

DISHPATCH WEEKLY ANALYSIS REPORT

May 30, 2025

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

EXECUTIVE SUMMARY

Currently Active full member ever: **5416**

*Active Full Member 1st year: **3675** - 2nd year: **1764** - 3rd year: **0***

Renewal Rate: **59.99%**

*Renewal rate from 1st year to 2nd year **59.99%** from 2nd year to 3rd year **0%**.*

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

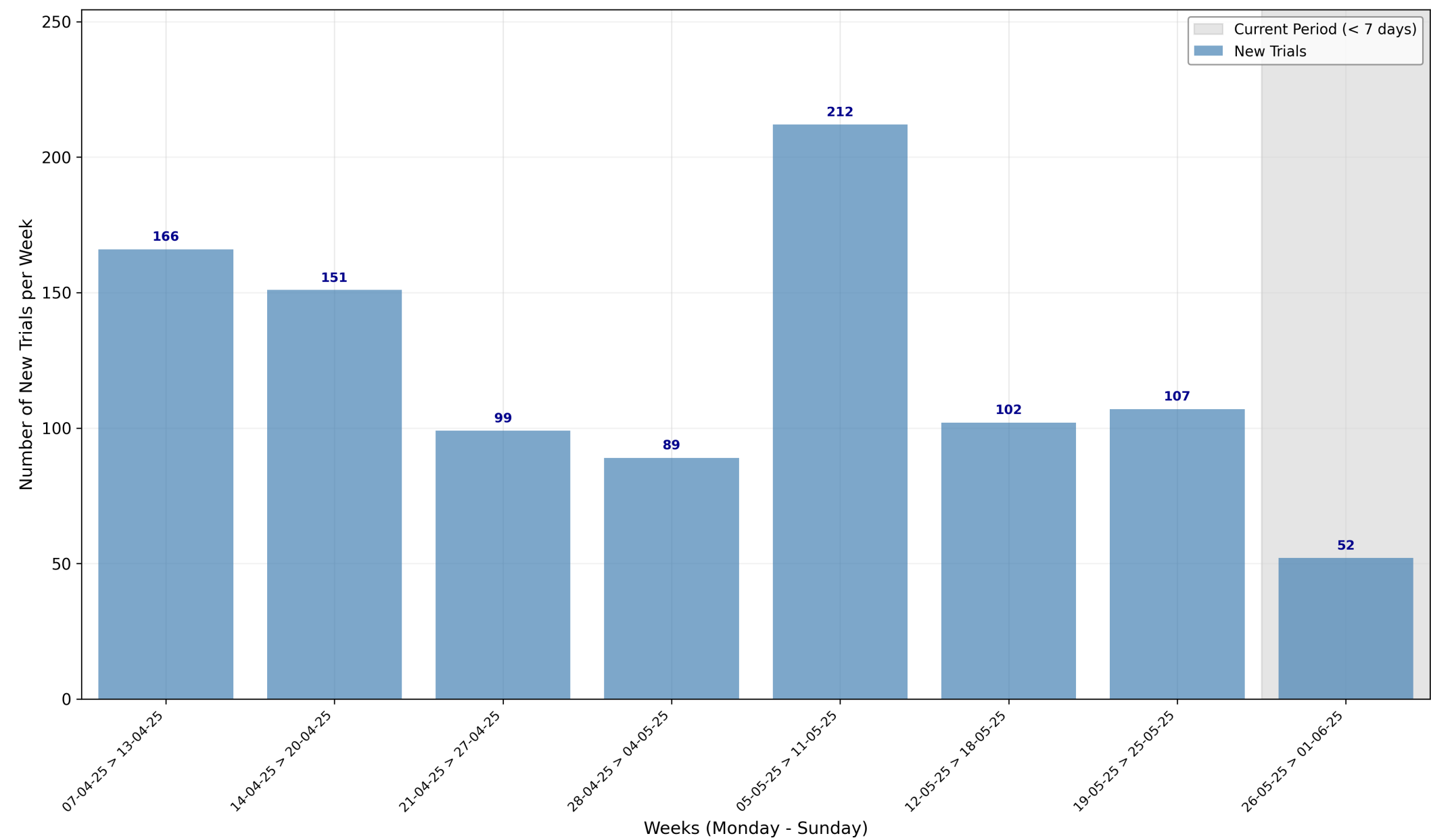
New full member last week: **100** (*previous week: 66*)

