

# DISHPATCH WEEKLY ANALYSIS REPORT

May 30, 2025

(Last week completed: 19-05-25 > 25-05-25)

## EXECUTIVE SUMMARY

Currently Active full member ever: **5416**

*Active Full Member 1st year: **3671** - 2nd year: **1760** - 3rd year: **0***

Conversion Rate (from Trial to Full Member): **39.67%**

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

Renewal Rate: **84.95%**

*Renewal rate from 1st year to 2nd year **84.95%** from 2nd year to 3rd year **0%**.*

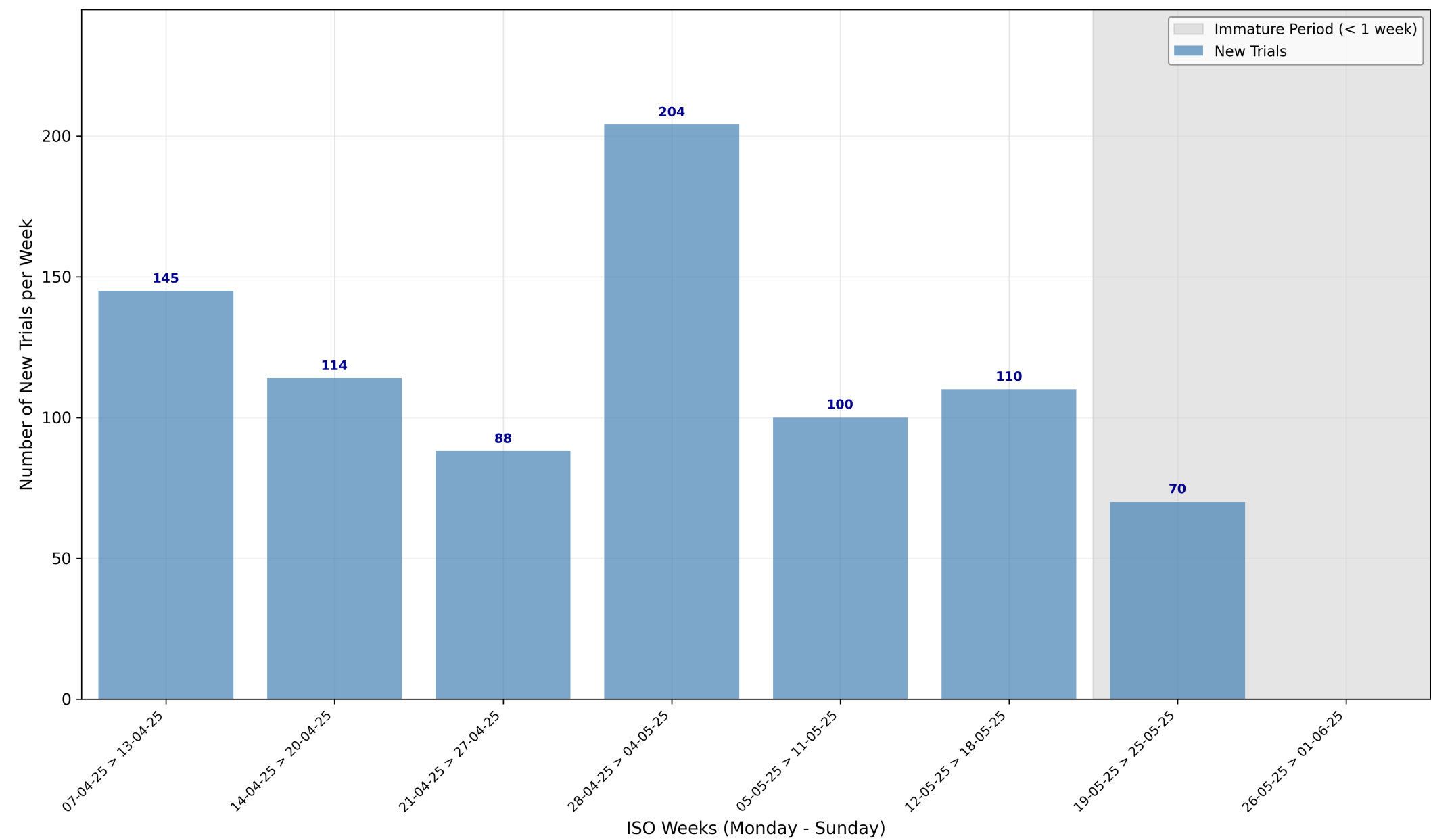
*Ask for refund at the begining of 2nd Year **290** - **12.76%** from 2nd year to 3rd year **0** - **0%***

