Part 1: Conversion Funnel

- Create a pivot table analyze user interaction stages.
- Include 3 stages in the funnel.
- Count unique users for each stage.
- Calculate total conversion rates and conversion rates to the next step.

Part 2: Cohort Analysis Data Preparation

- Filter Purchases
- Calculate First Purchase Dates
- Set Up Monthly Data for Cohorts

Part 3: Calculate Retention Rates

- Group Data into Cohorts
- Calculate Overall Retention Rates

Part 4: Organize and Document Spreadsheet

- Update Executive Summary
- Fill in the results and analysis sections
- Reorder Sheets
- Update Sheet Formatting
- Project Submission