





A	B	C	D	E	F	G	H	I	J	
event_type	COUNTUNIQUE of use	total_conversion	conversion_rate_next_step							
view	10453	99.94%	100%							
shopping_cart	3036	29.03%	29.04%							
purchase	1081	10.34%	35.61%							
Grand Total	10459									

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	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625503751892	purchase	appliances.environment.vacuum	topon	35.87	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625519463641	purchase	stationery.cartrige	hp	71.02	2020-09-24	2020-09-24	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625385888878	purchase	stationery.cartrige	cactus	24.73	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625519762021	purchase		kitfort	140.63	2020-09-25	2020-09-25	2020-09	2020-09	0
a1515915625520029989	purchase	stationery.cartrige	hp	29.57	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520049345	purchase	auto.accessories.player	kenwood	104.86	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520070184	purchase	computers.peripherals.printer	epson	647.29	2020-09-26	2020-09-26	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-27	2020-09-27	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	130.73	2020-09-27	2020-09-27	2020-09	2020-09	0
a1515915625520227072	purchase	computers.peripherals.wifi	ubiquiti	155.43	2020-09-28	2020-09-27	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	stationery.cartrige	cactus	20.14	2020-09-28	2020-09-28	2020-09	2020-09	0
a1515915625371158307	purchase	computers.peripherals.printer	canon	192.86	2020-09-28	2020-09-28	2020-09	2020-09	0

user_id	MIN of event_date
a151591562535	2020-11-04
a151591562535	2020-09-29
a151591562535	2020-09-24
a151591562535	2020-11-20
a151591562536	2020-11-01
a151591562537	2020-09-28
a151591562538	2020-10-01
a151591562538	2020-09-25
a151591562539	2020-11-03
a151591562539	2020-10-17
a151591562540	2020-10-11
a151591562541	2020-10-09
a151591562541	2020-10-03
a151591562546	2020-10-10
a151591562546	2020-10-04
a151591562547	2020-10-10
a151591562548	2020-11-09
a151591562548	2020-10-05
a151591562550	2020-09-24
a151591562550	2020-09-29
a151591562550	2020-11-08
a151591562550	2020-10-13
a151591562550	2020-12-20
a151591562550	2020-10-03
a151591562551	2020-10-21

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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
Grand Total	1081	56	22	2	2	1081



user_id	event_type	category_code	brand	price	event_date	
a1515915625519014356	view	computers.peripherals.printer	pantum	113.81	2020-09-24	
a1515915625519392599	view	stationery.cartrige	lomond	8.35	2020-09-24	
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
a1515915625369253995	view	construction.tools.welding		250.63	2020-09-24	
a1515915625519410002	view	computers.desktop	steelseries	58.49	2020-09-24	
a1515915625519413944	view	appliances.kitchen.microwave	samsung	130.11	2020-09-24	
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519397646	view	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519417750	view	computers.network.router	d-link	53.14	2020-09-24	
a1515915625519397646	shopping_cart	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625519397646	purchase	computers.peripherals.camera	logitech	123.35	2020-09-24	
a1515915625358482476	view	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1515915625358482476	shopping_cart	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1515915625358482476	purchase	computers.components.tv_tuner	perfeo	19.49	2020-09-24	
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
a1515915625519443407	shopping_cart	computers.components.motherboard	asrock	77.73	2020-09-24	
a1515915625519443407	view	computers.components.motherboard	asrock	77.73	2020-09-24	
a1515915625519446240	view		formula	35.54	2020-09-24	
a1515915625519452732	view	computers.notebook	hp	27.62	2020-09-24	
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	
a1515915625519460662	shopping_cart	computers.peripherals.joystick	logitech	162.51	2020-09-24	
a1515915625519460662	view	computers.peripherals.joystick	logitech	162.51	2020-09-24	