New trial last week: **70** (*previous week: 110*)

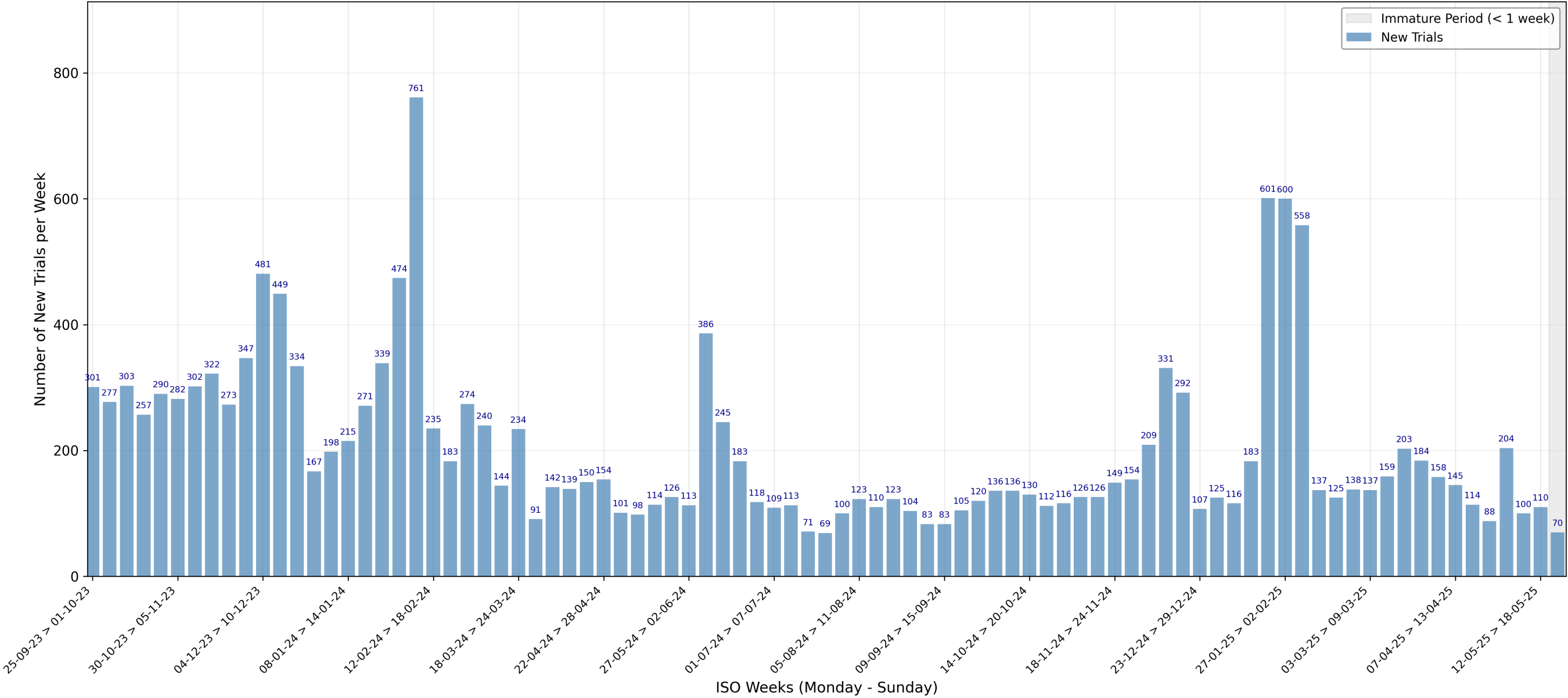
New full member last week: **100** (*previous week: 66*)

