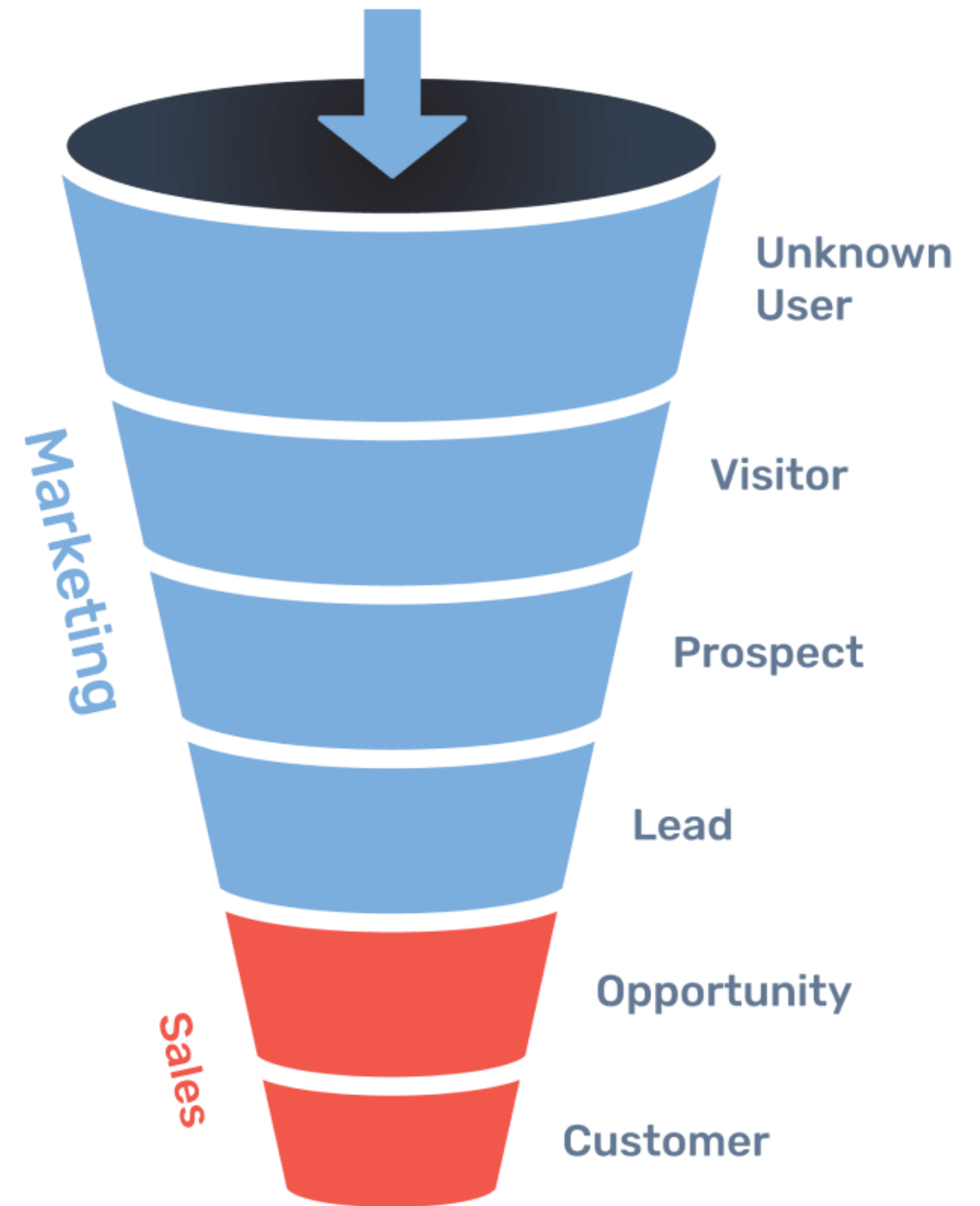
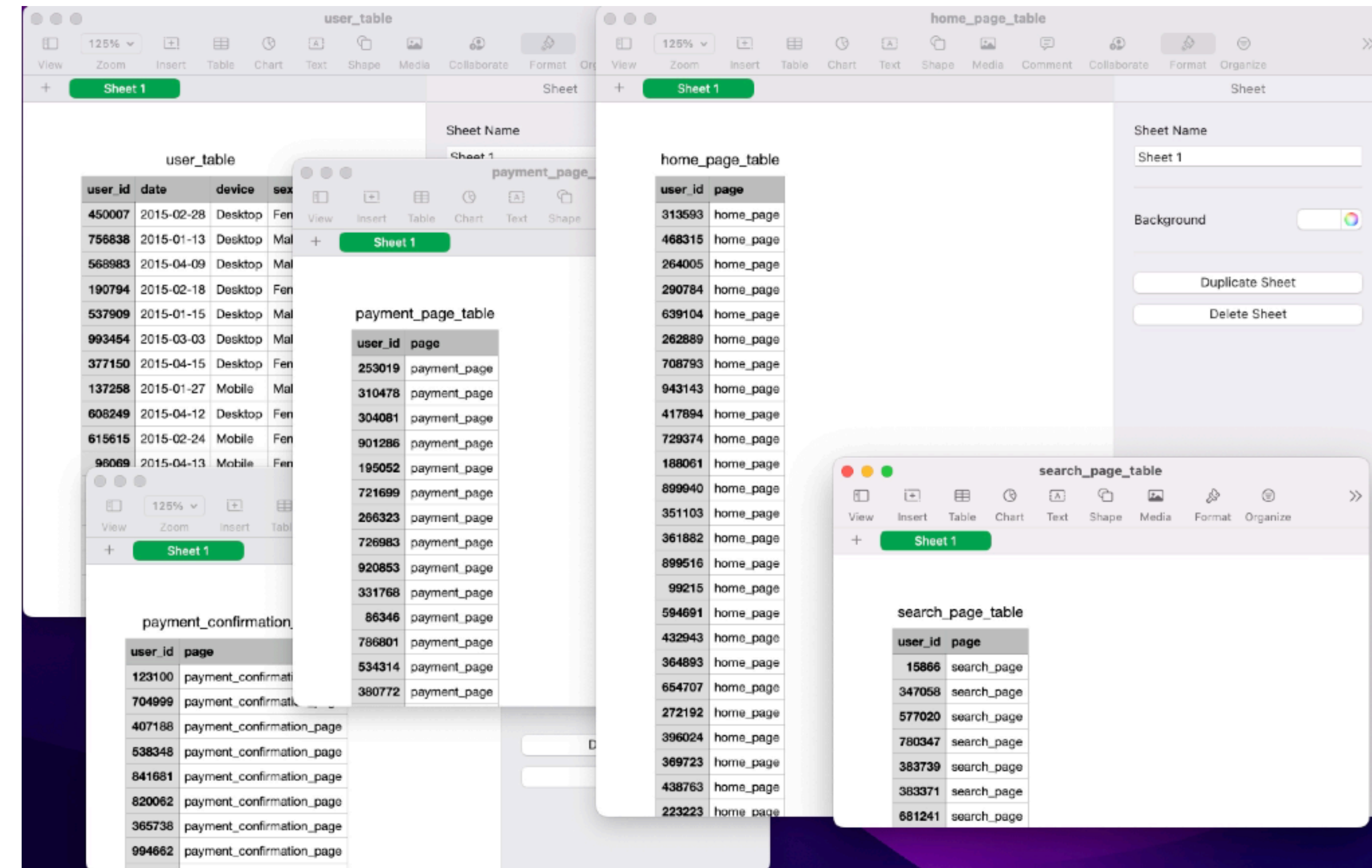


