



Project Requirements: Turning Event Logs into Business Metrics

Part 1: Conversion Funnel

- Create a 'conversion_funnel' sheet using a pivot table.
- Track 3 funnel stages: product view, cart open, purchase.
- Count unique users at each stage.
- Add total and step-by-step conversion rate columns.

Part 2: Cohort Analysis Preparation

- Create a 'purchase_activity' sheet filtering only purchase events.
- Use a pivot table in a 'first_purchase' sheet to get the earliest purchase per user.
- Add 'first_purchase_date' to the purchase_activity sheet using VLOOKUP.
- Create 'event_month', 'first_purchase_month', and 'cohort_age' columns using TEXT() and DATEDIF().

Part 3: Retention Rate Calculation

- Create a 'cohort_analysis' sheet with a pivot table grouped by first_purchase_month.
- Display unique users by cohort_age.
- In 'retention_rates', build a retention table (cohorts as rows, months 1–4 as columns).
- Use formulas to calculate retention rates based on initial cohort size.

Part 4: Organize and Document Your Workbook

- Fill in the 'Executive Summary' sheet with key findings and methodology.
- Explain your data, funnel logic, and cohort strategy.
- Reorder sheets: Table of Contents, Executive Summary, Results, Calculations, Raw Data.
- Format all sheets for readability: bold headers, freeze panes, date/number formatting, borders.