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Sheet Name	Description
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.
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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.

COUNTUNIQUE of user_id first_purchase_month	cohort_age					Grand Total
	0	1	2	3	4	
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	

<i>event_type</i>	COUNTUNIQUE	total_conversion	con_rate_nxt_step
view	10453		
shopping_cart	3036	29%	29%
purchase	1081	10%	36%
Grand Total	10459		