

DISHPATCH WEEKLY ANALYSIS REPORT

May 23, 2025

(Last week: W20 - Monday 12-05 to Sunday 18-05)

EXECUTIVE SUMMARY

Currently Active full member ever: **5687**

*Active Full Member 1st year: **3884** - 2nd year: **1793** - 3rd year: **10***

Most full member ever: 6410 on 22-05-2025

Renewal Rate: **TODO%**

*Renewal rate from 1st year to 2nd year **62.5%** from 2nd year to 3rd year **97.7%**.*

New trial last week: **111** (*previous week: 100*)

New full member last week: **59** (*previous week: 66*)

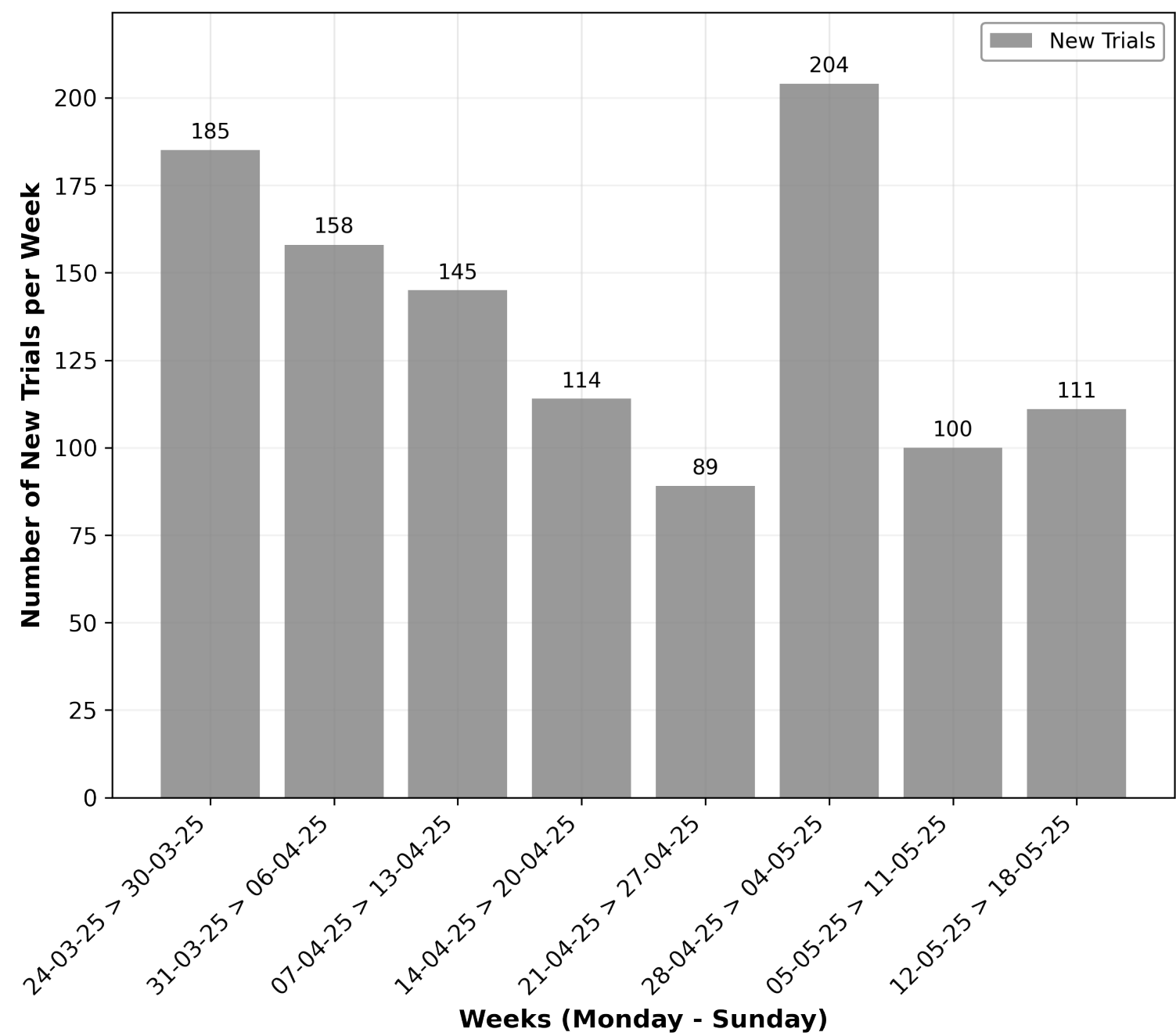
Churn full member last week: **26** (*previous week: 40*)

