

Executive Summary			
Results	Synopsis		
Conversion Funnel	Conversion from clicks to purchases is at 10% resulting in a large loss.		
Retention Rates	Retention rates are lessening each month.		
Analysis	Description		
Raw Data	Description of each user's purchase data.		
Conversion Funnel	Visual representation of how many users make it through each step of the buying process.		
Retention Rates	Percentages showing each step in converting a click to a purchase.		