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

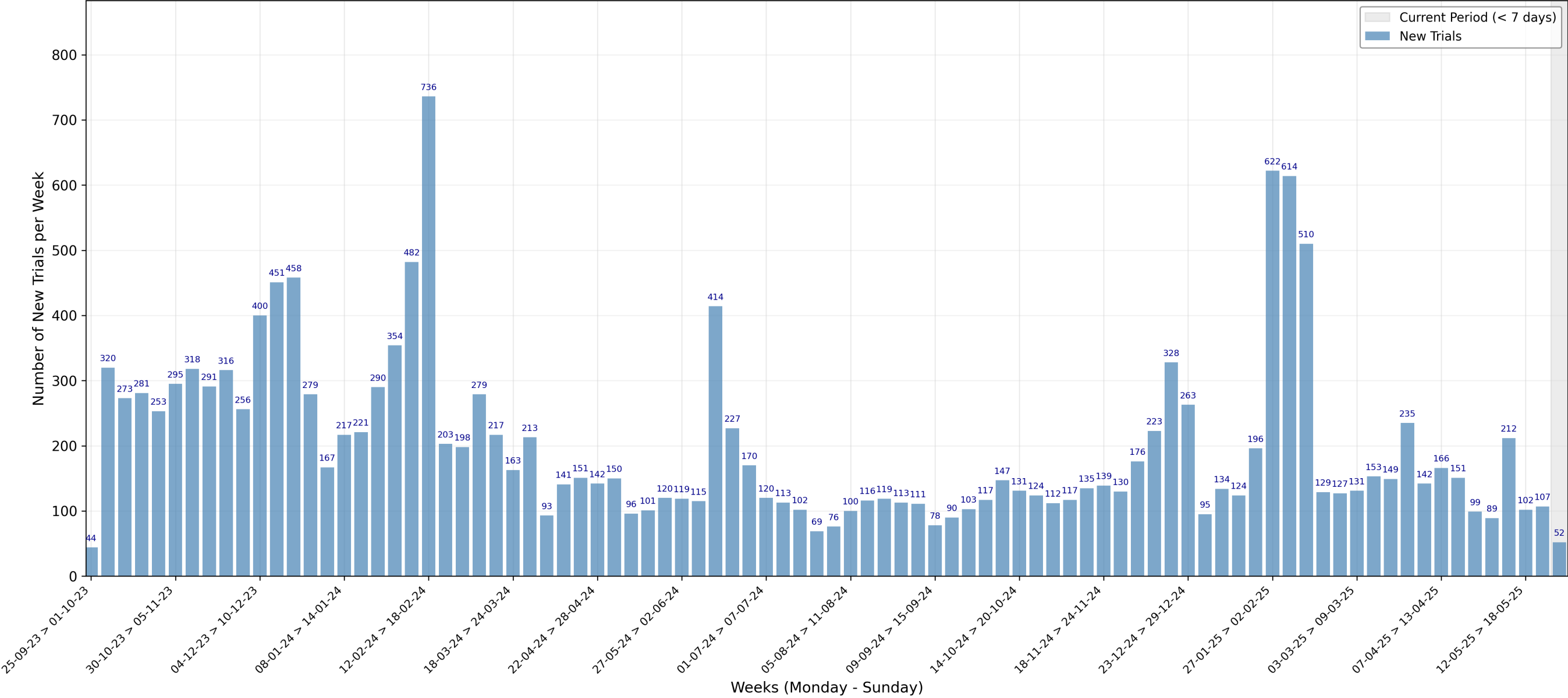
Conversion Rate (from Trial to Full Member): **37.58%**

