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<a href="#">retention_rates</a>	Retention rates for monthly cohorts over 4 months.
<a href="#">cohort_analysis</a>	Cohort analysis of all purchase data over 6 months.
<a href="#">first_purchase</a>	Date of first purchase per user.
<a href="#">purchase_activity</a>	Purchase information from raw data including first purchase information and cohort groups.
<a href="#">raw_user_activity</a>	Original imported data.
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Executive Summary		
Results	Synopsis	
Conversion Funnel	The total conversion rate from view to purchase was 10%. While the view-to-shopping cart conversion rate was 29%.	
Retention Rates	Retention rates for the 2020-09 cohort group after the first month were only 13%; by the 4th month, it was down to 3%.	
Analysis	Description	
Raw Data	Provided as raw transaction logs from "e-commerce company". User ID, Event Type, and Event Date were used in the analysis. Event types were "view", "shopping cart", and "purchase". The timespan was from 2020-09-24 to 2021-02-28.	
Conversion Funnel	Count of unique users per event type, their 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 each month based on their cohort group.	

event_type	COUNTUNIQUE of user_id	total_conversion	CR to Next Step
view	10453		
shopping_cart	3036	29%	29%
purchase	1081	10%	36%

first_purchase_month	1 month retention	2 month retention	3 month retention	4 month retention	
2020-09	13%	6%	0%	3%	
2020-10	7%	4%	1%	1%	
2020-11	5%	3%	0%	0%	
2020-12	4%	3%	0%	0%	
2021-01	7%	0%	0%	0%	

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

<i>user_id</i>	MIN of event_date
a1515915625355179497	11/4/2020
a1515915625355805313	9/29/2020
a1515915625358482476	9/24/2020
a1515915625359833886	11/20/2020
a1515915625368479327	11/1/2020
a1515915625371158307	9/28/2020
a1515915625385482819	10/1/2020
a1515915625385888878	9/25/2020
a1515915625393382317	11/3/2020
a1515915625395096356	10/17/2020
a1515915625403460003	10/11/2020
a1515915625413257995	10/9/2020
a1515915625415474736	10/3/2020
a1515915625466195424	10/10/2020
a1515915625469806973	10/4/2020
a1515915625476168209	10/10/2020
a1515915625483402054	11/9/2020
a1515915625486521695	10/5/2020
a1515915625503751892	9/24/2020
a1515915625505008297	9/29/2020
a1515915625507596879	11/8/2020
a1515915625507754425	10/13/2020
a1515915625509677596	12/20/2020
a1515915625509808717	10/3/2020
a1515915625510154735	10/21/2020
a1515915625510668770	11/17/2020
a1515915625511110840	10/8/2020
a1515915625511258041	9/29/2020
a1515915625513373329	10/15/2020
a1515915625515426823	10/18/2020
a1515915625515626372	1/7/2021
a1515915625517871720	11/11/2020
a1515915625518472854	10/14/2020
a1515915625518836854	11/9/2020
a1515915625518894671	10/21/2020
a1515915625519397646	9/24/2020
a1515915625519417750	10/1/2020
a1515915625519463641	9/24/2020

user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
a1515915625355179497	purchase	electronics.audio.acoustic	jbl	\$154.43	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355179497	purchase	electronics.audio.acoustic	pioneer	\$63.35	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355179497	purchase	electronics.audio.acoustic	pioneer	\$53.81	11/4/2020	11/4/2020	2020-11	2020-11	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	9/29/2020	9/29/2020	2020-09	2020-09	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	9/29/2020	9/29/2020	2020-09	2020-09	0
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/4/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/4/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$242.48	10/12/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/28/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	10/28/2020	9/29/2020	2020-10	2020-09	1
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	11/15/2020	9/29/2020	2020-11	2020-09	2
a1515915625355805313	purchase	appliances.sewing_machine	janome	\$314.97	11/20/2020	9/29/2020	2020-11	2020-09	2
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	\$19.49	9/24/2020	9/24/2020	2020-09	2020-09	0
a1515915625359833886	purchase		sega	\$52.44	11/20/2020	11/20/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/1/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/2/2020	11/1/2020	2020-11	2020-11	0
a1515915625368479327	purchase	auto.accessories.gps	navitel	\$75.29	11/2/2020	11/1/2020	2020-11	2020-11	0
a1515915625371158307	purchase	stationery.cartrige	cactus	\$20.14	9/28/2020	9/28/2020	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	\$20.14	9/28/2020	9/28/2020	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	\$20.14	9/28/2020	9/28/2020	2020-09	2020-09	0
a1515915625371158307	purchase	computers.peripherals.printer	canon	\$192.86	9/28/2020	9/28/2020	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	\$20.14	9/28/2020	9/28/2020	2020-09	2020-09	0
a1515915625385482819	purchase	electronics.audio.acoustic	pioneer	\$71.59	10/1/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	electronics.audio.acoustic	pioneer	\$71.59	10/1/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	electronics.audio.acoustic	pioneer	\$71.59	10/1/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	electronics.audio.acoustic	pioneer	\$71.59	10/1/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	electronics.audio.acoustic	pioneer	\$71.59	10/1/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	furniture.living_room.shelving		\$12.51	10/10/2020	10/1/2020	2020-10	2020-10	0
a1515915625385482819	purchase	furniture.living_room.shelving		\$12.51	10/10/2020	10/1/2020	2020-10	2020-10	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/25/2020	9/25/2020	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/25/2020	9/25/2020	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/30/2020	9/25/2020	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/30/2020	9/25/2020	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/30/2020	9/25/2020	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	\$24.73	9/30/2020	9/25/2020	2020-09	2020-09	0