	n	escription									
heet Name	Description Sumary of all of the results										
vrsbase activity	•										
urchase_activity	All of the unique user_id that purchased an item.							_			
rst_purchase	The first purchase date for every unique user_id.					_					
ohort_analysis		esults of the first p									
etention_rates	Т	The retention rates starting with the month of their first purchase									
onversion_funnel	Conversion rates from views, to shopping cart, to purchasing.										
aw_user_activity	T	he original raw dat	ta								
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+ ≡	Table	e of Conten	ts ▼ I	Executive S	ummary 🔻	r purc	nase_activity	firs	t_purchase	▼ coho	rt_analys
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						Analysis	Description				
							The dataset contains e				
							customer interaction, in view, add-to-cart, purc	nase) the cate	nique user_ia. The c	d of the product its	s price in USD
							the event_date in YYY				
							analyze customer beh	avior category	code and brand to e	explore product an	d brand prefere
veenite	Synoneir					Daw Data	price to study spending	patterns, and	event_date to track	trends over time. I	Jser_id was ma
Results	Synopsis		al conversion re	ata for making it to t	ho chopping cort is	Raw Data		patterns, and	event_date to track	trends over time. I	Jser_id was ma
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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
21515015625500808717	2020 10 US

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COUNTUNIQUE of us cohort_age						
first_purchase_month	0		2		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

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	monthly_age				
cohorts	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%	

Executive Summary - purchase\_activity - first\_purchase

event_type	COUNTUNIQUE total_conversion conversion_rates				
view	10453				
shopping_cart	3036	29.04%	29.04%		
purchase	1081	10.34%	35.61%		
-					
+ ≡   purchas	e_activity 🕶	first_purchase	<ul><li>cohort_analysis</li></ul>		

user_id	event_type =	event_date
a1515915625519014356	view	2020-09-24
a1515915625519392599	view	2020-09-24
a1515915625369253995	view	2020-09-24
a1515915625369253995	view	2020-09-24
a1515915625519410002	view	2020-09-24
a1515915625519413944	view	2020-09-24
a1515915625519397646	view	2020-09-24
a1515915625519397646	shopping_cart	2020-09-24
a1515915625519397646	purchase	2020-09-24
a1515915625519397646	view	2020-09-24
a1515915625519417750	view	2020-09-24
a1515915625519397646	shopping_cart	2020-09-24
a1515915625519397646	purchase	2020-09-24
a1515915625519397646	purchase	2020-09-24
a1515915625358482476	view	2020-09-24
a1515915625358482476	shopping_cart	2020-09-24
a1515915625358482476	purchase	2020-09-24
a1515915625519443407	view	2020-09-24