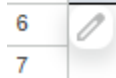


	A	B	C	D	E	F
1	<b>Table of contents</b>					
2						
3	<b>Conversion funnel</b>					
4		The funnel shows how well the website is converting product pages being viewed				
5		and then the views turned into purchases.				
6		The users interacted with the website on a 34% purchase rate				
7		Each user was counted by viewing, shopping cart, and purchase				
8		Of the 100% of viewers, 34% placed items in shopping cart, and 19% of the items				
9		in shopping carts were purchased.				
10	<b>cohort analysis</b>					
11		The cohort analysis is on months of a user's first purchase				
12		More users remain active online during the first 3 months				
13	<b>purchase activity</b>					
14		All purchase activity was taken from the raw data provided. All purchases were from				
15		accessories bag, appliances, auto accessories, computers components, construction				
16		tools, electronics, furniture, and stationery.				
17	<b>first purchase</b>					
18		The first purchase shows the first purchase date of each user				
19	<b>retention rate</b>					
20		Purchasing users in September of 2020 had the highest retention rate of 3.13%				
21	<b>Data</b>					
22		User ID	each customer's ID			
23		Event type	the type of activity by the user			
24		Category	category of the product being viewed or purchased			
25		Brand	the company that makes the product			
26		Price	price of the product in USD			
27		Event date	date of the user's activity			
28						
29	<b>Executive summary</b>					
30						
31	E-commerce ebay provided online data of active online shoppers. Each shopper listed as a user would view products, open their					
32	shopping cart, or complete purchase were included in this analytical study of events to capture activity logs.					
33						

1	event_type	COUNTUNIQUE of price	conversion rate	total CR
2	view	4763	100%	
3	shopping_cart	1604	34%	1.754923414
4	purchase	914	19%	0.1917750734
5	Grand Total	4766		



	A	B	C	D	E	F	G
1	COUNTUNIQUE of user_id	cohort age					
2	first purchase month	0	1	2	3	4	Grand Total
3	2020-09	32	4	2		1	32
4	2020-10	187	14	7	1	1	187
5	2020-11	238	13	7	1		238
6	2020-12	203	9	6			203
7	2021-01	233	16				233
8	2021-02	188					188
9	Grand Total	1081	56	22	2	2	1081
10							

	A	B	C	D	E	F	G
1	user_id	event_type	category_code	brand	price	event_date	first purchase date
2	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24
3	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24
4	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24
5	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24
6	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24
7	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24
8	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24
9	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24
10	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24
11	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25
12	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25
13	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25
14	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25
15	a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26
16	a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26
17	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26
18	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26
19	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26
20	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27
21	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27
22	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27
23	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28
24	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28
25	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28
26	a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28
27	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28
28	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28
29	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28
30	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28
31	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28
32	a1515915625520413119	purchase	stationery.cartrige	nv-print	17.62	2020-09-28	2020-09-28
33	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28
34	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28
35	a1515915625519991781	purchase	computers.peripherals.printer		10.84	2020-09-28	2020-09-28
36	a1515915625519991781	purchase	computers.peripherals.printer		10.78	2020-09-28	2020-09-28
37	a1515915625520433043	purchase		a-data	17.89	2020-09-28	2020-09-28
38	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28
39	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28
40	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28
41	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28
42	a1515915625520569929	purchase	electronics.tablet		12.25	2020-09-28	2020-09-28
43	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24
44	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-28	2020-09-24
45	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28
46	a1515915625520609702	purchase		moxom	15.71	2020-09-28	2020-09-28
47	a1515915625520609702	purchase		moxom	12.14	2020-09-28	2020-09-28
48	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28
49	a1515915625520626799	purchase	computers.components.videocards	msi	215.06	2020-09-28	2020-09-28
50	a1515915625520626799	purchase	computers.components.videocards	gigabyte	202.67	2020-09-28	2020-09-28
51	a1515915625520230306	purchase	electronics.telephone		43.33	2020-09-28	2020-09-28
52	a1515915625520230306	purchase	electronics.telephone		43.33	2020-09-28	2020-09-28

