

event_type	COUNTUNIQUE of user_id	conversion_rates	total_conversion_rates
view	10453		100.00%
shopping_cart	3036	29.04%	29.04%
purchase	1081	35.61%	10.34%

Total Conversion Rate %

- 60.62% Those who do nothing after viewing page
- 29.4% Put item in the cart
- Only 10.34% Of viewers, finalize a purchase.

