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Google Account April Strathmore aprilmagallan

user_id

	A	B	C	D	E	F	G
1	user_id	event_type	category_code	brand	price	event_date	
2	a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24	
3	a1515915625519392599	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	a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24	
7	a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24	
8	a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
9	a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
10	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
11	a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
12	a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24	
13	a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
14	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
15	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
16	a1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
17	a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
18	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
19	a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
20	a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24	
21	a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
22	a1515915625519446240	view		formula	35.54	2020-09-24	
23	a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24	
24	a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
25	a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24	
26	a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
27	a1515915625519460662	view	computers.peripherals.joystick	logitech	193.98	2020-09-24	
28	a1515915625519463641	view	stationery.cartridge	hp	71.02	2020-09-24	

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user_id

	A	B	C	D	E	F	G	H	I	J	K	L
1	user_id	MIN of event_date										
2	a151591562535	2020-11-04										
3	a151591562535	2020-09-29										
4	a151591562535	2020-09-24										
5	a151591562535	2020-11-20										
6	a151591562536	2020-11-01										
7	a151591562537	2020-09-28										
8	a151591562538	2020-10-01										
9	a151591562538	2020-09-25										
10	a151591562539	2020-11-03										
11	a151591562539	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	a151591562548	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										

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A1 event_type

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	event_type	COUNTUNIQUE	conversion_rate	total_conversion_rate									
2	view	10453											
3	shopping_cart	3036	29%	29%									
4	purchase	1081	36%	10%									
5													
6													
7													
8													
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A1 user_id

	A	B	C	D	E	F	G	H	I	J	K
1	user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age	
2	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0	
3	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0	
4	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0	
5	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0	
6	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0	
7	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0	
8	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0	
9	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0	
10	a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0	
11	a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0	
12	a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0	
13	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0	
14	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0	
15	a1515915625520029989	purchase	stationery.cartridge	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0	
16	a1515915625520049345	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	canon	192.86	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	

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A1 COUNTUNIQUE of user_id

	A	B	C	D	E	F	G	H	I	J	K	L
1	COUNTUNIQUE of user_id	cohort_age										
2	first_purchase_month											
3	2020-09	32	4	2			1					
4	2020-10	187	14	7		1						
5	2020-11	238	13	7		1						
6	2020-12	203	9	6								
7	2021-01	233	16									
8	2021-02	188										
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A1

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		cohort_age											
2	first_purchase_month	1	2	3	4								
3	2020-09	13%	6%	0%	3%								
4	2020-10	7%	4%	1%	1%								
5	2020-11	5%	3%	0%	0%								
6	2020-12	4%	3%	0%	0%								
7	2021-01	7%	0%	0%	0%								
8													
9													
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