Conversion Rate (from Trial to Full Member): **39.83%**

To be a full member a user must complete their trial, not request a refund, and not be gifted. (refund period 14 days)

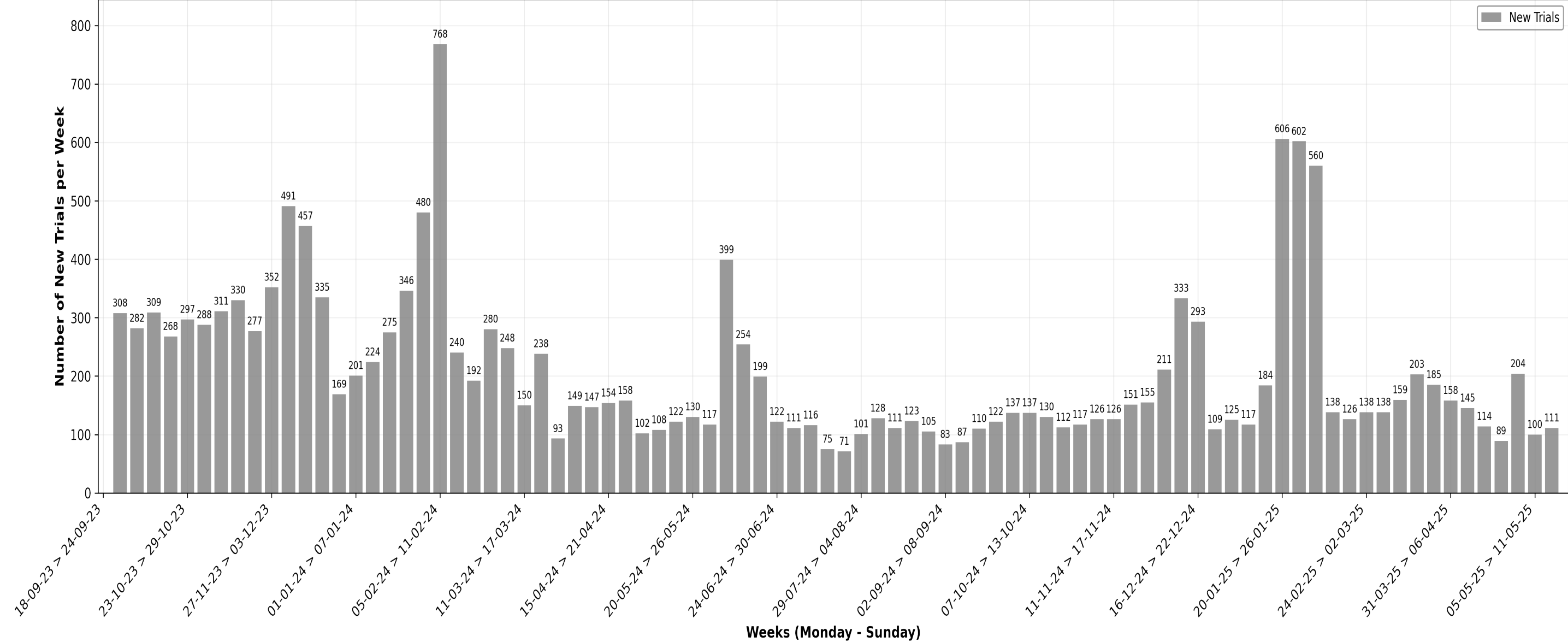
TRIAL EACH WEEK

WEEKLY NEW TRIALS Last 8 weeks (24-03-25 - 18-05-25)



