logitech	149.63	2020-09-25	2020-09-25	2020-09	2020-09	0			
15	a1515915625520029880	purchase	stationery.cartridge	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0			
16	a1515915625520042435	purchase	auto_accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0			
17	a1515915625520070184	purchase	computers_peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0			
18	a1515915625520070184	purchase	computers_peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0			
19	a1515915625520070184	purchase	computers_peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0			
20	a1515915625520227072	purchase	computers_peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0			
21	a1515915625520227072	purchase	computers_peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0			
22	a1515915625520227072	purchase	computers_peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0			
23	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0			
24	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0			
25	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0			
26	a1515915625371158307	purchase	computers_peripherals.printer	cactus	192.80	2020-09-28	2020-09-28	2020-09	2020-09	0			
27	a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0			
28	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0			
29	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0			
30	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0			
31	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0			
32	a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0			

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Raw User Activity

Search: Raw_user_activity

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	A	B	C	D	E	F	G
1	user_id	event_type	category_code	brand	price	event_date	
2	a1515915625510397648	view	computers_peripherals.printer	panthum	113.81	2020-09-24	
3	a1515915625510397648	view	stationery.cartridge	lomond	8.35	2020-09-24	
4	a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
5	a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
6	a1515915625510410002	view	computers.desktop	steelseries	58.49	2020-09-24	
7	a1515915625510410002	view	appliances_kitchen.microwave	samsung	130.11	2020-09-24	
8	a1515915625510410002	view	computers_peripherals.camera	logitech	13.50	2020-09-24	
9	a1515915625510397648	view	computers_peripherals.printer	logitech	123.35	2020-09-24	
10	a1515915625510397648	purchase	computers_peripherals.camera	logitech	123.35	2020-09-24	
11	a1515915625510397648	view	computers_peripherals.camera	logitech	123.35	2020-09-24	
12	a1515915625510417750	view	computers_network.router	d-link	53.14	2020-09-24	
13	a1515915625510397648	shopping_cart	computers_peripherals.camera	logitech	123.35	2020-09-24	
14	a1515915625510397648	purchase	computers_peripherals.camera	logitech	123.35	2020-09-24	
15	a1515915625510397648	purchase	computers_components_tv_tuner	perfeo	19.49	2020-09-24	
16	a1515915625354824748	view	computers_components_tv_tuner	perfeo	19.49	2020-09-24	
17	a1515915625354824748	shopping_cart	computers_components_tv_tuner	perfeo	19.49	2020-09-24	
18	a1515915625354824748	purchase	computers_components_tv_tuner	perfeo	19.49	2020-09-24	
19	a1515915625510443407	view	computers_components.motherboard	asrock	77.73	2020-09-24	
20	a1515915625510443407	shopping_cart	computers_components.motherboard	asrock	77.73	2020-09-24	
21	a1515915625510443407	view	computers_components.motherboard	asrock	77.73	2020-09-24	
22	a1515915625510443407	view	formula		35.54	2020-09-24	
23	a1515915625510457232	view	computers_notebook		27.02	2020-09-24	
24	a1515915625510469862	view	computers_peripherals.joystick	logitech	162.51	2020-09-24	
25	a1515915625510469862	shopping_cart	computers_peripherals.joystick	logitech	162.51	2020-09-24	
26	a1515915625510469862	view	computers_peripherals.joystick	logitech	162.51	2020-09-24	
27	a1515915625510469862	view	stationery.cartridge	hp	71.02	2020-09-24	
28	a1515915625510463641	view	stationery.cartridge	hp	71.02	2020-09-24	
29	a1515915625510463641	view	stationery.cartridge	hp	71.02	2020-09-24	
30	a1515915625510463641	view	stationery.cartridge	hp	29.24	2020-09-24	
31	a1515915625510463641	shopping_cart	stationery.cartridge	hp	71.02	2020-09-24	
32	a1515915625510463641	view	stationery.cartridge	hp	71.02	2020-09-24	

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