Table of Contents

Sheet Name	Description *[brief one sentence description]*
Executive Summary	After analyzing the company's raw transactional data, the executive summary provides an overview of the results and conclusions to better understand how well the company website converts product page views into purchases.
conversion_funnel	An insight into how users interact with the website, highlighting total conversion and conversion rates at every stage.
retention_rates	The calculation of how well the website retains customers over time.
cohort_analysis	An examination of customer conversion, grouped into six cohorts by the month of their first purchase.
first_purchase	Computes the initial first purchase date of each user id.
purchase_activity	Calculations to support the build and assign of cohorts.
raw_user_activity	Raw transactional log for each user event (product page view, opening their shopping cart, and completing a purchase with the website) that occurred between 9/24/20 and 2/28/2021

Legend

Summaries	
Analysis	
Calculations	
Raw Data	

Executive Summary

Results	Synopsis		Analysis	Description
Conversion Funnel	•The funnel starts with 10,453 unique users who view a product. Of those users, 3,036 added items to their shopping cart, resulting in a 29% conversion rate from view to cart. Of the 3,026 users, 1,081 completed a purchase, with a 36% conversion rate from shopping cart to purchase. •The overall funnel conversion rate of 10% highlights a need for improvement in reducing the number of users who drop off at the middle and final stages of the funnel.		**Raw Data**	•Each row in the company-provided raw transaction log ("raw_user_activity" sheet) represents a timestamp event by a user on the company's website. •The columns in the dataset are the unique customer IDs (user_id), the type of activity by the user (event_type), the category of the product being viewed or purchased (category_code), the company that makes the product (brand), price of the product, in USD (price), and date of the user activity, in YYYY-MM-DD format (event_date). The user_id, event_type, and event_date columns were used for this analysis.

Retention Rates	•The first-month retention rates vary across all cohorts, but all experience a decline, with most cohorts showing a 0% retention rate by the third month. This indicates that post-purchase engagement with users may not be strong enough to maintain interest beyond the short term.		**Conversion Funnel**	•The conversion rate calculations are based on the "raw_user_activity" sheet:
				    The conversion rate is calculated using the total number of unique user IDs at a particular funnel stage by the total number of unique user IDs at the previous stage.
				    Total conversion rate is calculated using the total number of unique user IDs at the first funnel stage by the total number of unique user IDs at a particular stage.

			Retention Rates	•The data for the cohort analysis is based on the "purchase_activity" sheet. This sheet is the purchase event data from the "raw_user_activity" sheet (the user_id, event_type, category_code, brand, price, event_date columns) and additional columns to build, assign, and track cohorts (the first_purchase_date, event_month, first_purchase_month, cohort_age columns).
				
				•Depending on when a customer makes their first purchase, a cohort is assigned. The minimum purchase event date for each user ID is calculated on the "first_purchase" sheet. Based on the calculations from the "firstr_purchase_sheet", 6 cohorts are created:
				    2020-09
				    2020-10
				    2020-11
				    2020-12
				    2021-01
				    2021-02
				•Cohorts are then grouped by age; this is the number of months between their first purchase and their next event date.
				
				•The "cohort_analysis" sheet is the basis for the retention rate calculation. It counts the total number of unique user IDs for each cohort month by month. Based on the starting cohort size number, the "retention_rates" sheet, provides the calculations for each cohort at each cohort age.

event_type	COUNTUNIQUE of user_id	conversion_rate	total_conversion_rate
view	10,453		100%
shopping_cart	3,036	29%	29%
purchase	1,081	36%	10%
Grand Total	**10,459**		

first_purchase_month	first_month	second_month	third_month	fourth_month
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%
2021-02	0%	0%	0%	0%

COUNTUNIQUE cohort_age						
first_purchase_m	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

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a151591562554	2020-11-30
a151591562554	2020-11-26
a151591562554	2020-11-26
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a151591562554	2020-11-26
a151591562554	2020-11-26
a151591562554	2020-11-27
a151591562554	2020-11-27
a151591562554	2020-11-27
a151591562554	2020-11-28
a151591562554	2020-11-28
a151591562554	2020-11-28
a151591562554	2020-11-30
a151591562554	2020-11-28
a151591562554	2020-11-29
a151591562554	2021-02-18
a151591562554	2020-12-09
a151591562554	2020-11-29
a151591562554	2020-11-29
a151591562554	2020-11-30
a151591562554	2021-02-06
a151591562554	2020-12-28
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-11-30
a151591562554	2020-12-01
a151591562554	2020-12-03
a151591562554	2020-12-08