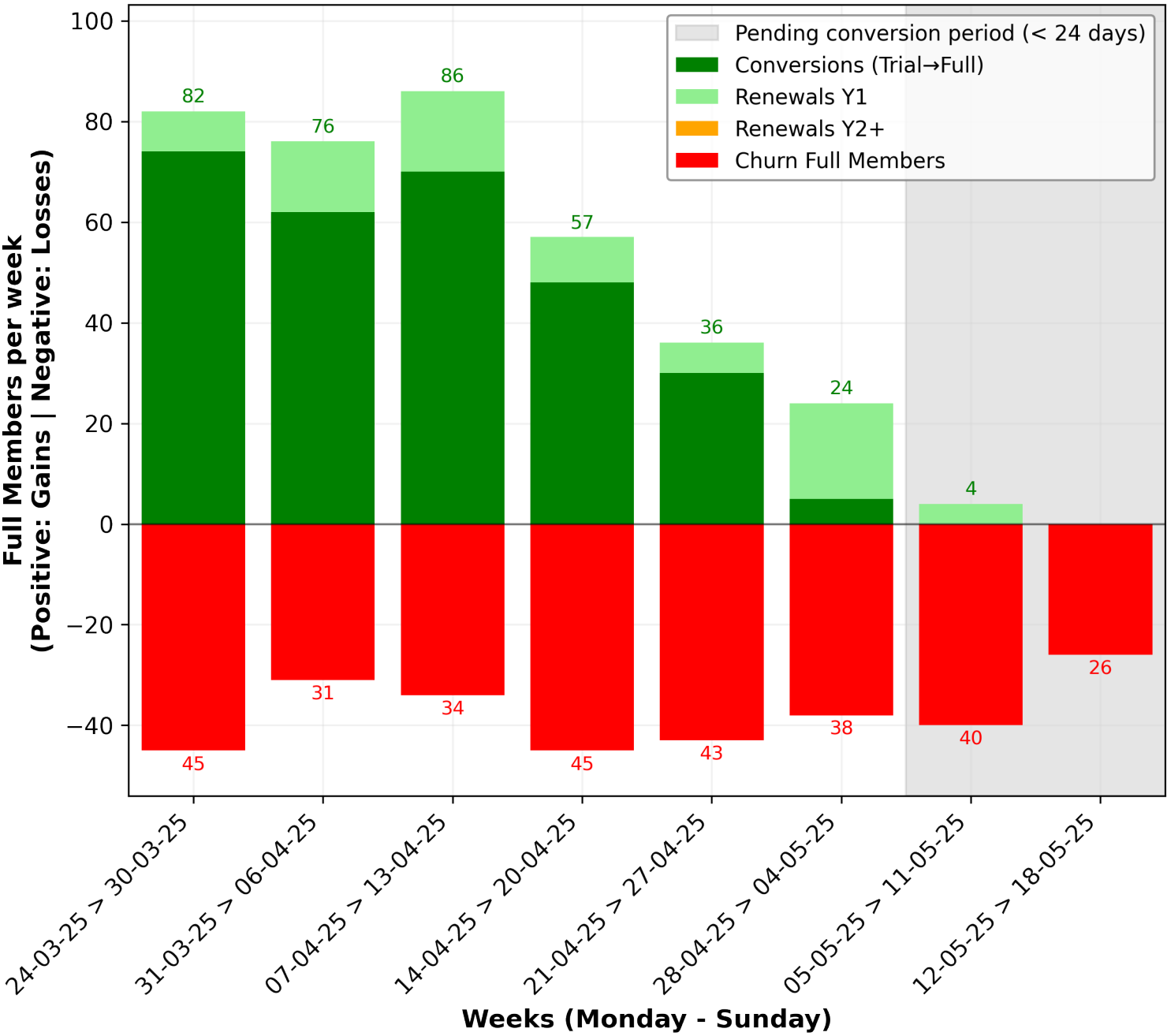
TRIAL EACH WEEK

WEEKLY NEW TRIALS - ALL TIME
Since beginning (18-09-23 - 18-05-25)



