

user_id	source	event	funnel_event	timestamp
1	webiste	visit	visit	2025-06-15 09:03
1	website	signup	signup	2025-06-15 09:05
1	website	browse	browse	2025-06-15 09:17
1	website	added 3 products to cart	add_to_cart	2025-06-15 09:31
1	website	return	return	2025-06-15 15:17
1	webiste	visit	visit	2025-07-03 21:05
1	webiste	sign in	signup	2025-07-04 21:07
1	webiste	visits cart	add_to_cart	2025-07-05 21:08
1	webiste	browses further	browse	2025-07-06 21:20
1	webiste	purchases 1 from cart and 1 newly browsed	purchase	2025-07-07 21:30
2	instagram	saw ad, clicked on it	visit	2025-06-15 12:13
2	instagram	visited site, signed in	signup	2025-06-15 12:14
2	instagram	browsed, searched for alternatives	browse	2025-06-15 12:18
2	instagram	purchased the product	purchase	2025-06-15 12:20
3	facebook	saw ad, liked it	visit	2025-06-16 12:20
3	facebook	saw another ad, liked it too	visit	2025-06-16 12:29
3	facebook	clicked on the link of another post	visit	2025-06-16 13:01
3	facebook	visited the site	visit	2025-06-16 13:05
3	facebook	browsed, liked a product	browse	2025-06-16 13:11
3	facebook	liked another post, of the same product	browse	2025-06-21 12:20
3	facebook	clicked on it, visited the site again	return	2025-06-21 12:21
3	facebook	made a purchase	purchase	2025-06-23 12:30
8	facebook		visit	2025-06-17 13:01:14
14	referral		visit	2025-06-09 13:16:50
11	website		add_to_cart	2025-06-22 14:38:57
13	website		visit	2025-06-03 14:49:24
36	website		browse	2025-06-10 00:59:21
8	instagram		browse	2025-06-21 16:51:53
34	referral		browse	2025-06-10 02:28:49
30	instagram		purchase	2025-06-27 17:37:53
31	website		purchase	2025-06-04 04:01:23
43	instagram		add_to_cart	2025-06-25 07:02:07
33	facebook		purchase	2025-06-11 20:36:22
6	facebook		browse	2025-06-21 06:41:41
27	instagram		visit	2025-06-21 01:51:15
47	facebook		visit	2025-06-17 08:11:09
9	instagram		return	2025-06-17 08:59:16
49	facebook		return	2025-06-02 09:47:50
8	website		return	2025-06-03 09:34:37
6	website		signup	2025-06-04 08:55:47
11	referral		signup	2025-06-23 14:13:23
25	instagram		browse	2025-06-29 03:34:46
20	referral		visit	2025-06-07 18:11:19
22	referral		add_to_cart	2025-06-24 04:35:20
12	referral		purchase	2025-06-30 20:22:04
11	instagram		visit	2025-06-30 21:42:19
44	instagram		browse	2025-06-20 07:48:09
22	instagram		purchase	2025-06-23 04:37:18
48	facebook		visit	2025-06-13 14:56:41
36	facebook		visit	2025-06-11 00:34:55
15	facebook		return	2025-06-01 10:54:18
9	instagram		return	2025-06-23 10:08:34
7	website		return	2025-06-14 09:29:14
13	referral		signup	2025-06-23 14:46:19
5	instagram		browse	2025-06-13 11:30:41
21	instagram		browse	2025-06-25 13:54:16

27	facebook	browse	2025-06-09 17:08:28
14	referral	visit	2025-06-10 15:30:57
13	website	purchase	2025-06-14 00:27:33
23	referral	signup	2025-06-13 15:44:35
33	instagram	browse	2025-06-01 00:19:44
38	website	add_to_cart	2025-06-17 22:52:05
27	instagram	browse	2025-06-01 19:44:20
6	referral	purchase	2025-06-30 06:04:13
24	referral	purchase	2025-06-26 18:37:31
49	facebook	return	2025-06-25 05:07:01
50	instagram	visit	2025-06-08 22:42:14
47	instagram	purchase	2025-06-24 08:52:42
13	facebook	visit	2025-06-30 15:15:46
43	instagram	signup	2025-06-01 01:36:53
16	website	return	2025-06-30 10:40:21
4	instagram	add_to_cart	2025-06-08 08:23:59
15	website	purchase	2025-06-03 10:53:59
25	facebook	signup	2025-06-11 19:28:37
11	facebook	browse	2025-06-25 18:34:31
17	referral	browse	2025-06-30 14:54:15
31	referral	add_to_cart	2025-06-22 13:10:36
16	referral	visit	2025-06-01 10:44:46
39	website	add_to_cart	2025-06-07 05:38:58
19	referral	browse	2025-06-20 15:23:32
50	referral	browse	2025-06-10 01:00:28
29	instagram	return	2025-06-17 20:13:39
35	referral	browse	2025-06-16 17:44:40
5	referral	add_to_cart	2025-06-13 03:21:40
13	referral	purchase	2025-06-23 00:31:45
50	facebook	purchase	2025-06-20 05:13:20
34	facebook	return	2025-06-21 00:22:54
44	instagram	add_to_cart	2025-06-15 04:06:31
49	instagram	visit	2025-06-19 13:47:08
41	facebook	return	2025-06-02 08:19:29
12	facebook	return	2025-06-21 05:54:11
50	facebook	browse	2025-06-01 13:35:24
4	website	purchase	2025-06-10 10:32:57
34	instagram	signup	2025-06-08 20:42:23
47	referral	signup	2025-06-19 17:35:09
19	website	browse	2025-06-16 12:54:35
22	referral	browse	2025-06-09 13:29:41
4	website	add_to_cart	2025-06-04 20:09:32
41	website	browse	2025-06-30 03:06:04
25	instagram	browse	2025-06-20 19:32:50
45	instagram	browse	2025-06-05 23:15:55
19	referral	return	2025-06-24 21:42:32
31	instagram	add_to_cart	2025-06-09 04:01:55
7	referral	add_to_cart	2025-06-02 03:16:11
40	facebook	purchase	2025-06-21 08:44:49
46	facebook	return	2025-06-15 23:05:33
4	instagram	visit	2025-06-22 04:38:18
38	facebook	visit	2025-06-06 13:18:06
10	instagram	signup	2025-06-21 14:16:05
12	website	purchase	2025-06-19 08:38:34
7	facebook	visit	2025-06-24 15:18:57
10	website	signup	2025-06-14 16:26:32

