

ıser_id	event_type	category_code	brand	price	event_date						
1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-2	4					
1515915625519392599	view	stationery.cartrige	lomond	8.35	2020-09-2	4					
1515915625369253995	view	construction.tools.welding		250.63	2020-09-2	4					
1515915625369253995	view	construction.tools.welding		250.63	2020-09-2	4					
1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-2	4					
1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-2	4					
1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-2	4					
1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-2	4					
1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-2	4					
1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-2	4					
1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-2	4					
1515915625519443407	view	computers.components.motherboa	ard asrock	77.73	2020-09-2	4					
1515915625519443407	shopping_cart	computers.components.motherboa	ard asrock	77.73	2020-09-2	4					
1515915625519443407	view	computers.components.motherboa	ard asrock	77.73	2020-09-2	4					
1515915625519446240	view		formula	35.54	2020-09-2	4					
1515915625519452732	view	computers.notebook	hp	27.62	2020-09-2	4					
1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-2	4					
1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-2	4					
1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-2	4					
1515015625510460662	view	computers peripherals joyetick	logitech	103 ପ୍ରମ	2U2U-Ud-3	1					
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vent_type COUNT	TUNIQUE of user	total conversion rates conve	roion roton		г	9		п	'		J
ew		10453 100.00%	rsion rates								
hopping cart		3036 29.04%	29.04%								
urchase		1081 10.34%	35.61%								
n dichase		10.5476		of shopping cart users	moved to purchs	se stane					
			0070	or shopping care ascre	moved to parent	oc stage					

+ = Table of Contents • Executive Summary • raw_user_activity • conversion_funnel • purchase_activity • first_purchase • cohort_a

user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_mo	onth cohort_age	
1515915625519397646		computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	_	2020-09		0
1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09		0
1515915625519397646		computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24		2020-09		0
1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09		0
1515915625519463641		stationery.cartrige	hp	71.02		2020-09-24		2020-09		0
1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09		0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09		0
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09		0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09		0
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09		0
1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09		0
a1515915625519762021		,	kitfort	140.63	2020-09-25	2020-09-25		2020-09		0
1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09		0
1515915625520029989		stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09		0
1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09		0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09		0
a1515915625520070184		computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26		2020-09		0
a1515915625520070184		computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09		0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09		0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09		0
a1515915625520227072		computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27		2020-09		0
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09		0
1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09		0
	nurchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09		0
a1515915625371158307										
		computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09		0
1515915625371158307 1515915625371158307	purchase	computers.peripherals.printer stationery.cartrige Executive Summary raw	canon cactus /_user_activity	20.14	2020-09-28	2020-09-28 2020-09-28 urchase_activity ▼		2020-09	a < >	0
1515915625371158307 1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	ы < > к	
a1515915625371158307 a1515915625371158307 +	purchase purchase	stationery.cartrige Executive Summary raw	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		
a1515915625371158307 a1515915625371158307 +	purchase purchase f Contents	stationerv.cartrige Executive Summary raw	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		
a1515915625371158307 a1515915625371158307 +	purchase purchase f Contents B of event_date	stationerv.cartrige Executive Summary raw C D	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		
a1515915625371158307 a1515915625371158307 +	purchase purchase f Contents B of event_date 2020-11-0-2020-09-25	stationerv.cartrige Executive Summary raw C	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		
#1515915625371158307 #1515915625371158307 # Table or # User_id MIN # #151591562535 # #151591562535 # #151591562535	purchase purchase f Contents B of event_date 2020-11-04 2020-09-28 2020-09-24	stationery.cartrige Executive Summary raw C D 4	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		0
#1515915625371158307 #1515915625371158307 # Table of MIN # Table o	purchase purchase f Contents B of event_date 2020-11-0- 2020-09-2- 2020-09-2- 2020-11-2-	stationerv.cartrige Executive Summary raw C	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		
a1515915625371158307 +	purchase purchase f Contents B of event_date 2020-11-0-2020-09-2-2020-11-20-2020-11-0-0-2-2-2020-11-0-0-2-2-2-2	stationerv.cartrige Executive Summary raw C	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		0
a1515915625371158307 +	purchase purchase f Contents g of event_date 2020-11-0- 2020-09-2- 2020-11-2- 2020-19-2- 2020-09-2-	stationerv.cartrige Executive Summary raw C D 4 9 4 1 1 8	cactus /_user_activity	20.14 ▼ conversion	2020-09-28 n_funnel v pu	2020-09-28 urchase_activity ▼	2020-09	2020-09 nase • cohort_a		0
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2020-09-24 2020-09-29 2020-11-08

2020-11-08 2020-10-13 2020-12-20 2020-10-03 2020-10-21 2020-11-17

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first_purchase_month		0			<u> </u>					
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2020-10		187	14	7	1	1				
2020-11		238	13	7	1					
2020-12 2021-01		203 233	9 16	6						
2021-01		188	16							
2021-02		100								
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09/2020	1 12.50%	2 6.25%	3	4 3.13%		e_activity 🕶				
09/2020 10/2020	1 12.50% 7.49%	2 6.25% 3.74%	3 0.00% 0.53%	4 3.13% 0.53%		e_activity 🕶				
09/2020 10/2020 11/2020	1 12.50% 7.49% 5.46%	2 6.25% 3.74% 2.94%	3 0.00% 0.53% 0.42%	4 3.13% 0.53% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020	1 12.50% 7.49% 5.46% 4.43%	2 6.25% 3.74% 2.94% 2.96%	3 0.00% 0.53% 0.42% 0.00%	4 3.13% 0.53% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020	1 12.50% 7.49% 5.46% 4.43%	2 6.25% 3.74% 2.94% 2.96%	3 0.00% 0.53% 0.42% 0.00%	4 3.13% 0.53% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				
09/2020 10/2020 11/2020 12/2020 01/2021	1 12.50% 7.49% 5.46% 4.43% 6.87%	2 6.25% 3.74% 2.94% 2.96% 0.00%	3 0.00% 0.53% 0.42% 0.00% 0.00%	4 3.13% 0.53% 0.00% 0.00% 0.00%		e_activity 🕶				