

DISHPATCH WEEKLY ANALYSIS REPORT

May 23, 2025

(Last week completed: 12-05-25 > 18-05-25)

EXECUTIVE SUMMARY

Currently Active full member ever: **5333**

*Active Full Member 1st year: **3644** - 2nd year: **1725** - 3rd year: **0***

Conversion Rate (from Trial to Full Member): **39.32%**

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: **85.12%**

*Renewal rate from 1st year to 2nd year **85.12%** from 2nd year to 3rd year **0%**.*

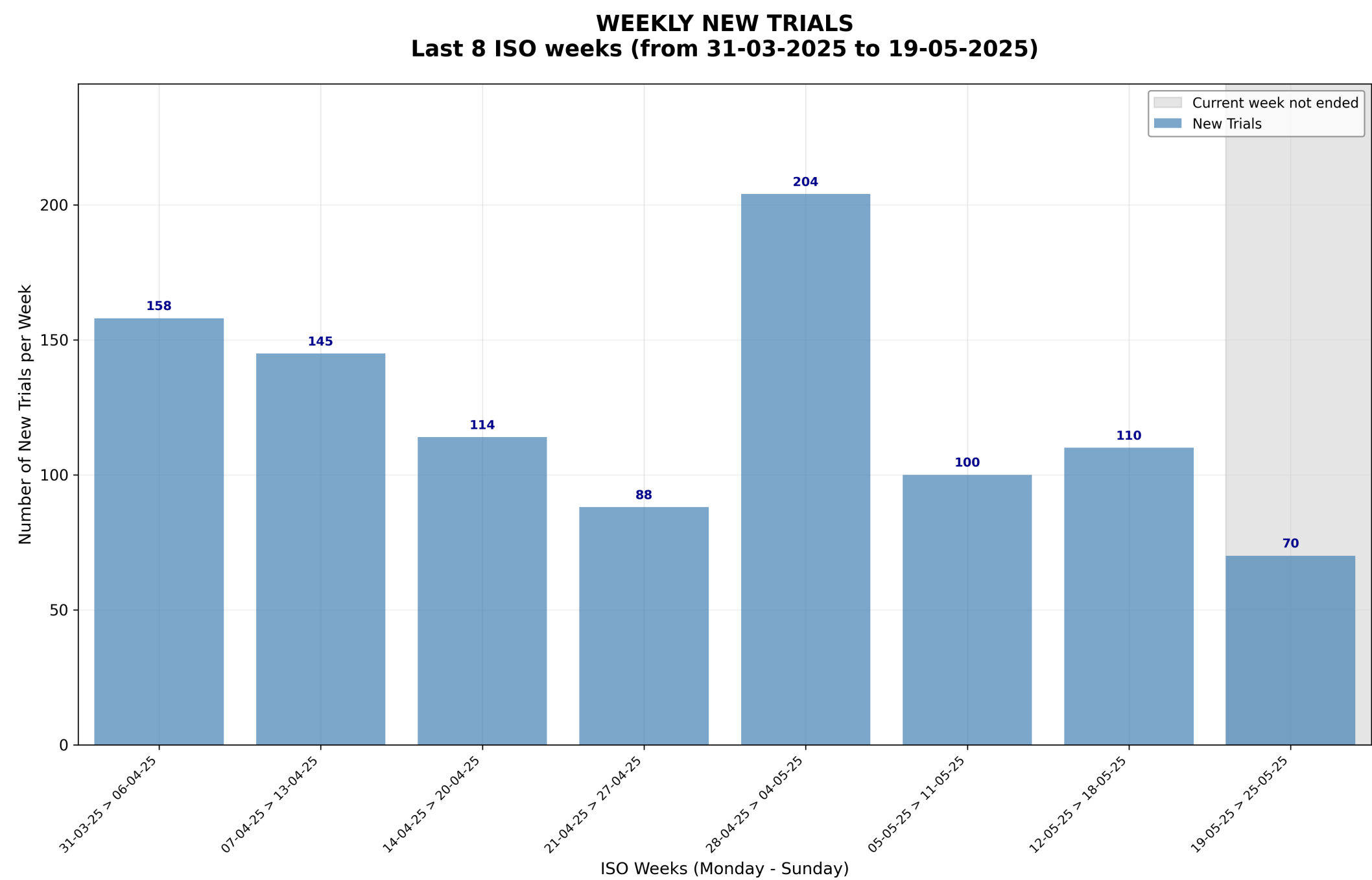
*Ask for refund at the begining of 2nd Year **290** - **12.96%** from 2nd year to 3rd year **0** - **0%***

