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	How the customer flows from "Viewing" page to "Shopping Cart" to "Purchase"
	Breakdown of many customers continued to make purchases over the next several months
	Monthly breakdown by Cohort Group for month to month.
	Segregation of just "Purchase" activity used for analysis and breakdown.
	A breakdown of when customers made their first purchase
	Raw data collected and used for analysis

Legend

Summaries
Analysis
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Raw Data

Executive Summary

Results	Synopsis:
Conversion Funnel	35.6% of the people who put an item in the **cart** make a purchase, but only 10.3% of **visitors all togethe**r make a final purchase.
	In conclusion: I would look for what may be stoping people from making a purchase. It is ease of use? Payment screen issues?
	Or is there some confusion of the process once viewing the page? Direct links, system processes review or promotional materal may help.
Retention Rates	People are rarely making additional purchases after their first purchase. Retention falls to 0% or nearly 0% by 4th month for most cohorts.
	In conclusion: Promotional discounts for returning customers along with targeted marketing may help bring people back.

Analysis	Description:
Raw Data	Breaks down - Event Types, User ID, Catagory, Brands, Price and Event Dates. Used 6 month span for cohort grouping.
	Data used: Event Types, Event Dates and User ID were used in the evaluation.
Conversion Funnel	Shows both the *Conversion Rate* (One step the the next), and *Total Conversion Rates* (Views to Purchase).
	Data used: Orginized the Event Type for Standard Funnel Metrics, using Views, Shopping Cart and Purchase againt User ID.
Retention Rates	Took cohorts by age group and analysised retention. I used 6 months and each month was a new cohort group from their First Purchase.
	Data used: Cohorts were tracked for 4 months after inital purchase for retention.