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| Executive Summary | describes results and analysis used in each sheet. |
| conversion_funnel | conversion funnel with conversion rates. |
| retention_rates | retention rates for monthly cohorts over a 4 month span. |
| cohort_analysis | analysis of all purchase data over 6 months. |
| first_purchase | date of first purchases for each user. |
| purchase_activity | purchase information from raw data including first purchase info and cohort groups. |
| raw_user_activity | original imported data. |

Legend

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|--------------|
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Executive Summary

| Results | Synopsis |
|-------------------|--|
| Conversion Funnel | view to shopping cart conversion rate was 29%, while view to purchase was 10%. |
| Retention Rates | for cohort group 2020-09 retention rate was 12.5, and then dropped to 3.13 at 4 mnth mark. |
| Analysis | Description |
| Raw Data | the variables used in my analysis were event type, event date, and user ID. Event types were "view", "purchase", and "shopping cart". Timespan was from 2020-09 to 2021-02. |
| Conversion Funnel | counted unique users per event type, conversion rates, and total conversions. |
| Retention Rates | cohorts were formed by the month of their first purchase and tracked over the next 4 months. Retention rates were calculated using the number of unique users making purchases for each month based on their cohort group. |

| first_purchase_month | COUNTUNIQUE of user_id | cohort_age | | | | 4 Grand Total |
|----------------------|------------------------|------------|----|---|---|---------------|
| | | 0 | 1 | 2 | 3 | |
| 2020-09 | | 32 | 4 | 2 | | 1 32 |
| 2020-10 | | 187 | 14 | 7 | 1 | 1 187 |
| 2020-11 | | 238 | 13 | 7 | 1 | 238 |
| 2020-12 | | 203 | 9 | 6 | | 203 |
| 2021-01 | | 233 | 16 | | | 233 |
| 2021-02 | | 188 | | | | 188 |

| first_purchase_month | 1 mnth | 2 mnth | 3 mnth | 4mnth | |
|-----------------------------|---------------|---------------|---------------|--------------|--|
| 2020-09 | 12.50 | 6.25 | 0.00 | 3.13 | |
| 2020-10 | 7.49 | 3.74 | 0.53 | 0.53 | |
| 2020-11 | 5.46 | 2.94 | 0.42 | 0.00 | |
| 2020-12 | 4.43 | 2.96 | 0.00 | 0.00 | |
| 2021-01 | 6.87 | 0.00 | 0.00 | 0.00 | |
| 2021-02 | 0.00 | 0.00 | 0.00 | 0.00 | |
| | | | | | |

| event_type | COUNTUNIQUE | total_conversion | con_rate_nxt_step |
|--------------------|--------------|------------------|-------------------|
| view | 10453 | | |
| shopping_cart | 3036 | 29% | 29% |
| purchase | 1081 | 10% | 36% |
| Grand Total | 10459 | | |