MIN of event_da	event_type
user_id	purchase
a151591562554€	2020-12-01
a151591562554€	2020-12-01
a151591562554ₜ	2020-12-01
a151591562554ₜ	2020-12-01
a151591562554ₜ	2020-12-01
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-07
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-02
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-11
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-05
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-03
a151591562554ₜ	2020-12-04
a151591562554ₜ	2020-12-04
a151591562554ₜ	2020-12-04
a151591562554ₜ	2020-12-04
a151591562554ₜ	2020-12-05
a151591562554$	2020-12-05
a151591562554$	2020-12-06
a15159156255₅(	2020-12-06
a15159156255₅(	2020-12-07
a15159156255₅(	2020-12-12
a15159156255₅ₜ	2020-12-07
a15159156255₅₂	2020-12-07
a15159156255₅₂	2020-12-07
a15159156255₅₃	2020-12-07
a15159156255₅₄	2020-12-07
a15159156255₅₅	2020-12-08
a15159156255₅₅	2020-12-08
a15159156255₅₅	2020-12-08
a15159156255₅₅	2020-12-08

MIN of event_da	event_type
user_id	purchase
a151591562555!	2020-12-08
a151591562555!	2020-12-08
a151591562555(	2020-12-08
a151591562555(	2020-12-08
a151591562555(	2020-12-30
a151591562555(	2020-12-09
a151591562555(	2020-12-09
a151591562555(	2020-12-14
a151591562555(	2020-12-09
a151591562555(	2020-12-09
a151591562555(	2021-02-10
a151591562555(	2020-12-09
a151591562555(	2020-12-10
a151591562555(	2020-12-09
a151591562555(	2020-12-09
a151591562555(	2020-12-10
a151591562555(	2020-12-10
a151591562555(	2020-12-10
a151591562555(	2020-12-10
a151591562555{	2020-12-13
a151591562555!	2020-12-11
a151591562555!	2020-12-11
a151591562556(	2020-12-21
a151591562556"	2020-12-11
a151591562556"	2020-12-12
a151591562556"	2020-12-12
a151591562556"	2020-12-12
a151591562556"	2021-01-05
a151591562556"	2020-12-20
a151591562556"	2020-12-12
a151591562556"	2021-01-06
a151591562556"	2020-12-20
a151591562556"	2020-12-13
a151591562556"	2021-02-01
a151591562556"	2020-12-16
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a151591562556;	2020-12-13
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a151591562556;	2020-12-13
a151591562556;	2020-12-13
a151591562556;	2020-12-13

MIN of event_da	event_type
user_id	purchase
a151591562556₂	2020-12-13
a151591562556₂	2020-12-13
a151591562556₂	2020-12-14
a151591562556₂	2020-12-14
a151591562556₂	2020-12-14
a151591562556₃	2021-01-02
a151591562556₃	2020-12-14
a151591562556₃	2020-12-15
a151591562556₃	2020-12-15
a151591562556₃	2020-12-15
a151591562556₃	2020-12-15
a151591562556₃	2020-12-15
a151591562556₃	2020-12-29
a151591562556₃	2020-12-15
a151591562556₃	2020-12-15
a151591562556₃	2020-12-30
a151591562556₃	2020-12-16
a151591562556₃	2020-12-16
a151591562556₃	2020-12-16
a151591562556₃	2020-12-16
a151591562556₃	2020-12-21
a151591562556₃	2020-12-16
a151591562556₃	2020-12-17
a151591562556₃	2020-12-16
a151591562556₄	2020-12-16
a151591562556₄	2020-12-17
a151591562556₄	2020-12-17
a151591562556₄	2020-12-17
a151591562556₄	2020-12-17
a151591562556₄	2020-12-20
a151591562556₄	2020-12-17
a151591562556₄	2020-12-17
a151591562556₄	2020-12-17
a151591562556₄	2020-12-18
a151591562556₄	2020-12-18
a151591562556₄	2021-01-18
a151591562556₄	2020-12-18
a151591562556₄	2020-12-18
a151591562556₄	2020-12-18
a151591562556₄	2020-12-24

