



user_id	event_type	category_code	brand	price	event_date
a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24
a1515915625519392599	view	stationery.cartrige	lomond	8.35	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24
a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24
a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24
a1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24
a1515915625519446240	view		formula	35.54	2020-09-24
a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24

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event_type	COUNTUNIQUE of user_id	total conversion rates	conversion rates
view	10453	100.00%	
shopping_cart	3036	29.04%	29.04%
purchase	1081	10.34%	35.61%

36% of shopping cart users moved to purchase stage

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user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartridge	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.cartridge	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartridge	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625520029989	purchase	stationery.cartridge	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520049345	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	purchase	computers.peripherals.printer	epson	647.29	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
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	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartridge	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0

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A	B	C	D	E	F	G	H	I	J	K	L
user_id	MIN of event_date										
a151591562535	2020-11-04										
a151591562535	2020-09-29										
a151591562535	2020-09-24										
a151591562535	2020-11-20										
a151591562536	2020-11-01										
a151591562537	2020-09-28										
a151591562538	2020-10-01										
a151591562538	2020-09-25										
a151591562539	2020-11-03										
a151591562539	2020-10-17										
a151591562540	2020-10-11										
a151591562541	2020-10-09										
a151591562541	2020-10-03										
a151591562546	2020-10-10										
a151591562546	2020-10-04										
a151591562547	2020-10-10										
a151591562548	2020-11-09										
a151591562548	2020-10-05										
a151591562550	2020-09-24										
a151591562550	2020-09-29										
a151591562550	2020-11-08										
a151591562550	2020-10-13										
a151591562550	2020-12-20										
a151591562550	2020-10-03										
a151591562551	2020-10-21										
a151591562551	2020-11-17										

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