Churn full member last week: **9** (*previous week: 15*)

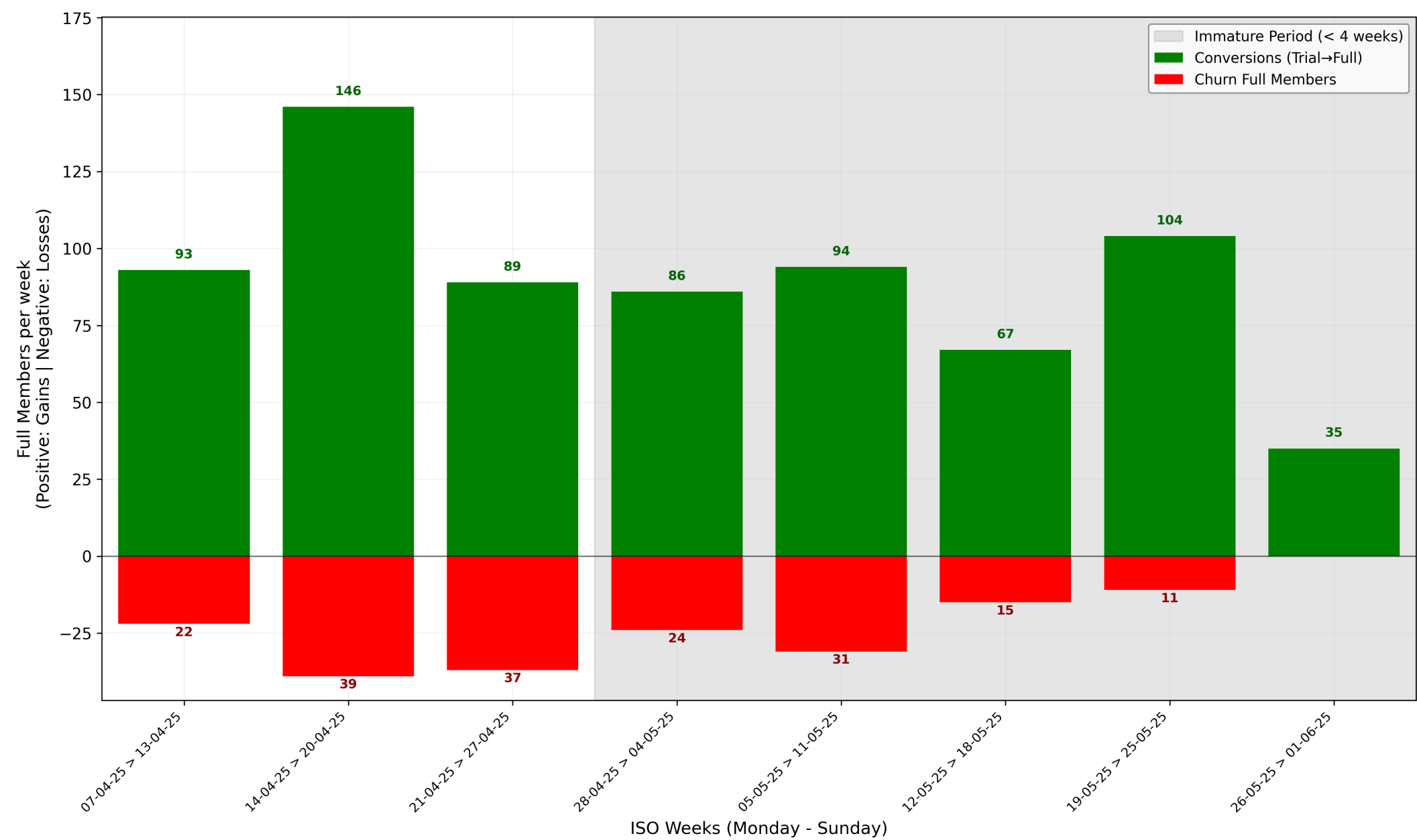
