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First Purchase	Date of each users first purchase
Raw User Activity	Copy of raw data
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Executive Summary

Results	Synopsis
Conversion Funnel	Only ~10% of users are making a purchase
Retention Rates	Retention drops off sharply after the first month and drops even farther after month 2
Analysis	Description
Raw Data	User date base on type of activity and when from 2020-09 to 2021-02
Conversion Funnel	Percent of users that are making to each stage of the purchase process. Made base on the number of unique user IDs making it to each stage.
Retention Rates	Rate at which users are continuing to use our website and make purchases. This was calculated based on the cohort numbers using the user's first purchase date. Then tracking cohort numbers over 4 weeks to see the change over time. More time is needed to see retention rate for the last 3 cohorts as they are new and have not had enough time to track.

	Cohort Age				
Cohort	0	1	2	3	4
2020-09	100.00%	12.50%	6.25%	0.00%	3.13%
2020-10	100.00%	7.49%	3.74%	0.53%	0.53%
2020-11	100.00%	5.46%	2.94%	0.42%	0.00%
2020-12	100.00%	4.43%	2.96%	0.00%	0.00%
2021-01	100.00%	6.87%	0.00%	0.00%	0.00%
2021-02	100.00%	0.00%	0.00%	0.00%	0.00%

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				

event_type	COUNTUNIQUE of user_id	CR	Total CR
view	10453		
shopping_cart	3036	29.04%	
purchase	1081	35.61%	10.34%