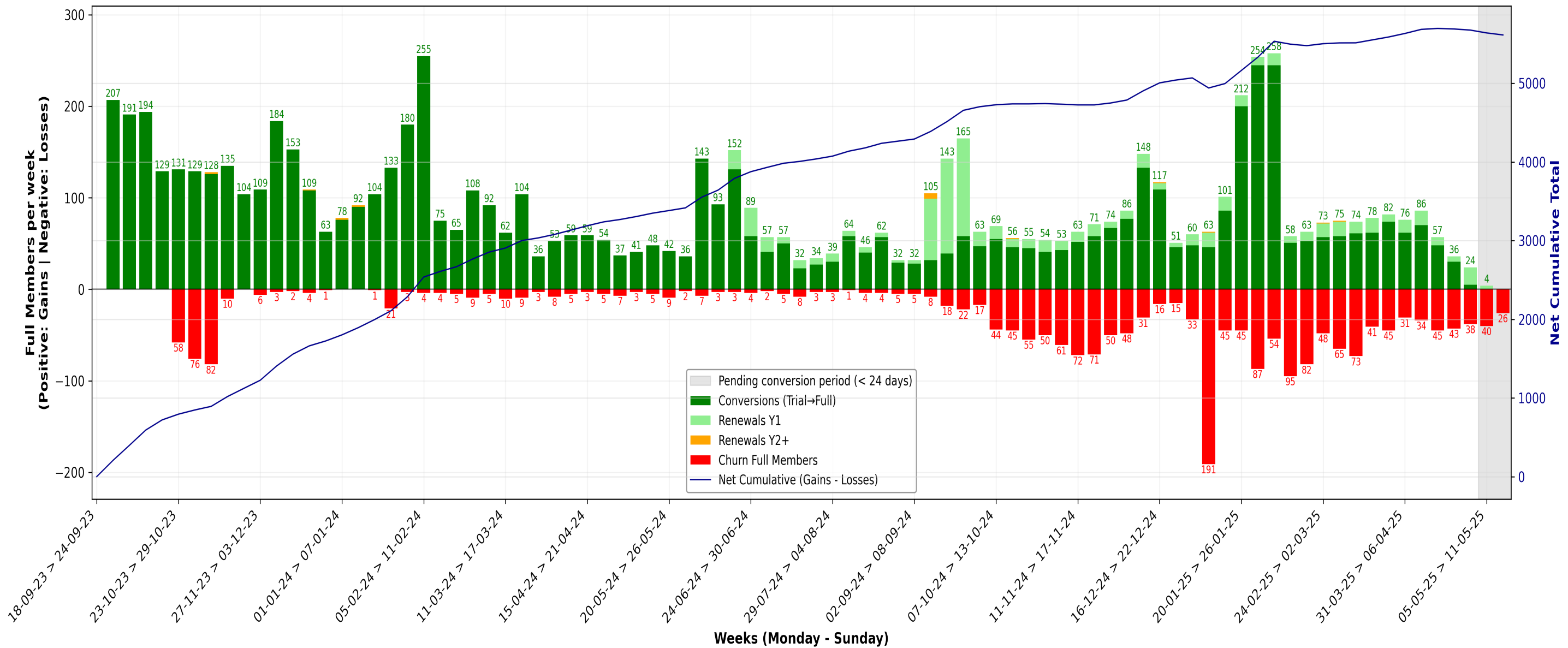
FULL MEMBER FLOW

WEEKLY FULL MEMBERS FLOW 8 last weeks (from 24-03-25 to 18-05-25)