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

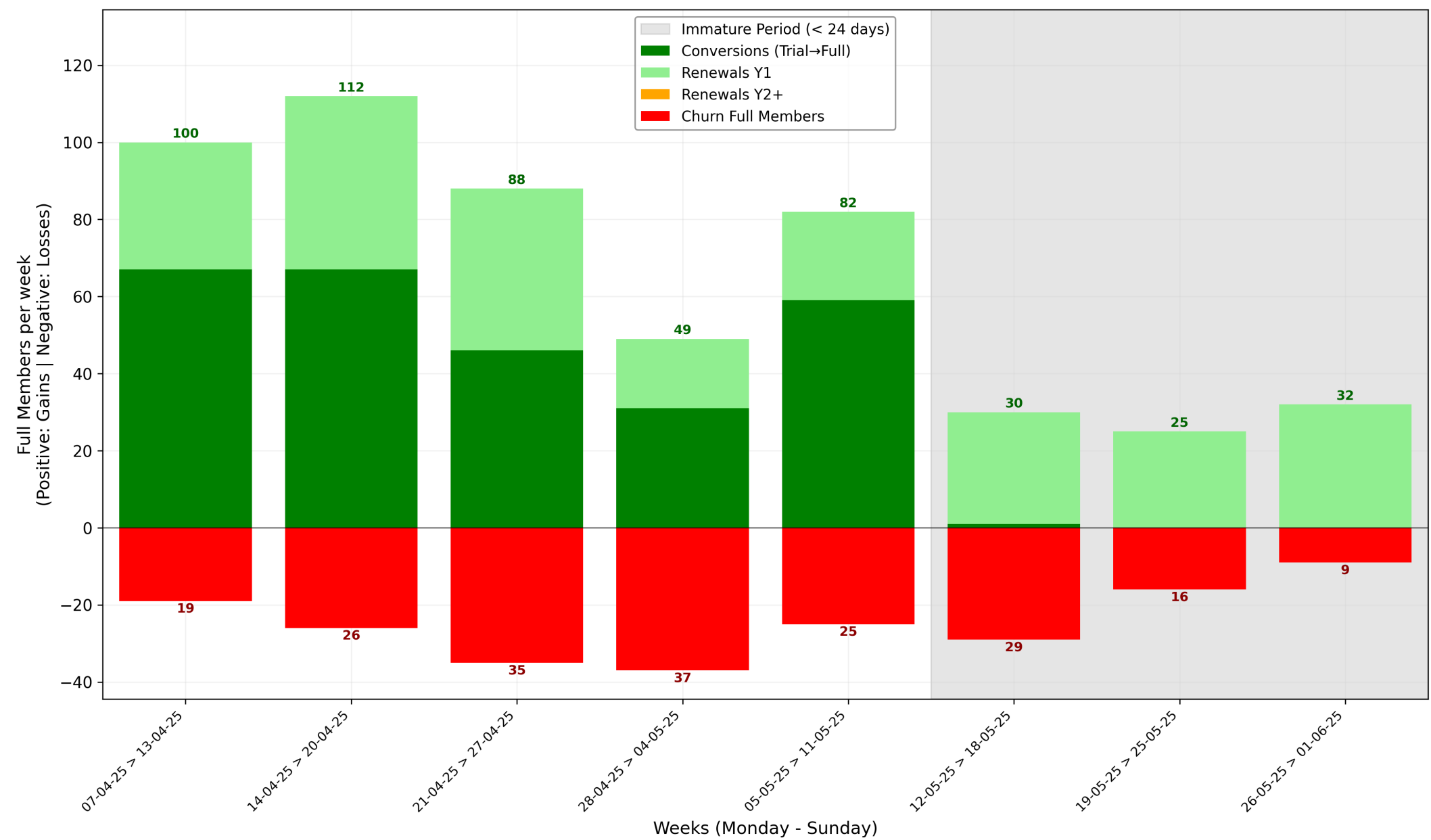
WEEKLY NEW TRIALS 8 LAST WEEKS