# Problem Identification

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



The image shows a collage of five overlapping spreadsheet windows, each displaying a different dataset. The windows are titled 'user\_table', 'home\_page\_table', 'payment\_page\_table', 'payment\_confirmation\_page', and 'search\_page\_table'. Each window has a menu bar with options like View, Zoom, Insert, Table, Chart, Text, Shape, Media, Collaborate, Format, and Organize. The 'user\_table' window shows columns for user\_id, date, device, and sex. The 'home\_page\_table' window shows columns for user\_id and page. The 'payment\_page\_table' window shows columns for user\_id and page. The 'payment\_confirmation\_page' window shows columns for user\_id and page. The 'search\_page\_table' window shows columns for user\_id and page.

user_id	date	device	sex
450007	2015-02-28	Desktop	Fen
756838	2015-01-13	Desktop	Mal
568983	2015-04-09	Desktop	Mal
190794	2015-02-18	Desktop	Fen
537909	2015-01-15	Desktop	Mal
993454	2015-03-03	Desktop	Mal
377150	2015-04-15	Desktop	Fen
137258	2015-01-27	Mobile	Mal
608249	2015-04-12	Desktop	Fen
615615	2015-02-24	Mobile	Fen
96069	2015-04-13	Mobile	Fen

user_id	page
253019	payment_page
310478	payment_page
304081	payment_page
901286	payment_page
195052	payment_page
721699	payment_page
266323	payment_page
726983	payment_page
920853	payment_page
331768	payment_page
86346	payment_page
786801	payment_page
534314	payment_page
380772	payment_page

user_id	page
123100	payment_confirmation_page
704999	payment_confirmation_page
407188	payment_confirmation_page
538348	payment_confirmation_page
841681	payment_confirmation_page
820062	payment_confirmation_page
365738	payment_confirmation_page
994662	payment_confirmation_page

user_id	page
313593	home_page
468315	home_page
264005	home_page
290784	home_page
639104	home_page
262889	home_page
708793	home_page
943143	home_page
417894	home_page
729374	home_page
188061	home_page
899940	home_page
351103	home_page
361882	home_page
899516	home_page
99215	home_page
594691	home_page
432943	home_page
364893	home_page
654707	home_page
272192	home_page
396024	home_page
369723	home_page
438763	home_page
223223	home_page

user_id	page
15866	search_page
347058	search_page
577020	search_page
780347	search_page
383739	search_page
383371	search_page
681241	search_page

# Data Wrangling

- Data Acquisition: 5 Datasets
- Merging
- Cleaning
- Validation

To this

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