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Retention Rates	This is where the retention rate for each month for each cohort is shown.
Conversion Funnel	This is where the conversion funnel is constructed and the total conversion rate is found.
Cohort Analysis	The number of unique users who made their first purchase during each month is shown.
First Purchase	The date of the first purchase of each user is found here.
Purchase Activity	Contains only data related to purchases and data and calculations for cohort age.
Raw User Activity	This is the raw data.
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## Executive Summary

<b>Results</b>	<b>Synopsis</b>
<b>Conversion Funnel</b>	The total conversion rate is extremely low since it is well below 1 percent.
<b>Retention Rates</b>	The retention rate is pretty bad since it is always well below 1 percent at the end of the period and there's always only 1 customer left at the end of each 4 month period.
<b>Analysis</b>	<b>Description</b>
<b>Raw Data</b>	The only three columns I used were "user_id", "event_type" and "event_date". I only used the data for purchases from the raw data. The three event types are "purchase", "shopping cart" and "view". The timespan is from the ninth month of 2020 to the second month of 2021.
<b>Conversion Funnel</b>	I used the user IDs and the minimum event dates for the "purchase", "shopping_cart" and "view" events to calculate the conversion rates.
<b>Retention Rates</b>	Cohorts were formed for each month and were tracked on a monthly basis from the time period of September 2020 to February 2021. The retention rate was calculated by dividing the number of users for a cohort age for a certain month by the starting cohort size for that month.

<i>first_purchase</i> <i>_month</i>	<i>cohort_age</i>	COUNTUNIQUE of user_id	starting_cohort_size	retention_rate
2020-09	1	4	32	12.5
2020-09	2	2	32	6.25
2020-09	4	1	32	3.125
2020-10	1	14	187	7.486631016
2020-10	2	7	187	3.743315508
2020-10	3	1	187	0.5347593583
2020-10	4	1	187	0.5347593583
2020-11	1	13	238	5.462184874
2020-11	2	7	238	2.941176471
2020-11	3	1	238	0.4201680672
2020-12	1	9	203	4.433497537
2020-12	2	6	203	2.955665025
2021-01 Total		16	#N/A	#N/A

	event_type			total_conversi on	conversion_rat es
	purchase	shopping_cart	view		
COUNTUNIQUE of user_id	1081	3036	10453	10.34%	29.04%
					35.61%

<i>first_purchase</i> <i>_month</i>	<i>cohort_age</i>	COUNTUNIQUE of user_id
2020-09	0	32
2020-10	0	187
2020-11	0	238
2020-12	0	203
2021-01	0	233
2021-02	0	188