first_purchase

MIN of event_date user_id	event_type purchase
a151591562556	2020-12-18
a151591562556	2020-12-18
a151591562556	2020-12-18
a151591562556	2020-12-19
a151591562556	2020-12-19
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a151591562556	2020-12-19
a151591562556	2020-12-19
a151591562556	2020-12-19
a151591562556	2020-12-20
a151591562556	2020-12-20
a151591562556	2020-12-31
a151591562556	2020-12-20
a151591562556	2020-12-20
a151591562556	2020-12-20
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a151591562556	2020-12-27
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a151591562556	2020-12-21
a151591562556	2020-12-21
a151591562556	2020-12-21
a151591562556	2020-12-21
a151591562556	2020-12-25
a151591562556	2020-12-22
a151591562556	2020-12-22
a151591562556	2020-12-22
a151591562556	2020-12-22
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a151591562557	2020-12-22
a151591562557	2020-12-24
a151591562557	2020-12-22
a151591562557	2020-12-23
a151591562557	2020-12-23

MIN of event_da user_id	event_type purchase
a151591562556	2020-12-23
a151591562556	2020-12-23
a151591562556	2020-12-24
a151591562556	2020-12-24
a151591562556	2020-12-25
a151591562556	2020-12-25
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a151591562557	2020-12-29
a151591562557	2020-12-30
a151591562557	2020-12-30
a151591562557	2021-01-08
a151591562557	2020-12-30
a151591562557	2021-01-14
a151591562557	2021-01-01
a151591562557	2021-01-04
a151591562557	2021-01-01
a151591562557	2021-01-01
a151591562557	2021-01-02
a151591562557	2021-01-02
a151591562557	2021-01-02
a151591562557	2021-01-02
a151591562557	2021-01-27

MIN of event_da	event_type
user_id	purchase
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-03
a151591562557;	2021-01-04
a151591562557;	2021-01-14
a151591562557;	2021-01-04
a151591562557;	2021-01-04
a151591562557;	2021-01-04
a151591562557;	2021-01-04
a151591562557;	2021-01-05
a151591562557;	2021-01-04
a151591562557;	2021-01-04
a151591562557;	2021-01-05
a151591562557;	2021-01-05
a151591562557;	2021-01-13
a151591562557;	2021-01-05
a151591562557;	2021-01-05
a151591562557;	2021-01-05
a151591562557;	2021-01-05
a151591562557;	2021-01-05
a151591562557;	2021-02-14
a151591562557;	2021-01-06
a151591562557;	2021-01-06
a151591562557;	2021-01-06
a151591562557;	2021-01-06
a151591562557;	2021-01-06
a151591562557;	2021-01-06
a151591562557;	2021-01-07
a151591562557;	2021-01-07
a151591562557;	2021-01-07
a151591562557;	2021-01-07
a151591562557;	2021-01-07
a151591562557;	2021-01-07
a151591562557;	2021-02-07
a151591562557;	2021-01-07
a151591562557;	2021-01-08
a151591562557;	2021-01-08

MIN of event_da event_type	
user_id	purchase
a151591562557;	2021-01-09
a151591562557;	2021-01-08
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a151591562558⁴	2021-01-09
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a1515915625590	2021-01-09
a1515915625590	2021-01-09
a1515915625590	2021-01-09
a151591562559;	2021-01-19
a151591562559;	2021-01-09
a151591562559;	2021-01-09
a151591562559;	2021-01-09
a151591562559;	2021-01-09
a151591562559;	2021-01-10
a151591562559;	2021-01-10
a151591562559;	2021-01-10
a151591562559;	2021-01-20
a151591562559;	2021-01-10
a151591562559;	2021-01-10
a151591562559;	2021-01-10
a151591562559;	2021-01-11
a151591562559;	2021-01-11
a151591562559;	2021-02-19
a151591562559;	2021-01-11
a151591562559;	2021-01-15
a151591562559;	2021-01-11
a151591562559;	2021-01-11
a151591562559;	2021-01-25
a151591562559;	2021-01-11
a151591562559;	2021-01-11
a151591562559;	2021-01-12
a151591562559;	2021-01-22
a151591562559;	2021-01-12
a151591562559;	2021-01-12
a151591562559;	2021-01-12
a151591562559;	2021-01-12
a151591562559;	2021-01-12
a151591562559;	2021-01-12
a151591562559;	2021-01-26
a151591562559;	2021-02-26
a151591562559;	2021-01-13

