Executive Summary

The following analysis is to better understand how well the company website is converting product page views, into purchases. Along with tracking user's who made a purchase, when they made that purchase, and if they made another purchase afterwards. Based on the data, the number of users in each stage falls by roughly 30-35%, we may want to look at making changes/improving the websites design in order to increase the amount of users adding products to their shopping cart, and proceeding to make purchases. Along with sending reminders to users with items in their shopping cart but have not made a purchase yet. Website promotions may also give a boost to users adding items to their shopping cart, and subsequently making a purchase. With users that made a first purchase, less and less users would return to the website to make a second purchase. We may want to look at sending followup's & promotions to boost sales & repeat users.

Results	Synopsis
Conversion Funnel	Of all the users that visited the sites page, 29% of users would add an item to their shopping cart, and 36% of those users would make a purchase.
Retention Rates	Users that make a first time purchase on the website are less and less likely to return and make a second purchase.

Analysis	Description
Raw Data	Original unfiltered data pulled for the report.
Conversion Funnel	Users who went through the sites funnel and what the conversion rate was.
Retention Rates	Calculations of users who made a purchase and if they returned to make another purchase.