50	referral	browse	2025-06-18 20:39:17
35	facebook	browse	2025-06-23 23:52:59
13	referral	add_to_cart	2025-06-16 00:28:04
23	referral	return	2025-06-29 04:35:52
23	instagram	purchase	2025-06-25 17:09:10
41	facebook	return	2025-06-10 09:50:45
47	instagram	return	2025-06-12 05:51:05
5	instagram	purchase	2025-06-12 05:12:16
5	facebook	visit	2025-06-16 13:51:32
40	instagram	browse	2025-06-04 04:08:32
13	website	purchase	2025-06-29 09:12:01
13	instagram	signup	2025-06-09 09:16:37
11	website	return	2025-06-04 11:35:56
5	facebook	browse	2025-06-10 18:00:16
15	website	signup	2025-06-25 08:21:55
15	referral	signup	2025-06-15 19:38:00
24	facebook	browse	2025-06-14 12:31:47
25	referral	visit	2025-06-18 12:13:56
45	website	purchase	2025-06-29 05:00:10
16	referral	purchase	2025-06-23 14:20:32
47	instagram	browse	2025-06-13 02:33:45
43	website	return	2025-06-21 21:46:56
32	referral	purchase	2025-06-06 01:30:02
4	instagram	return	2025-06-17 04:54:57
28	instagram	return	2025-06-11 17:45:34
49	facebook	purchase	2025-06-14 06:44:50
42	instagram	signup	2025-06-24 01:56:11
6	facebook	purchase	2025-06-24 03:31:50
22	instagram	visit	2025-06-23 15:20:25
44	instagram	signup	2025-06-05 07:16:29
16	referral	purchase	2025-06-07 07:23:20
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22	referral	signup	2025-06-14 15:15:55
20	referral	add_to_cart	2025-06-10 07:26:50
20	referral	visit	2025-06-30 07:30:25
9	facebook	signup	2025-06-01 21:03:13
11	website	browse	2025-06-16 21:05:48
37	instagram	signup	2025-06-05 19:29:18
28	referral	purchase	2025-06-07 17:51:47
24	referral	browse	2025-06-21 21:34:53
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43	facebook	add_to_cart	2025-06-07 07:15:15
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38	facebook	signup	2025-06-23 16:48:14
28	facebook	signup	2025-06-15 14:38:11
19	referral	visit	2025-06-26 13:01:11
15	website	visit	2025-06-21 16:44:48

15	website	add_to_cart	2025-06-18 05:38:09
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16	instagram	return	2025-06-01 17:18:15
7	facebook	return	2025-06-16 14:35:16
10	website	browse	2025-06-12 01:09:25
10	website	add_to_cart	2025-06-06 10:29:47
24	website	add_to_cart	2025-06-17 02:47:08
25	referral	add_to_cart	2025-06-23 20:21:18
21	referral	add_to_cart	2025-06-07 19:27:12
26	referral	purchase	2025-06-28 07:12:10
21	referral	visit	2025-06-12 11:42:43
7	facebook	browse	2025-06-27 02:54:05
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44	instagram	return	2025-06-06 11:29:40
42	instagram	visit	2025-06-06 01:42:32
8	website	visit	2025-06-06 09:44:40
11	instagram	signup	2025-06-06 09:05:51
12	referral	return	2025-06-26 05:39:12
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15	website	add_to_cart	2025-06-20 13:54:51
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6	website	browse	2025-06-14 23:26:59
31	facebook	return	2025-06-17 11:24:55
4	website	return	2025-06-16 04:24:11

