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Sheet Name	Description
Executive Summary	Summary of the results and analysis, including insights from conversion funnel and retention rates.
Retention Rates	Shows the retention rates for each cohort, tracking user retention over several months after their first purchase.
Conversion Funnel	Displays the conversion funnel, showing the percentage of users who move through each stage (view → cart → purchase).
Purchase Activity	Contains the filtered data for purchase events, used for cohort and retention analysis.
Cohort Analysis	Contains the cohort analysis, displaying the number of users in each cohort and their retention across different cohort ages.
First Purchase	Provides the first purchase date for each user to assign them to specific cohorts for analysis.
Raw User Activity	The original dataset with all user events (views, adds to cart, purchases) that is used for data preparation and analysis.

Legend

Summaries

Analysis

Calculations

Raw Data

Executive Summary

Results Synopsis

Conversion Funnel	Out of 10,453 unique visitors who viewed the item, 29% (3,036) added it to their shopping cart, and ultimately, 10% of those who viewed the item (1,081) made a purchase.
Retention Rates	The retention rates show a declining trend over time for purchases made across multiple months. It shows customer engagement and repeat purchases are diminishing significantly over time.

Analysis Description

Raw Data	The raw data consists of 27,014 rows, including user IDs, event types (such as purchase, view, and cart), category codes (e.g., stationery, computer peripherals), brand details (e.g., Logitech, Perfeo, Epson for computer peripherals), prices, and event dates indicating when each interaction occurred.
Conversion Funnel	For the funnel conversion rates, I used event counts (views, adds to cart, and purchases) per user.
Retention Rates	For the retention rate, I grouped users by the month of their first purchase, tracking their retention over subsequent months based on the same event types.

First_Purchase_Month	1	2	3	4
2020-09	12.50%	6.25%	0.00%	3.13%
2020-10	7.49%	3.74%	0.53%	0.53%
2020-11	5.46%	2.94%	0.42%	0.00%
2020-12	4.43%	2.96%	0.00%	0.00%
2021-01	6.87%	0.00%	0.00%	0.00%
2021-02	0.00%	0.00%	0.00%	0.00%

event_type	COUNTUNIQUE	total conversion	conversion to next stage
view	10453	10.34152875	29.0442935
shopping_cart	3036		
purchase	1081		
Grand Total	10459		



Edit



COUNTUNIQUE of use cohort_age						
first_purchase_month	0	1	2	3	4	Grand Total
2020-09	32	4	2		1	32
2020-10	187	14	7	1	1	187
2020-11	238	13	7	1		238
2020-12	203	9	6			203
2021-01	233	16				233
2021-02	188					188
Grand Total	1081	56	22	2	2	1081



user_id	MIN of event_date
a151591562535	2020-11-04
a151591562535	2020-09-29
a151591562535	2020-09-24
a151591562535	2020-11-20
a151591562536	2020-11-01
a151591562537	2020-09-28
a151591562538	2020-10-01
a151591562538	2020-09-25
a151591562539	2020-11-03
a151591562539	2020-10-17
a151591562540	2020-10-11
a151591562541	2020-10-09
a151591562541	2020-10-03
a151591562546	2020-10-10
a151591562546	2020-10-04
a151591562547	2020-10-10
a151591562548	2020-11-09
a151591562548	2020-10-05
a151591562550	2020-09-24
a151591562550	2020-09-29
a151591562550	2020-11-08
a151591562550	2020-10-13
a151591562550	2020-12-20
a151591562550	2020-10-03
a151591562551	2020-10-21
a151591562551	2020-11-17
a151591562551	2020-10-08
a151591562551	2020-09-29
a151591562551	2020-10-15
a151591562551	2020-10-18
a151591562551	2021-01-07
a151591562551	2020-11-11
a151591562551	2020-10-14
a151591562551	2020-11-09
a151591562551	2020-10-21
a151591562551	2020-09-24

user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562538588878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a151591562538588878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625520029989	purchase	stationery.cartridge	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520413119	purchase	stationery.cartridge	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625519991781	purchase	computers.peripherals.printer		10.84	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625520433043	purchase		a-data	17.89	2020-09-28	2020-09-28	2020-09	2020-09	0

user_id	event_type	category_code	brand	price	event_date
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25
a1515915625519762021	purchase		kitfort	140.63	2020-09-25
a1515915625519762021	purchase		kitfort	140.63	2020-09-25
a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26
a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28
a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28
a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28
a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28
a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28
a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28
a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28
a1515915625519991781	purchase	computers.peripherals.printer		10.84	2020-09-28
a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28
a1515915625520433043	purchase		a-data	17.89	2020-09-28