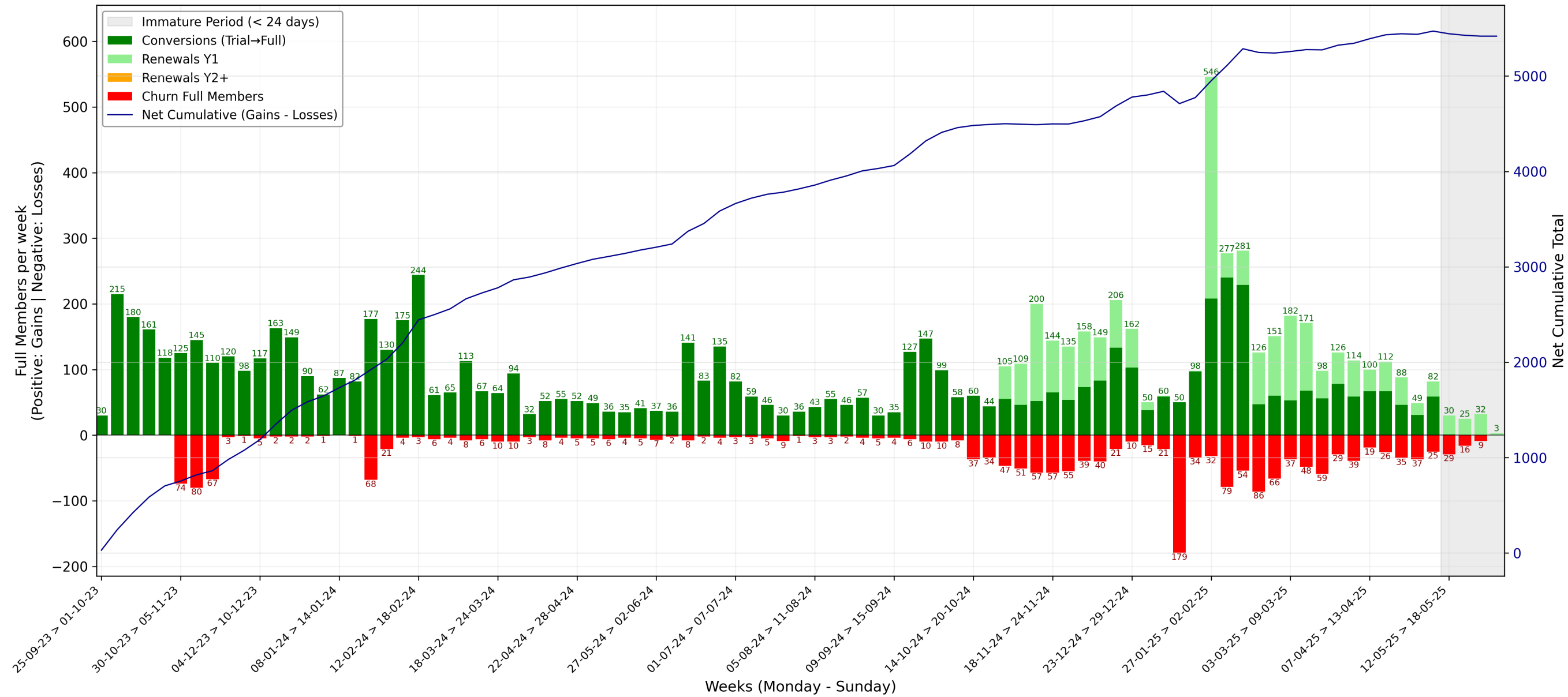
WEEKLY NEW TRIALS - ALL TIME



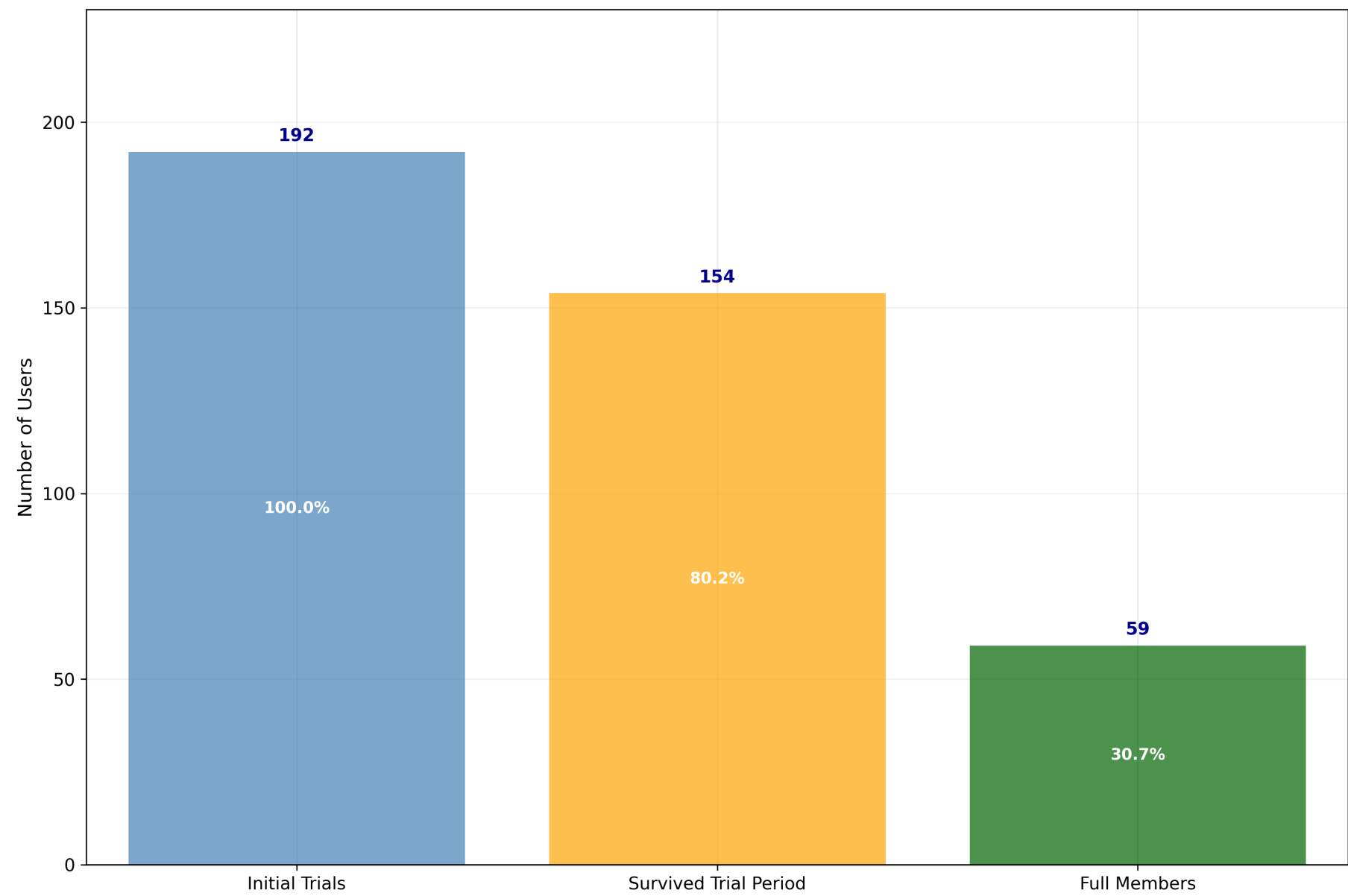
WEEKLY FULL MEMBERS FLOW LAST 8 WEEKS



WEEKLY FULL MEMBERS FLOW - ALL TIME



CONVERSION FUNNEL - LAST COMPLETE COHORT



CONVERSION FUNNEL COMPARISON

