

Table of Contents	
Sheet Name	Description
<a href="#">Execuetive Summary</a>	Brief overview of the analysis and our findings, along with recommendations for improving results.
<a href="#">Purchase Activity</a>	Data log of if & when users made a purchase on the company's website.
<a href="#">Cohort Analysis</a>	Groups of users who made a purchase during the same timeframe and if they returned to make another purchase.
<a href="#">First Purchase</a>	Users that made their first purchase and when they made that first purchase.
<a href="#">Conversion Funnel</a>	Percentages of users who went through the sites funnel and how many went through each stage of the funnel.
<a href="#">Rentention Rates</a>	Calculations of users who made a purchase and later returned to make another purchase.
<a href="#">Raw User Activity</a>	Original unfiltered data pulled for the report.
<b>Legend</b>	
<b>Summaries</b>	
<b>Analysis</b>	
<b>Calculations</b>	
<b>Raw Data</b>	