user_id	MIN of event_date event_type purchase
a151591562559	2021-01-13
a151591562559	2021-01-13
a151591562559	2021-01-13
a151591562559	2021-01-19
a151591562559	2021-01-15
a151591562559	2021-01-14
a151591562559	2021-01-14
a151591562559	2021-01-14
a151591562559	2021-01-14
a151591562559	2021-01-14
a151591562559	2021-01-20
a151591562559	2021-01-14
a151591562559	2021-01-15
a151591562559	2021-01-15
a151591562559	2021-01-16
a151591562559	2021-01-15
a151591562559	2021-01-15
a151591562559	2021-01-21
a151591562559	2021-01-16
a151591562559	2021-01-16
a151591562559	2021-01-16
a151591562559	2021-01-17
a151591562559	2021-01-17
a151591562559	2021-01-21
a151591562559	2021-01-17
a151591562559	2021-01-17
a151591562559	2021-01-17
a151591562559	2021-01-18
a151591562559	2021-01-18
a151591562559	2021-01-18
a151591562559	2021-01-18
a151591562559	2021-01-19
a151591562559	2021-01-18
a151591562559	2021-01-19
a151591562559	2021-01-19
a151591562559	2021-01-19
a151591562559	2021-01-26
a151591562559	2021-01-19
a151591562559	2021-01-19
a151591562559	2021-01-19
a151591562559	2021-01-19

MIN of event_da	event_type
user_id	purchase
a151591562559⁴	2021-01-19
a151591562559⁴	2021-01-20
a151591562559⁴	2021-01-19
a151591562559⁴	2021-01-21
a151591562559⁴	2021-01-19
a151591562559⁴	2021-01-19
a151591562559⁵	2021-01-19
a151591562559⁵	2021-01-19
a151591562559⁵	2021-01-20
a151591562559⁵	2021-01-31
a151591562559⁵	2021-01-20
a151591562559⁵	2021-01-20
a151591562559⁵	2021-01-20
a151591562559⁵	2021-01-20
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-21
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁵	2021-01-22
a151591562559⁶	2021-01-23
a151591562559⁶	2021-01-23
a151591562559⁶	2021-01-23
a151591562559⁶	2021-01-23
a151591562559⁶	2021-01-24
a151591562559⁶	2021-01-23
a151591562559⁶	2021-02-20
a151591562559⁶	2021-01-28
a151591562559⁶	2021-01-23
a151591562559⁶	2021-01-23

MIN of event_da user_id	event_type purchase
a151591562559€	2021-01-24
a151591562559€	2021-01-24
a151591562559€	2021-01-24
a151591562559€	2021-01-24
a151591562559€	2021-01-24
a151591562559€	2021-01-25
a151591562559€	2021-01-24
a151591562559€	2021-01-25
a151591562559€	2021-01-25
a151591562559?	2021-01-25
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a151591562559?	2021-01-25
a151591562559?	2021-01-25
a151591562559?	2021-01-25
a151591562559?	2021-02-08
a151591562559?	2021-01-26
a151591562559?	2021-01-26
a151591562559?	2021-01-26
a151591562559?	2021-01-26
a151591562559?	2021-02-28
a151591562559?	2021-01-26
a151591562559?	2021-01-26
a151591562559?	2021-01-28
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-27
a151591562559?	2021-01-28
a151591562559?	2021-01-28
a151591562559€	2021-01-28
a151591562559€	2021-01-31
a151591562559€	2021-01-28
a151591562559€	2021-01-28
a151591562559€	2021-01-29
a151591562559€	2021-01-29
a151591562559€	2021-02-26

MIN of event_da	event_type
user_id	purchase
a151591562559ξ	2021-01-29
a151591562559ξ	2021-01-29
a151591562559ξ	2021-02-01
a151591562559ξ	2021-02-07
a151591562559ξ	2021-01-29
a151591562559ξ	2021-01-29
a151591562559ξ	2021-01-30
a151591562559ξ	2021-01-30
a151591562559ξ	2021-01-30
a151591562559ξ	2021-02-15
a151591562559ξ	2021-01-31
a151591562559ξ	2021-02-02
a151591562559ξ	2021-01-31
a151591562559ξ	2021-01-31
a151591562559ξ	2021-02-01
a151591562559ξ	2021-02-01
a151591562559ξ	2021-02-01
a151591562559ξ	2021-02-02
a151591562559ξ	2021-02-18
a151591562559ξ	2021-02-06
a151591562559ξ	2021-02-02
a151591562559ξ	2021-02-02
a151591562559ξ	2021-02-04
a151591562559ξ	2021-02-02
a151591562559ξ	2021-02-02
a151591562559ξ	2021-02-03
a15159156256ΟΟ	2021-02-03
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a15159156256ΟΟ	2021-02-03
a15159156256ΟΟ	2021-02-04
a15159156256ΟΟ	2021-02-04
a15159156256ΟΟ	2021-02-04
a15159156256ΟΟ	2021-02-05
a15159156256ΟΟ	2021-02-05
a15159156256ΟΟ	2021-02-10
a151591562560′	2021-02-05
a151591562560′	2021-02-05
a151591562560′	2021-02-06
a151591562560′	2021-02-06
a151591562560′	2021-02-06

