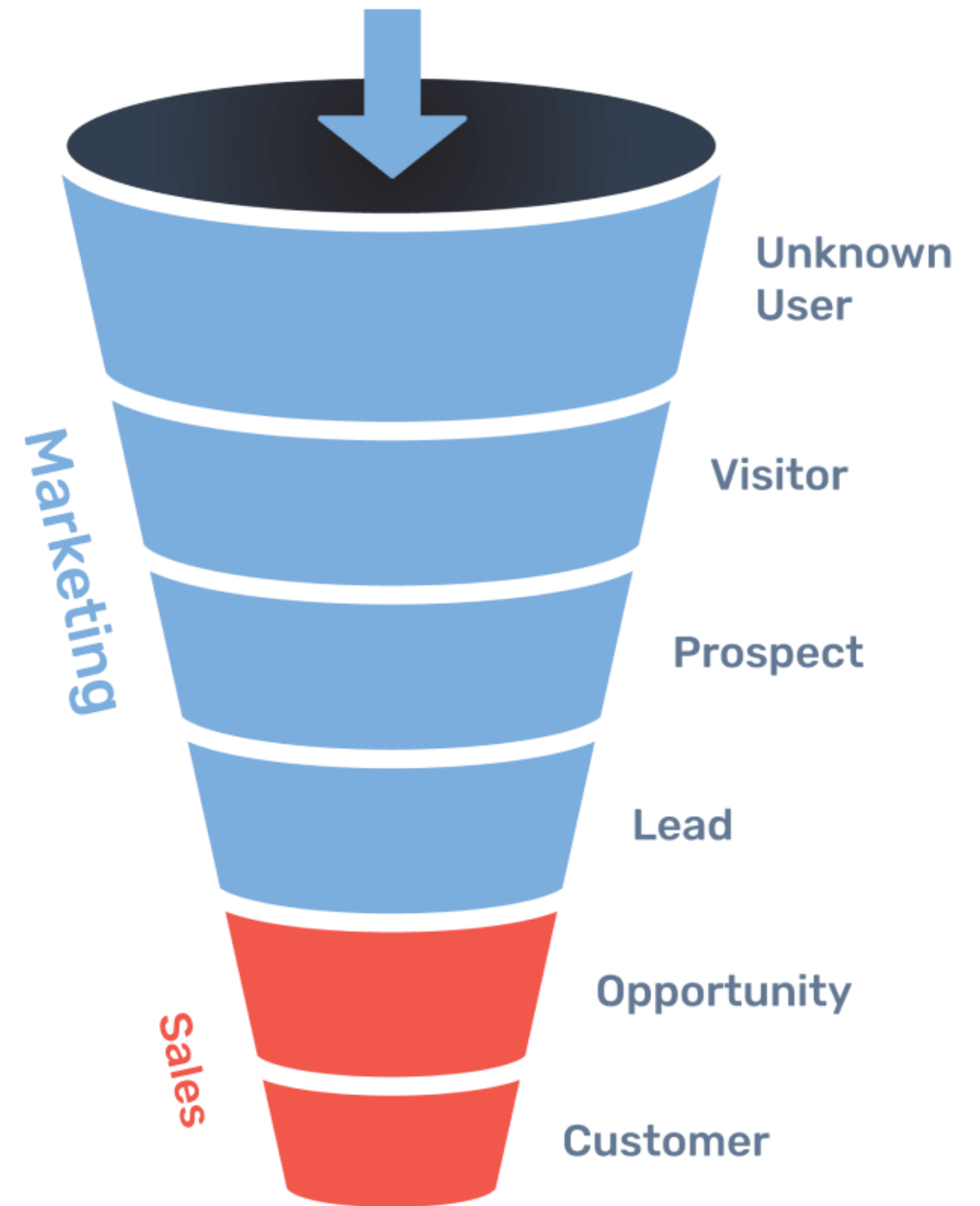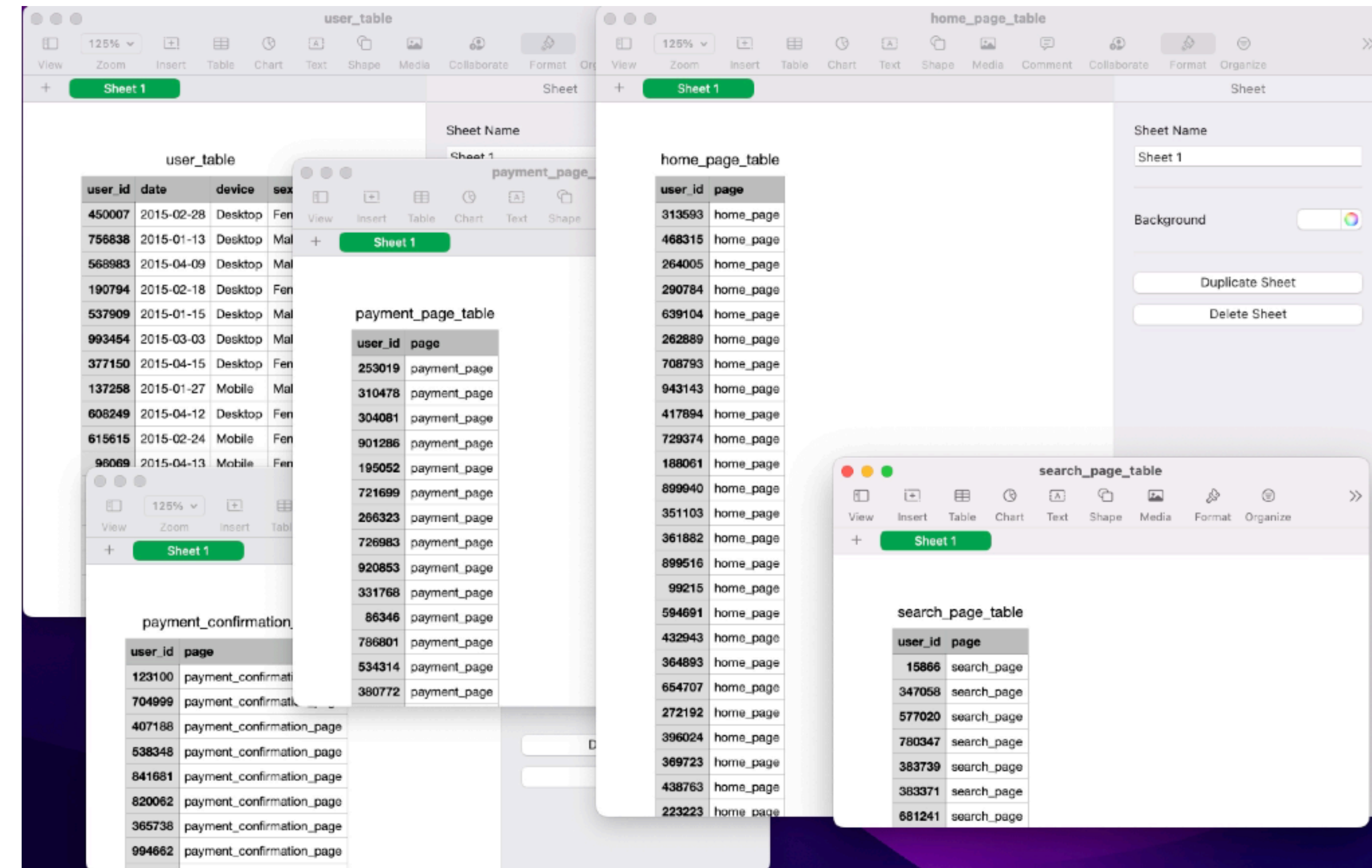# Problem Identification

Assist management in understanding their customer funnel from first interaction to purchase over a four month period that included a considerable loss in users.

From this

To this

```
df.to_csv('funnel_df.csv')
```

Data Wrangling

- Data Acquisition: 5 Datasets

- Merging

- Cleaning

- Validation