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2	**Sheet Name**	**Description**
3	Executive Summary	Results and analysis of customers who came to our webpage.
4	cohort_analysis	Month of users initial purchases and how many made purchases in the months to follow.
5	retention_rates	The percentages of customers, grouped based on month of initial purchase, that made a purchase in the months following.
6	purchase_activity	Customers who made purchases, and info on that purchase.
7	first_purchase	Date of the first purchase made by a customer.
8	conversion_funnel	Number and percentage of customers who went from viewing the website to making a purchase, and percentage that went on from each step.
9	raw_user_activity	Data collected showing customer activity on the website.
10		
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14	**Legend**	
15	Summaries	
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Executive Summary — A1:B1

	A	B
1	**Executive Summary**	
2		
3		
4	**Results**	**Synopsis**
5	Conversion Funnel	the conversion funnel shows that 29.04% of customers who viewed the product page put an item into their shopping cart, and out of those people in the shopping cart, 35.61% of them made the purchase.
6	Retention Rates	the retention rates shown provide insight that over time less people were making purchases after their initial purchase, where 2020-09 had the highest retention rates and months purchased and customers in 2021-02 made no purchases after their in...
7		
8		
9	**Analysis**	**Description**
10	Raw Data	the raw data provided to us was collected from 2020-09 to 2021-02 and showed how many customers viewed the page, added an item to their shopping cart, and made purchases. the data was collected when people would interact with the website ...
11	Conversion Funnel	when examining the raw data we used the count of unique users to show how many people different individuals were on the website, how many of those from the website added an item to their cart, and the number of them that made the purchase a...
12	Retention Rates	the retention rates were based off of the cohorts created. the cohorts were formed into groups by months purchased. we tracked these cohorts over 4 months after their initial purchase to see how many made purchases in the following months and w...

conversion_funnel — A1: event_type

	A	B	C	D
1	*event_type*	COUNTUNIQUE of user_id	total_conversion_rate	Conversion_to_next_stage
2	view	10453	100.00%	
3	shopping_cart	3036	29.04%	29.04%
4	purchase	1081	10.34%	35.61%

Sheet 1 (cohort_analysis - retention percentages)

	cohort_age			
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%

Sheet 2 (cohort_analysis - COUNTUNIQUE of user_id)

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				
Grand Total	1081	56	22	2	2

Sheet 3 (purchase_activity)

user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohor
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	9/24/2020	2020-09	2020-09	
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	9/25/2020	2020-09	2020-09	
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	9/25/2020	2020-09	2020-09	
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	9/25/2020	2020-09	2020-09	
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	9/25/2020	2020-09	2020-09	
a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	9/26/2020	2020-09	2020-09	
a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	9/26/2020	2020-09	2020-09	
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	9/26/2020	2020-09	2020-09	
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	9/26/2020	2020-09	2020-09	

	A	B	C	D	E	F	G	H	I	J	K	L
1	*user_id*	MIN of event_date										
2	a151591562535!	11/4/2020										
3	a151591562535!	9/29/2020										
4	a151591562535!	9/24/2020										
5	a151591562535!	11/20/2020										
6	a151591562536!	11/1/2020										
7	a151591562537	9/28/2020										
8	a151591562538!	10/1/2020										
9	a151591562538!	9/25/2020										
10	a151591562539!	11/3/2020										
11	a151591562539!	10/17/2020										
12	a151591562540!	10/11/2020										
13	a151591562541!	10/9/2020										
14	a151591562541!	10/3/2020										
15	a151591562546!	10/10/2020										
16	a151591562546!	10/4/2020										
17	a151591562547!	10/10/2020										
18	a151591562548!	11/9/2020										