# WEEKLY NEW TRIALS 8 LAST WEEKS



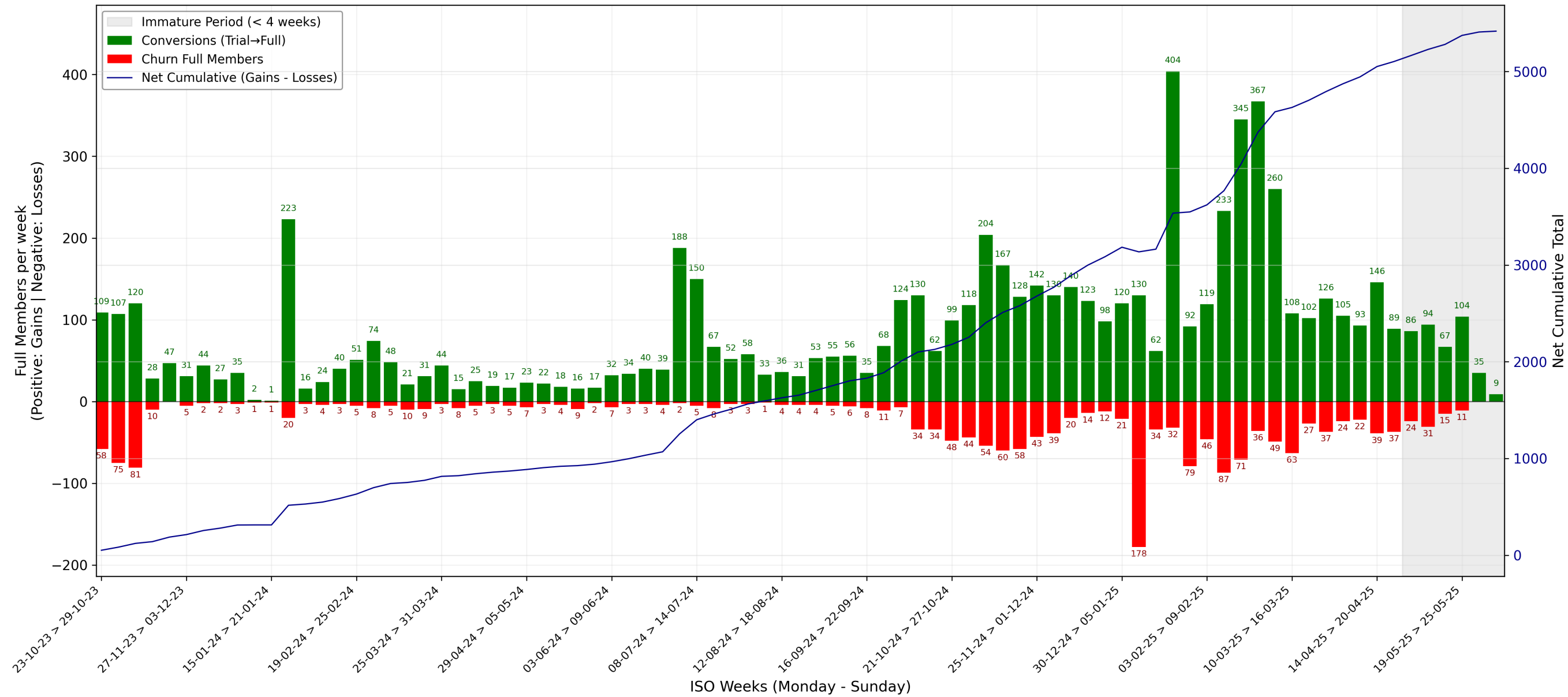
# WEEKLY NEW TRIALS - ALL TIME



