user_id	event_type	category_code	brand	price	event_date	MIN of event_date	min_date_array	cohort	cohort_age
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9/24/2020	2020-09-24	0.00
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	9/24/2020	2020-09-25	0.00
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	9/24/2020	2020-09-25	0.00
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	9/24/2020	2020-09-25	0.00
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	9/24/2020	2020-09-25	0.00
a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	9/24/2020	2020-09-26	0.00
a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	9/24/2020	2020-09-26	0.00
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9/24/2020	2020-09-26	0.00
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9/24/2020	2020-09-26	0.00
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9/24/2020	2020-09-26	0.00
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	9/24/2020	2020-09-27	0.00
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	9/24/2020	2020-09-27	0.00
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-28	9/24/2020	2020-09-27	#NUM!
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9/24/2020	2020-09-28	0.00
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9/24/2020	2020-09-28	0.00
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9/24/2020	2020-09-28	0.00

	A	B	C	D	E	F	G	H	I	J
	user_id	event_type	category_code	brand	price	event_date	first_purchase_date	event_month	first_purchase_month	cohort_age
	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	9	2020-09	0
	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	9	2020-09	0
	a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	9	2020-09	0
	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	9	2020-09	0
	a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	9	2020-09	0
	a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	9	2020-09	0
	a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	9	2020-09	0
	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9	2020-09	0
	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9	2020-09	0
	a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	9	2020-09	0
	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	9	2020-09	0
	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	9	2020-09	0
	a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	9	2020-09	0
	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9	2020-09	0
	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9	2020-09	0
	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9	2020-09	0
	a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	9	2020-09	0
	a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	9	2020-09	0

	cohort_age				
COUNT of user					
first_purchase_r	1	2	3	4	Grand Total
2020-09	0	0	0	0	0
2020-10	0	0	0		0
2020-11	0	0	0		0
2020-12	0				0
2021-01	0				0
Grand Total	0	0	0	0	0

Cohorts	1 Month	2 Month	3 Month	4 Month
2020-09	0%	0%	0%	0%
2020-10	0%	0%	0%	0%
2020-11	0%	0%	0%	0%
2020-12	0%	0%	0%	0%
2021-01	0%	0%	0%	0%
2021-02	0%	0%	0%	0%

user_id	MIN of event_da
a151591562535	2020-10-02
a151591562535	2020-09-26
a151591562535	2020-09-24
a151591562535	2020-10-05
a151591562535	2020-09-28
a151591562535	2020-09-28
a151591562535	2020-09-24
a151591562535	2020-10-07
a151591562535	2020-09-30
a151591562535	2020-11-20
a151591562536	2020-10-04
a151591562536	2020-10-04
a151591562536	2020-09-27
a151591562536	2020-09-27
a151591562536	2020-12-09
a151591562536	2020-09-26
a151591562536	2020-10-07
a151591562536	2020-11-01
a151591562536	2020-11-08
a151591562536	2020-09-24
a151591562536	2020-10-06
a151591562537	2020-09-28
a151591562537	2020-10-03
a151591562537	2020-09-26

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Table of Contents

Sheet Name	Description
Excutive Summary	Summary of results and analysis
raw_user_activity	comprehensive raw data of all user activities
conversion_funnel	Details the steps and conversion rates of the user journery
cohort_analysis	Additional analysis of user cohorts and their behaviors.
retention_rates	user reterntion organized by month and cohort
purchase_activity	Detailed records of user purchase activities
first_activity	Data on users' first purchase activities

Legend

Summaries
Analysis
Calculations
Raw Data

Executive Summary

Results	Synopsis
Conversion Funnel	of the 10453 views, 10.34% (1081) ended up making a purchase. the largest dropoff was from the view stage to the shopping cart stage.
Retention Rates	

Analysis	Description
Raw Data	From January to December 2022, only relevent events were used. These include user signup, add to cart, Purchase, and visit
Conversion Funnel	
Retention Rates	