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Description
Summarizes Analysis and Calculations
This sheet contains purchase events from the raw data, first purchase calculations, and monthly data for building and tracking cohorts.
This sheet contains first purchase date calculation for each user who made a purchase. These dates eventually was used to assign users to cohorts.
This sheet contains user conversion funnel to better understand how users interact with the website.
This sheet contains acquisition cohorts based on the month of a user's first purchase
This sheet contains retention rates for each cohort month by month.
Raw dataset

Executive Summary
purchase_activity, first_purchase
conversion_funnel, cohort_analysis, retention_rates,
raw_user_activity