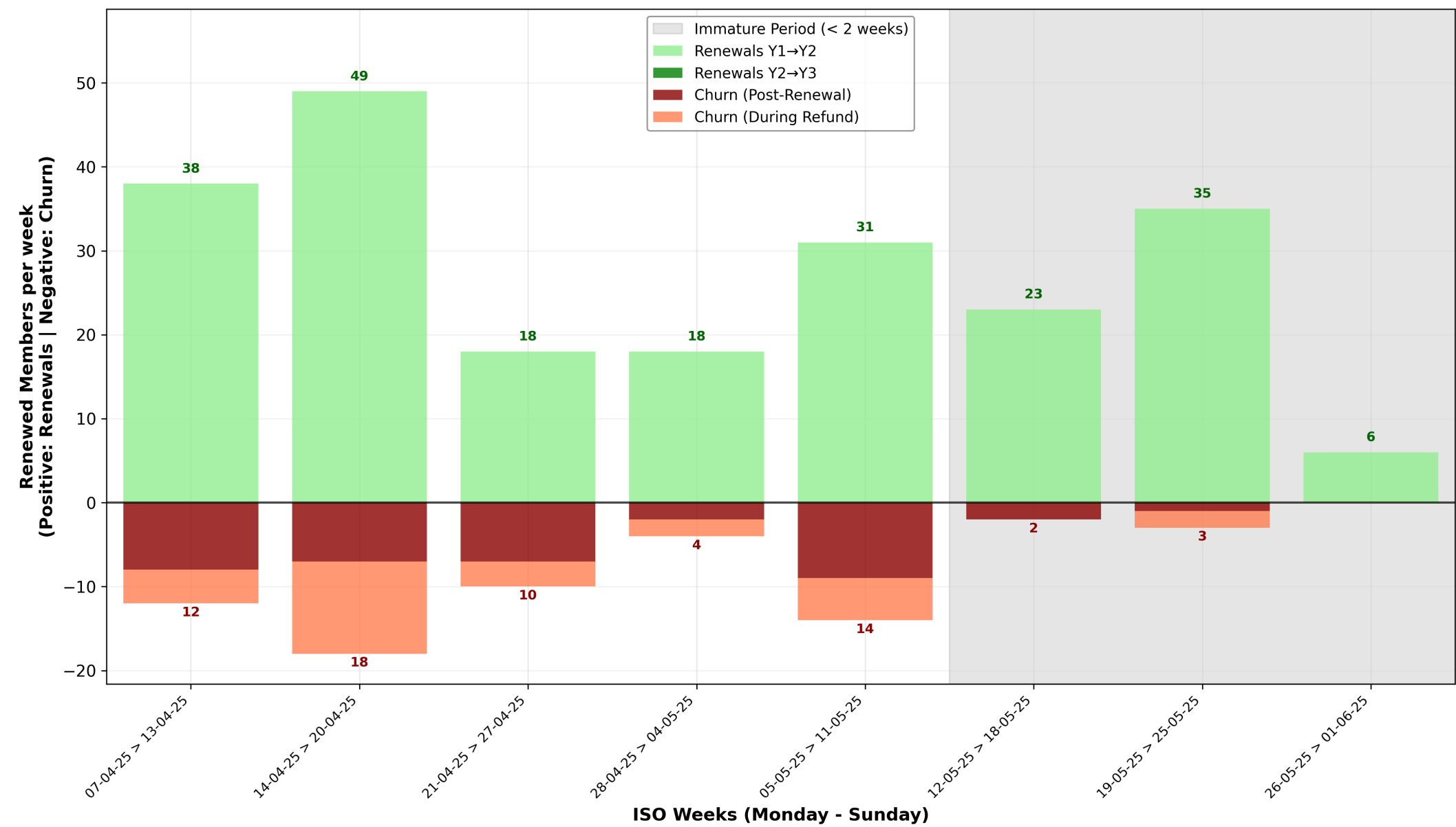
# WEEKLY FULL MEMBERS FLOW LAST 8 WEEKS



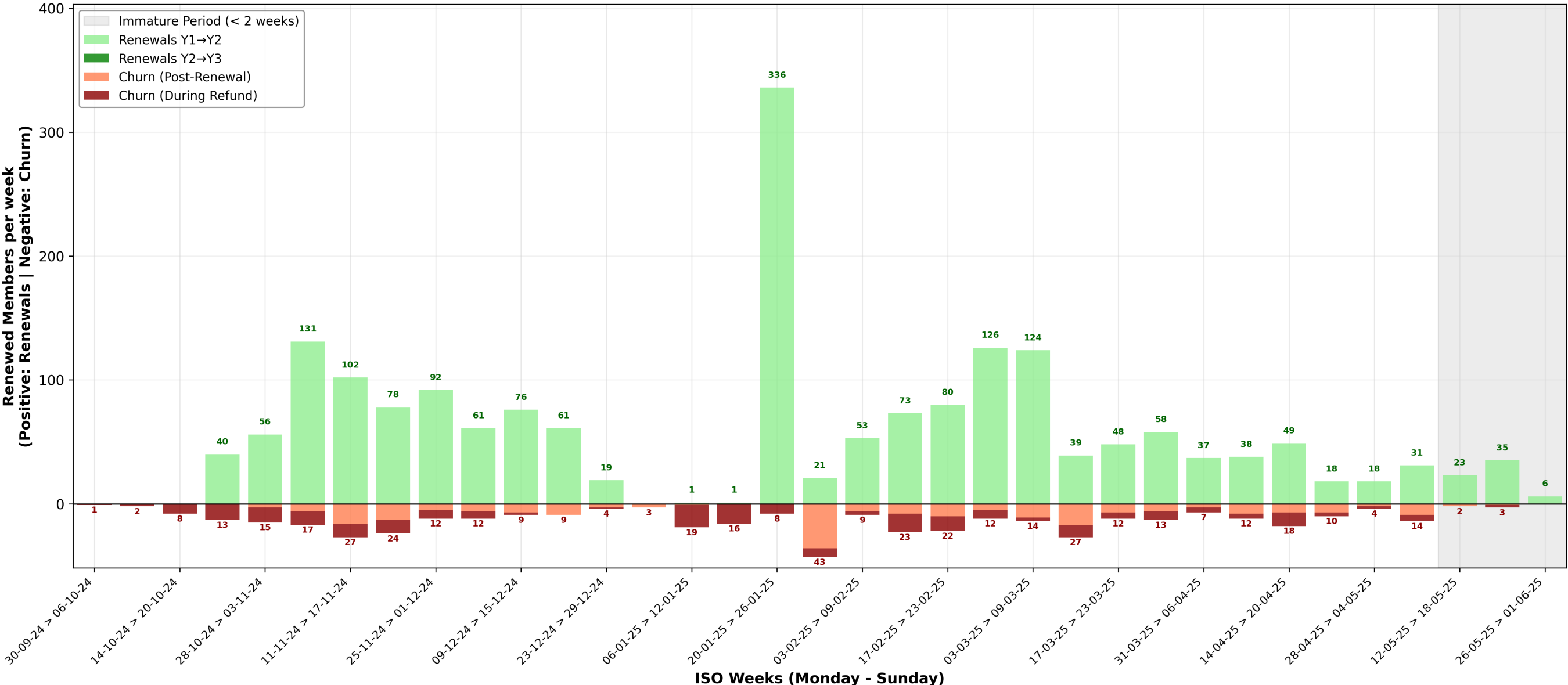