New trial last week: **110** (*previous week: 100*)

New full member last week: **67** (*previous week: 94*)

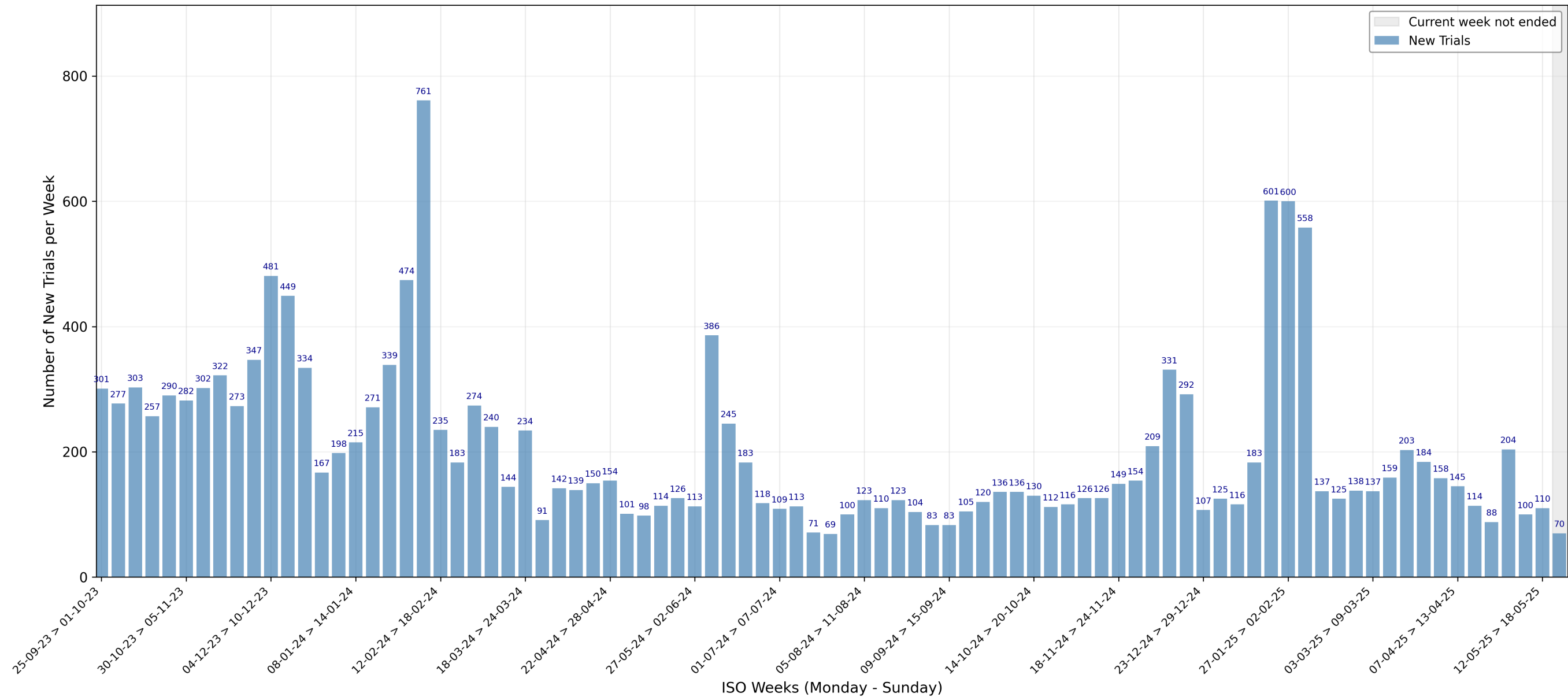
Churn full member last week: **15** (*previous week: 26*)