| MIN of event_da | event_type |
user_id	purchase
a151591562560	2021-02-06
a151591562560	2021-02-06
a151591562560	2021-02-07
a151591562560	2021-02-07
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a151591562560	2021-02-11
a151591562560	2021-02-09
a151591562560	2021-02-09
a151591562560	2021-02-09
a151591562560	2021-02-10
a151591562560	2021-02-10
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a151591562560	2021-02-10
a151591562560	2021-02-12
a151591562560	2021-02-10
a151591562560	2021-02-11
a151591562560	2021-02-11
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a151591562560	2021-02-11

MIN of event_da user_id	event_type purchase
a151591562560₄	2021-02-13
a151591562560₄	2021-02-11
a151591562560₄	2021-02-11
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a151591562560₄	2021-02-11
a151591562560₄	2021-02-17
a151591562560₄	2021-02-12
a151591562560₄	2021-02-11
a151591562560₄	2021-02-12
a151591562560₄	2021-02-13
a151591562560₄	2021-02-13
a151591562560₅	2021-02-13
a151591562560₅	2021-02-14
a151591562560₅	2021-02-19
a151591562560₅	2021-02-14
a151591562560₅	2021-02-14
a151591562560₅	2021-02-14
a151591562560₅	2021-02-14
a151591562560₅	2021-02-14
a151591562560₅	2021-02-15
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a151591562560₅	2021-02-15
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a151591562560₅	2021-02-15
a151591562560₆	2021-02-16
a151591562560₆	2021-02-16
a151591562560₆	2021-02-17
a151591562560₆	2021-02-16
a151591562560₆	2021-02-16
a151591562560₆	2021-02-16
a151591562560₆	2021-02-20
a151591562560₆	2021-02-16
a151591562560₆	2021-02-16
a151591562560₆	2021-02-19
a151591562560₆	2021-02-26
a151591562560₆	2021-02-16
a151591562560₆	2021-02-16
a151591562560₆	2021-02-18

user_id	MIN of event_date event_type purchase
a151591562560€	2021-02-17
a151591562560€	2021-02-17
a151591562560€	2021-02-18
a151591562560€	2021-02-17
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a151591562560€	2021-02-17
a151591562560€	2021-02-17
a151591562560€	2021-02-18
a151591562560€	2021-02-18
a151591562560€	2021-02-18
a151591562560€	2021-02-18
a151591562560€	2021-02-18
a151591562560€	2021-02-20
a151591562560€	2021-02-18
a151591562560⁷	2021-02-18
a151591562560⁷	2021-02-19
a151591562560⁷	2021-02-19
a151591562560⁷	2021-02-19
a151591562560⁷	2021-02-20
a151591562560⁷	2021-02-20
a151591562560⁷	2021-02-20
a151591562560⁷	2021-02-21
a151591562560⁷	2021-02-21
a151591562560⁸	2021-02-21
a151591562560⁸	2021-02-21
a151591562560⁸	2021-02-21
a151591562560⁸	2021-02-21
a151591562560⁸	2021-02-22
a151591562560⁸	2021-02-22
a151591562560⁸	2021-02-23
a151591562560⁸	2021-02-23
a151591562560⁸	2021-02-23
a151591562560⁸	2021-02-23
a151591562560⁸	2021-02-23
a151591562560⁸	2021-02-23
a151591562560⁹	2021-02-24
a151591562560⁹	2021-02-24
a151591562560⁹	2021-02-24
a151591562560⁹	2021-02-24
a151591562560⁹	2021-02-24

user_id	MIN of event_date event_type purchase
a1515915625609	2021-02-24
a1515915625609	2021-02-25
a1515915625609	2021-02-25
a1515915625610	2021-02-26
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a1515915625610	2021-02-27
a1515915625610	2021-02-28
a1515915625610	2021-02-28
a1515915625610	2021-02-28
a1515915625610	2021-02-28
a1515915625610	2021-02-28
a1515915625610	2021-02-28