# WEEKLY FULL MEMBERS FLOW - ALL TIME



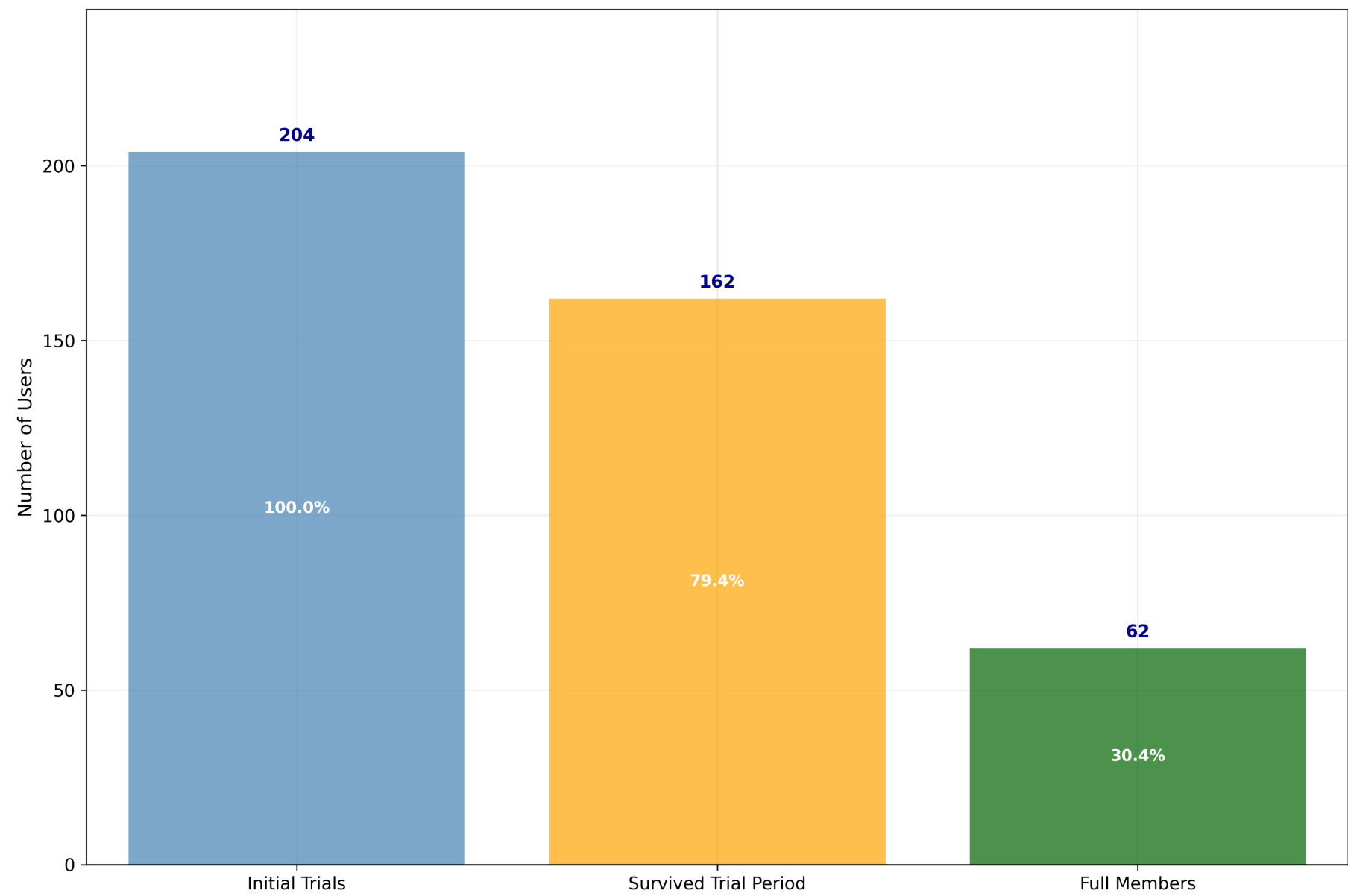
# WEEKLY RENEWAL FLOW LAST 8 WEEKS



# WEEKLY RENEWAL FLOW - ALL TIME



# CONVERSION FUNNEL - LAST COMPLETE COHORT





# CONVERSION FUNNEL COMPARISON