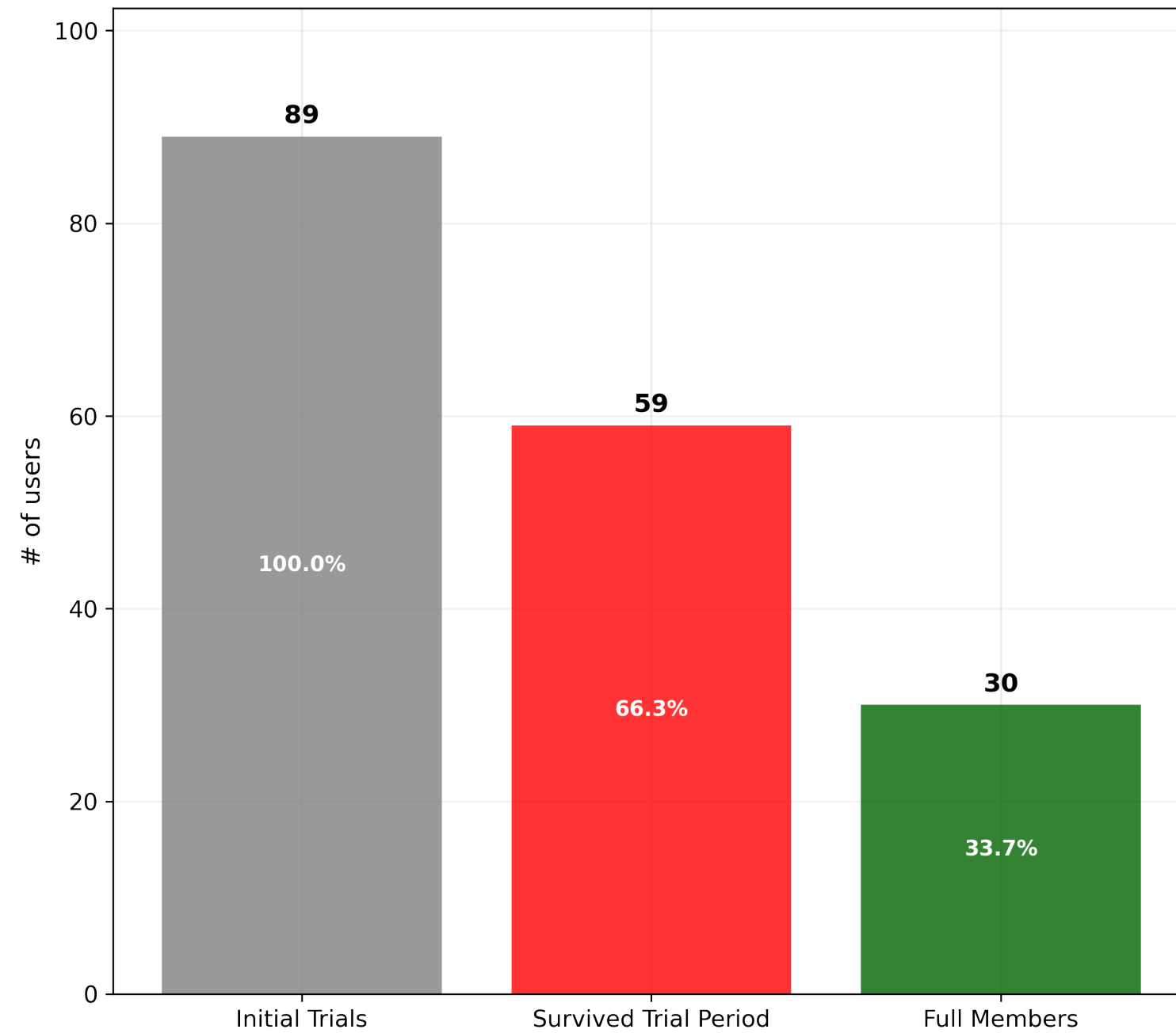
FULL MEMBER FLOW

WEEKLY FULL MEMBERS FLOW - ALL TIME
(from 18-09-23 to 18-05-25)



COHORT CONVERSION

CONVERSION FUNNEL
Last Complete Cohort Week 2025-W17
(Trialers From 21-04-25 to 27-04-25)



COHORT CONVERSION

CONVERSION FUNNEL COMPARISON ACROSS PERIODS

