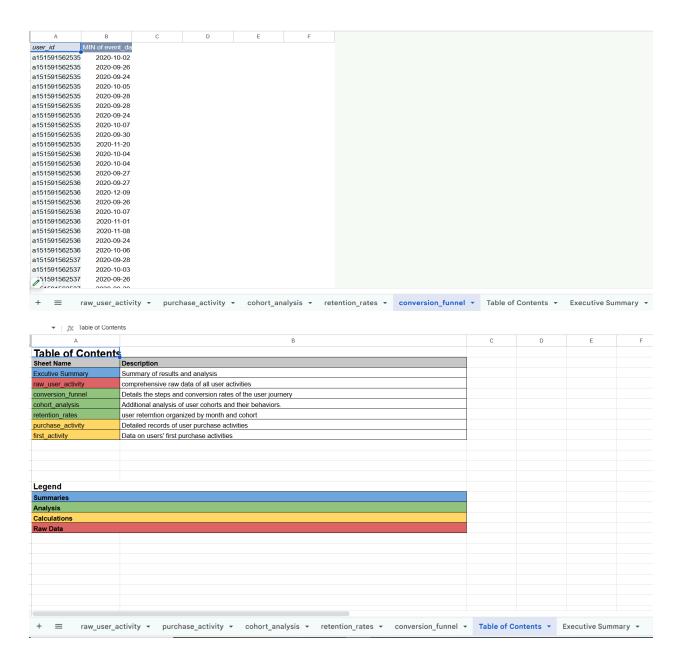
user_id	event_type 1	category_code	brand	price	event_date	MIN of event_date	o min_date_anay	cohort	cohort_age
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519463641		stationery.cartrige	hp	71.02	2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	7 2020-09	-24 2020-09-24	9/24/2020	2020-09-24	0.0
a1515915625519463641	1.	stationery.cartrige	hp	71.02				2020-09-24	0.0
a1515915625385888878		stationery.cartrige	cactus	24.73				2020-09-25	0.0
a1515915625385888878		stationery.cartrige	cactus	24.73				2020-09-25	0.0
a1515915625519762021		Stationery, Santings	kitfort	140.63				2020-09-25	0.0
a1515915625519762021			kitfort	140.63				2020-09-25	0.0
a1515915625520029989		stationery.cartrige	hp	29.57				2020-09-26	0.0
a1515915625520049345	1	auto.accessories.player	kenwood	104.86				2020-09-26	0.0
a1515915625520049545	1			647.29				2020-09-26	0.0
	1	computers peripherals printer	epson						
a1515915625520070184	1.	computers.peripherals.printer	epson	647.29				2020-09-26	0.0
a1515915625520070184	1.	computers.peripherals.printer	epson	647.29				2020-09-26	0.0
a1515915625520227072	1.	computers.peripherals.wifi	ubiquiti	155.43				2020-09-27	0.0
a1515915625520227072	1	computers.peripherals.wifi	ubiquiti	130.73				2020-09-27	0.0
a1515915625520227072	1	computers.peripherals.wifi	ubiquiti	155.43				2020-09-27	#NUM!
a1515915625371158307		stationery.cartrige	cactus	20.14				2020-09-28	0.0
a1515915625371158307		stationery.cartrige	cactus	20.14				2020-09-28	0.0
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09	-28 2020-09-28	3/24/2020	2020-09-28	0.0
+ = raw_uso	er_activity •	purchase_activity ▼ cc	hort_analysis	▼ retention_rat	es ▼ conve	ersion_funnel •	Table of Conten	nts	▼ 4
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A ser_id e	B event_type courchase co	C ategory_code	D brand	E price ev	F ent_date f	G first_purchase_date_er	H vent_month fir	rst_purchase_mont	J cohort_age
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A ser_id	B covent_type courchase courchase courchase courchase courchase courchase courchase courchase sourchase surchase	c ategory_code omputers_peripherals.camera omputers_peripherals.camera omputers_components_tv_tuner tationery_cartrige	brand logitech logitech logitech perfeo hp hp hp cactus cactus kitfort	Price ev 123.35 123.35 123.35 19.49 71.02 71.02 71.02 35.87 71.02 24.73 24.73 140.63 140.63	F 2020-09-24 2020-09-24 2020-09-24 2020-09-24 2020-09-24 2020-09-24 2020-09-25 2020-09-25 2020-09-25 2020-09-25 2020-09-25	G 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-24 9 2020-09-25 9 2020-09-25 9 2020-09-25 9 2020-09-25 9	H First Fi	rst_purchase_montl 020-09 020-09 020-09 020-09 020-09 020-09 020-09 020-09 020-09 020-09 020-09 020-09	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
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Results	Synopsis			
onversion 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			
onversion Funnel				
Retention Rates				