	A	B	C
1	<b>MIN of event_date</b>	<b>event_type</b>	
2	<i>user_id</i>	<i>purchase</i>	
3	a1515915625355179497	2020-11-04	
4	a1515915625355805313	2020-09-29	
5	a1515915625358482476	2020-09-24	
6	a1515915625359833886	2020-11-20	
7	a1515915625368479327	2020-11-01	
8	a1515915625371158307	2020-09-28	
9	a1515915625385482819	2020-10-01	
10	a1515915625385888878	2020-09-25	
11	a1515915625393382317	2020-11-03	
12	a1515915625395096356	2020-10-17	
13	a1515915625403460003	2020-10-11	
14	a1515915625413257995	2020-10-09	
15	a1515915625415474736	2020-10-03	
16	a1515915625466195424	2020-10-10	
17	a1515915625469806973	2020-10-04	
18	a1515915625476168209	2020-10-10	
19	a1515915625483402054	2020-11-09	
20	a1515915625486521695	2020-10-05	
21	a1515915625503751892	2020-09-24	
22	a1515915625505008297	2020-09-29	
23	a1515915625507596879	2020-11-08	
24	a1515915625507754425	2020-10-13	
25	a1515915625509677596	2020-12-20	
26	a1515915625509808717	2020-10-03	
27	a1515915625510154735	2020-10-21	
28	a1515915625510668770	2020-11-17	
29	a1515915625511110840	2020-10-08	
30	a1515915625511258041	2020-09-29	
31	a1515915625513373329	2020-10-15	
32	a1515915625515426823	2020-10-18	
33	a1515915625515626372	2021-01-07	
34	a1515915625517871720	2020-11-11	
35	a1515915625518472854	2020-10-14	
36	a1515915625518836854	2020-11-09	
37	a1515915625518894671	2020-10-21	
38	a1515915625519397646	2020-09-24	
39	a1515915625519417750	2020-10-01	
40	a1515915625519463641	2020-09-24	
41	a1515915625519762021	2020-09-25	
42	a1515915625519991781	2020-09-28	
43	a1515915625520029989	2020-09-26	
44	a1515915625520049345	2020-09-26	
45	a1515915625520070184	2020-09-26	
46	a1515915625520227072	2020-09-27	
47	a1515915625520230306	2020-09-28	
48	a1515915625520301473	2020-10-09	
49	a1515915625520413119	2020-09-28	
50	a1515915625520433043	2020-09-28	
51	a1515915625520569929	2020-09-28	
52	a1515915625520569929	2020-09-28	

	A	B	C	D	E
1	first purchase month	1	2	3	4
2	2020-09	12.50%	6.25%	0.00%	3.13%
3	2020-10	7.49%	3.74%	0.53%	0.53%
4	2020-11	5.46%	2.94%	0.42%	0.00%
5	2020-12	4.43%	2.96%	0.00%	0.00%
6	2021-01	6.87%	0.00%	0.00%	0.00%
7	2021-02	0.00%	0.00%	0.00%	0.00%
8					

	A	B	C	D	E	F	G
1	user_id	event_type	category_code	brand	price	event_date	
2	a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24	
3	a1515915625519392599	view	stationery.cartrige	lomond	8.35	2020-09-24	
4	a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
5	a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
6	a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24	
7	a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24	
8	a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
9	a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
10	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
11	a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
12	a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24	
13	a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
14	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
15	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
16	a1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
17	a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
18	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
19	a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
20	a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24	
21	a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
22	a1515915625519446240	view		formula	35.54	2020-09-24	
23	a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24	
24	a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
25	a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24	
26	a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
27	a1515915625519460662	view	computers.peripherals.joystick	logitech	193.98	2020-09-24	
28	a1515915625519463641	view	stationery.cartrige	hp	71.02	2020-09-24	
29	a1515915625519463641	view	stationery.cartrige	hp	71.02	2020-09-24	
30	a1515915625517481778	view			29.24	2020-09-24	
31	a1515915625519463641	shopping_cart	stationery.cartrige	hp	71.02	2020-09-24	
32	a1515915625517481778	view			29.24	2020-09-24	
33	a1515915625355805313	view	appliances.sewing_machine	janome	470.38	2020-09-24	
34	a1515915625517481778	view			29.24	2020-09-24	
35	a1515915625355805313	view	appliances.sewing_machine	janome	314.97	2020-09-24	
36	a1515915625517481778	view			29.24	2020-09-24	
37	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
38	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
39	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
40	a1515915625519479471	view	electronics.telephone	samsung	798.37	2020-09-24	
41	a1515915625519479471	view	electronics.telephone	leeco	104.13	2020-09-24	
42	a1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	
43	a1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	
44	a1515915625503751892	shopping_cart	appliances.environment.vacuum	topon	35.87	2020-09-24	
45	a1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	
46	a1515915625519481333	view	apparel.glove	icasemore	12.06	2020-09-24	
47	a1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	
48	a1515915625503751892	shopping_cart	appliances.environment.vacuum	topon	35.87	2020-09-24	
49	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	
50	a1515915625503751892	view	appliances.environment.vacuum	topon	35.87	2020-09-24	
51	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	
52	a1515915625519463641	view	computers.components.keyboard	samsung	288.48	2020-09-24	