WEEKLY NEW TRIALS 8 LAST WEEKS

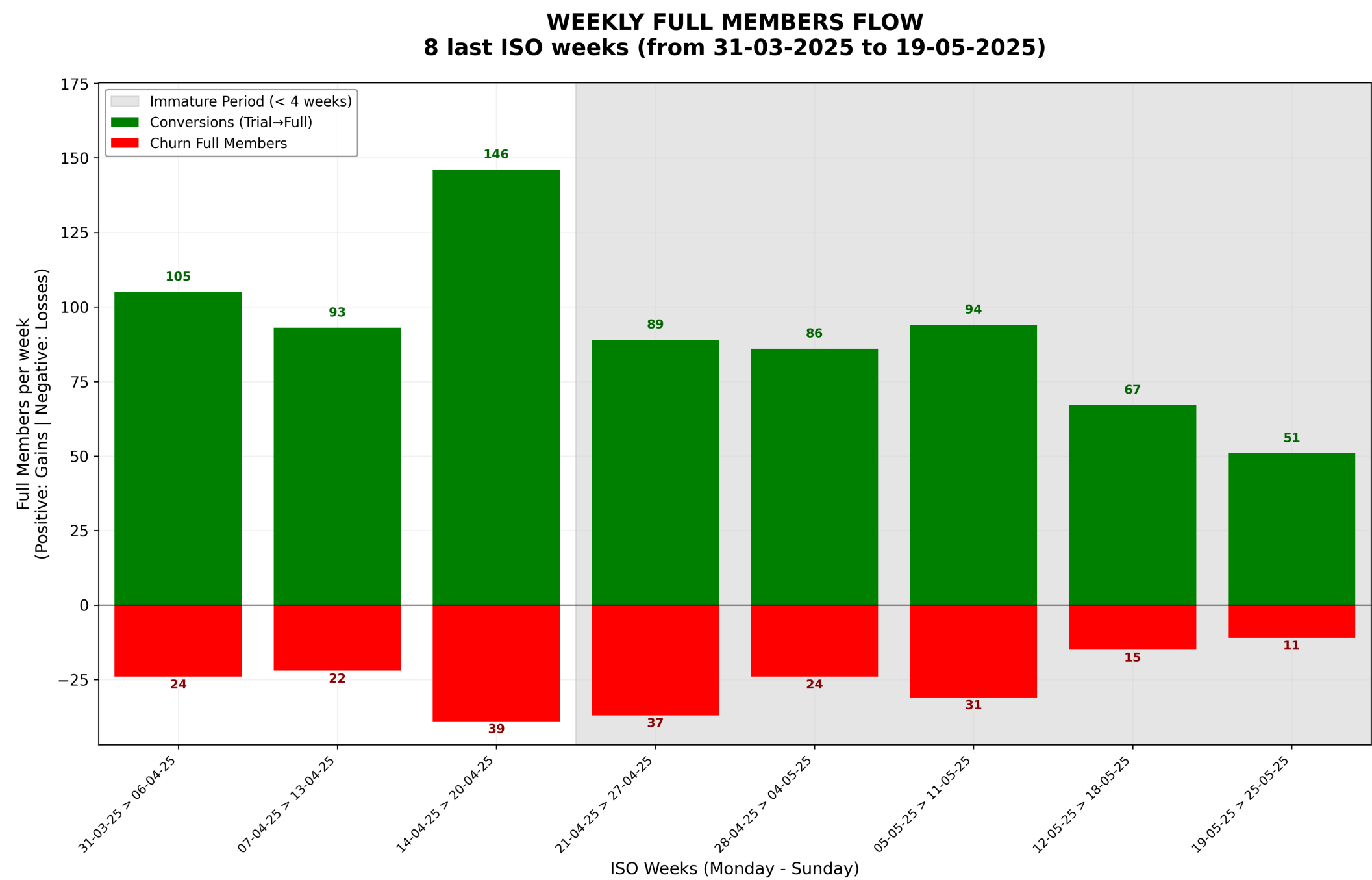


WEEKLY NEW TRIALS - ALL TIME

WEEKLY NEW TRIALS - ALL TIME
(from 25-09-2023 to 19-05-2025)

