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Sheet Name	Description
Executive Summary	A brief summary of findings and suggestions.
conversion_funnel	Tracks user progression from product views through shopping cart additions to completed purchases, with conversion rates at each stage. Includes unique user counts and cumulative conversion rate.
cohort_analysis	Displays monthly user retention patterns across cohorts, tracking unique user counts from acquisition (month 0) through subsequent months (1-4)
retention_rates	Displays monthly user retention patterns across cohorts as percentages.
purchase_activity	Lightly filtered version of raw_user_activity showing only purchase activity.
first_purchase	Further filtered version of purchase_activity showing a unique users ID first purchase date in "yyyy-mm" format.
raw_user_activity	Basic unfiltered data
Legend	
Summaries	
Calculations	
Analysis	
Raw Data	


A	B
Executive Summary	
Results	Synopsis
Conversion Funnel	On average, 5-10% of website visitors add items to their cart, and 20-40% of those shoppers complete their purchase. With a pageview-to-cart conversion rate of 29%, your website is significantly outperforming industry benchmarks. Your cart-to-purchase conversion rate of 36%, while solid, presents an opportunity for improvement when compared to your exceptional front-end performance. Consider implementing a "buy now" option to streamline the checkout process and capitalize on your strong initial engagement.
Retention Rates	Your retention metrics reveal a concerning pattern: user activity drops dramatically across all cohorts after the first month. While initial advertising campaigns successfully drive pageviews, customer loyalty appears to be your primary challenge. To address this, consider implementing a tiered loyalty program that rewards continued engagement and developing community-focused campaigns that foster belonging and ongoing connection with your brand. These targeted approaches should help convert one-time purchasers into long-term, valuable customers.
Analysis	Description
Raw Data	This dataset captures customer interactions on our e-commerce platform, tracking each user's journey from browsing to purchase. It includes unique customer identifiers, user actions (viewing, cart additions, purchases), product details (categories and brands), pricing information, and precise timestamps. This comprehensive data allows us to analyze conversion funnels, identify purchasing patterns, evaluate product performance, and create targeted customer segments to drive business growth.
Conversion Funnel	Our analysis of user interaction with the website reveals a clear three-stage conversion path from product views to completed purchases. Of 10,453 visitors who viewed products, 29% (3,036 users) progressed to adding items to their shopping carts—a strong initial engagement rate that exceeds typical e-commerce benchmarks. However, only 35.6% of users with items in their cart completed purchases, resulting in a total conversion rate of 10.3% from view to purchase. This data highlights two key insights: (1) our product pages effectively generate interest and consideration, and (2) significant revenue opportunity exists in optimizing the checkout experience to reduce the 64.4% cart abandonment rate. Targeted improvements to the purchase stage could substantially increase overall conversion performance and revenue.
Retention Rates	Our review of customer data from Sept 2020-Feb 2021 shows promising initial engagement as well as opportunities for improvement in long-term retention. Please consider: 1. A tiered loyalty program to reward continued engagement. 2. Using customer segmentation techniques to develop a better understanding of the majority demographic of the user base. 3. Community integrated advertising based on the results of the market segmentation. A loyalty-focused approach could enhance your customer lifetime value and complement your already effective acquisition efforts.

A	B	C	D
event_type	user_id_CNTUNQ	CR	Total_CR
view	10453	100.0%	100.0%
shopping_cart	3036	29.0%	29.0%
purchase	1081	35.6%	10.3%

A	B	C	D	E	F
COUNTUNIQUE of user_id	cohort_age				
first_purchase_month	0	1	2	3	4
2020-09	32	4	2		1
2020-10	187	14	7	1	1
2020-11	238	13	7	1	
2020-12	203	9	6		
2021-01	233	16			
2021-02	188				

A	B	C	D	E
cohort_age	1	2	3	4
first_activity_month				
2020-10	12.50%	6.25%	0.00%	3.13%
2020-11	7.49%	3.74%	0.53%	0.53%
2020-12	5.46%	2.94%	0.42%	0.00%
2021-01	4.43%	2.96%	0.00%	0.00%
2021-02	6.87%	0.00%	0.00%	0.00%

B	C	D	E	F	G	H	I	J	K
user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
a151591562551	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562535	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562550	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562551	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a151591562538	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a151591562538	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a151591562551	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a151591562551	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a151591562552	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
a151591562552	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0
a151591562552	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
a151591562537	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562537	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562537	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562537	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562537	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562552	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562552	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562552	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562552	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.printer		10.84	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562551	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28	2020-09	2020-09	0
a151591562552	purchase		a-data	17.89	2020-09-28	2020-09-28	2020-09	2020-09	0

A	B
user_id	MIN of event_da
a1515915625355179497	2020-11-04
a1515915625355805313	2020-09-29
a1515915625358482476	2020-09-24
a1515915625359833886	2020-11-20
a1515915625368479327	2020-11-01
a1515915625371158307	2020-09-28
a1515915625385482819	2020-10-01
a1515915625385888878	2020-09-25
a1515915625393382317	2020-11-03
a1515915625395096356	2020-10-17
a1515915625403460003	2020-10-11
a1515915625413257995	2020-10-09
a1515915625415474736	2020-10-03
a1515915625466195424	2020-10-10
a1515915625469806973	2020-10-04
a1515915625476168209	2020-10-10
a1515915625483402054	2020-11-09
a1515915625486521695	2020-10-05
a1515915625503751892	2020-09-24
a1515915625505008297	2020-09-29
a1515915625507596879	2020-11-08
a1515915625507754425	2020-10-13
a1515915625509677596	2020-12-20
a1515915625509808717	2020-10-03
a1515915625510154735	2020-10-21
a1515915625510668770	2020-11-17
a1515915625511110840	2020-10-08
a1515915625511258041	2020-09-29
a1515915625513373329	2020-10-15
a1515915625515426823	2020-10-18
a1515915625515626372	2021-01-07
a1515915625517871720	2020-11-11
a1515915625518472854	2020-10-14
a1515915625518836854	2020-11-09
a1515915625518894671	2020-10-21
 j15915625519397646	2020-09-24

A	B	C	D	E	F
user_id	event_type	category_code	brand	price	event_date
a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24
a1515915625519392599	view	stationery.cartridge	lomon	8.35	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24
a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24
a1515915625519397646	shopping_cart	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	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519446240	view		formula	35.54	2020-09-24
a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	193.98	2020-09-24
a1515915625519463641	view	stationery.cartridge	hp	71.02	2020-09-24
a1515915625519463641	view	stationery.cartridge	hp	71.02	2020-09-24
a1515915625517481778	view			29.24	2020-09-24
a1515915625519463641	shopping_cart	stationery.cartridge	hp	71.02	2020-09-24
a1515915625517481778	view			29.24	2020-09-24
a1515915625355805313	view	appliances.sewing_machine	janome	470.38	2020-09-24
a1515915625517481778	view			29.24	2020-09-24
a1515915625355805313	view	appliances.sewing_machine	janome	314.97	2020-09-24
a1515915625517481778	view			29.24	2020-09-24
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24