

Page_Funnel_Visits

April 17, 2025

```
[ ]: import pandas as pd
```

Import all the files

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[ ]: visits = pd.read_csv("visits.csv", parse_dates=[1])
     cart = pd.read_csv("cart.csv", parse_dates=[1])

     checkout = pd.read_csv("checkout.csv", parse_dates=[1])
     purchase = pd.read_csv("purchase.csv", parse_dates=[1])
```

Step 1: Inspect the DataFrames using print and head

```
[1]: print(visits.head(5))
     print(cart.head(5))
     print(checkout.head(5))
     print(purchase.head(5))
```

	user_id	visit_time
0	943647ef-3682-4750-a2e1-918ba6f16188	2017-04-07 15:14:00
1	0c3a3dd0-fb64-4eac-bf84-ba069ce409f2	2017-01-26 14:24:00
2	6e0b2d60-4027-4d9a-babd-0e7d40859fb1	2017-08-20 08:23:00
3	6879527e-c5a6-4d14-b2da-50b85212b0ab	2017-11-04 18:15:00
4	a84327ff-5daa-4ba1-b789-d5b4caf81e96	2017-02-27 11:25:00

	user_id	cart_time
0	2be90e7c-9cca-44e0-bcc5-124b945ff168	2017-11-07 20:45:00
1	4397f73f-1da3-4ab3-91af-762792e25973	2017-05-27 01:35:00
2	a9db3d4b-0a0a-4398-a55a-ebb2c7adf663	2017-03-04 10:38:00
3	b594862a-36c5-47d5-b818-6e9512b939b3	2017-09-27 08:22:00
4	a68a16e2-94f0-4ce8-8ce3-784af0bbb974	2017-07-26 15:48:00

	user_id	checkout_time
0	d33bdc47-4afa-45bc-b4e4-dbe948e34c0d	2017-06-25 09:29:00
1	4ac186f0-9954-4fea-8a27-c081e428e34e	2017-04-07 20:11:00
2	3c9c78a7-124a-4b77-8d2e-e1926e011e7d	2017-07-13 11:38:00
3	89fe330a-8966-4756-8f7c-3bdbcd47279a	2017-04-20 16:15:00
4	3ccdaf69-2d30-40de-b083-51372881aedd	2017-01-08 20:52:00

	user_id	purchase_time
0	4b44ace4-2721-47a0-b24b-15fbfa2abf85	2017-05-11 04:25:00
1	02e684ae-a448-408f-a9ff-dcb4a5c99aac	2017-09-05 08:45:00

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2 4b4bc391-749e-4b90-ab8f-4f6e3c84d6dc 2017-11-20 20:49:00
3 a5dbb25f-3c36-4103-9030-9f7c6241cd8d 2017-01-22 15:18:00
4 46a3186d-7f5a-4ab9-87af-84d05bfd4867 2017-06-11 11:32:00
```

Step 2: Left merging visits and cart

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Step 3: How long is visits_cart?

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Step 4: How many timestamps are null for cart_time?

[]:

Step 5: What percentage only visited?

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Step 6: What percentage placed a t-shirt in their cart but did not checkout?

[]:

Step 7: Merge it all together

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Step 8: % of users who got to checkout but did not purchase

[]:

Step 9: check each part of the funnel, let's print all 3 of them again

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The weakest part of the funnel is clearly getting a person who visited the site to add a tshirt to their cart. Once they've added a t-shirt to their cart it is fairly likely they end up purchasing it. A suggestion could be to make the add-to-cart button more prominent on the front page.

Step 10: adding new column

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Step 11: examine the results

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Step 12: average time to purchase

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