Wishlist quality by age

1. Log in to Steam financial data back end
2. Go to 'view detailed wishlists breakdown'
3. Set the time period to 'all history'
4. Scroll down to 'Wishlist conversion by cohort' section, and click 'view as CSV'
5. Open the CSV in google sheets

sep=					
Steam Wishlist Cohort data for 2019-07-01 - 2020-08-26					
DateLocal	Game	MonthCohort	PurchasesAndActiva	Gifts	TotalConversions
2020-08-01	Yes Your Grace	2020-08-01	1	0	1
2020-08-01	Yes Your Grace	2020-07-01	6	0	6
2020-08-01	Yes Your Grace	2020-05-01	1	0	1
2020-08-01	Yes Your Grace	2020-04-01	3	0	3
2020-08-01	Yes Your Grace	2020-03-01	8	0	8
2020-08-01	Yes Your Grace	2019-11-01	2	0	2
2020-08-02	Yes Your Grace	2020-08-01	4	0	4

Date of purchase   *Date of wishlist*   *Number of converted wishlists*   *Number of wishlists converted to Gifts*   *Total converted wishlists*

6. Format the Month Cohort date column to Year-Month-Date
7. Sort from Z to A
8. Add all the Total Conversions for each month separately and write them down on another spreadsheet
9. Go back to Steam and download the wishlist action summary csv
10. Format the date again and sort again
11. Sum up all the wishlists for each month and add to the corresponding month (you can also choose a custom date on steam for each month and see how many additions you've had)

That's what you should have (numbers are placeholders in this example):

Month	Total additions	Converted
January	1455	80
February	250	23
March	3566	300
April	246	23
May	344	44
June	654	34
July	1588	76

12. Now you can calculate the percentage of converted wishlists (by dividing column C by column B)

Month	Total additions	Converted	Percentage
January	1455	80	5.50%
February	250	23	9.20%
March	3566	300	8.41%
April	246	23	9.35%
May	344	44	12.79%
June	654	34	5.20%
July	1588	76	4.79%