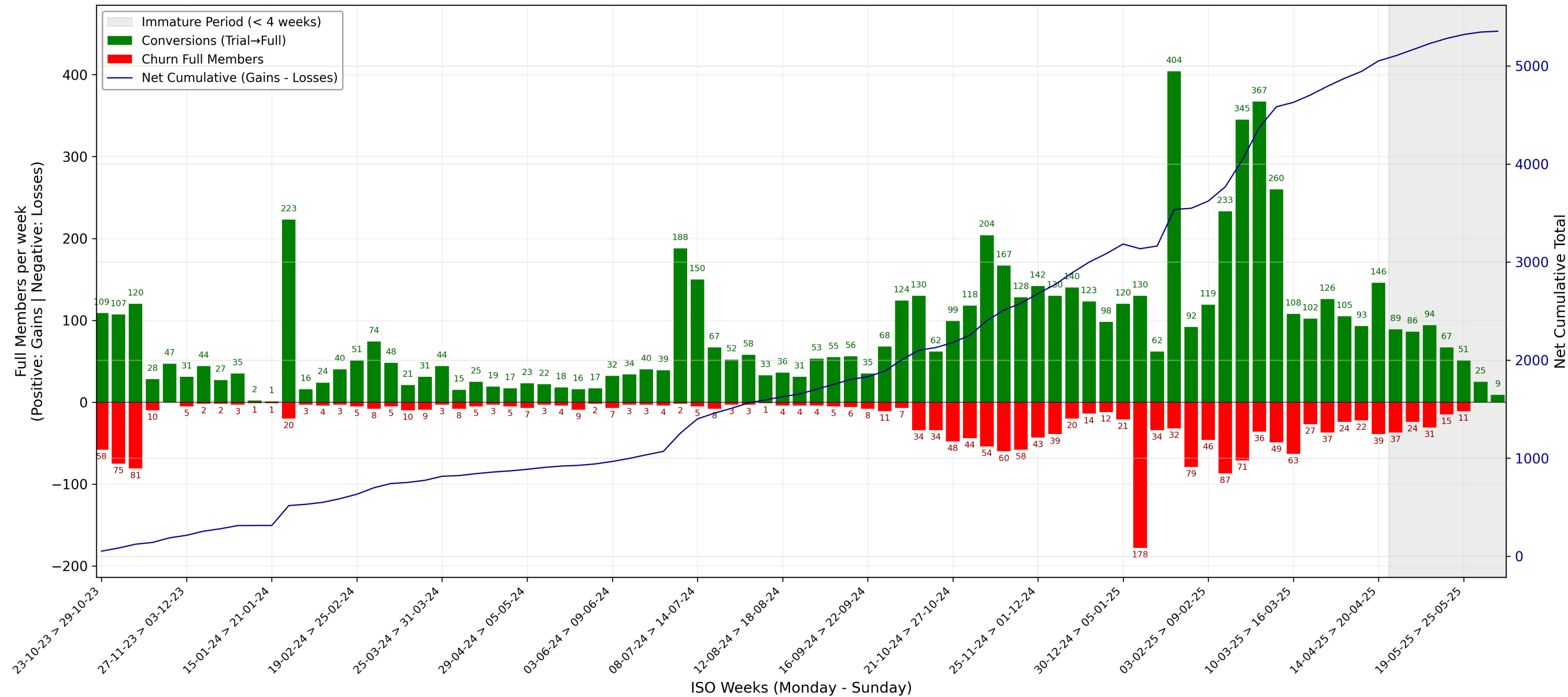


WEEKLY FULL MEMBERS FLOW LAST 8 WEEKS

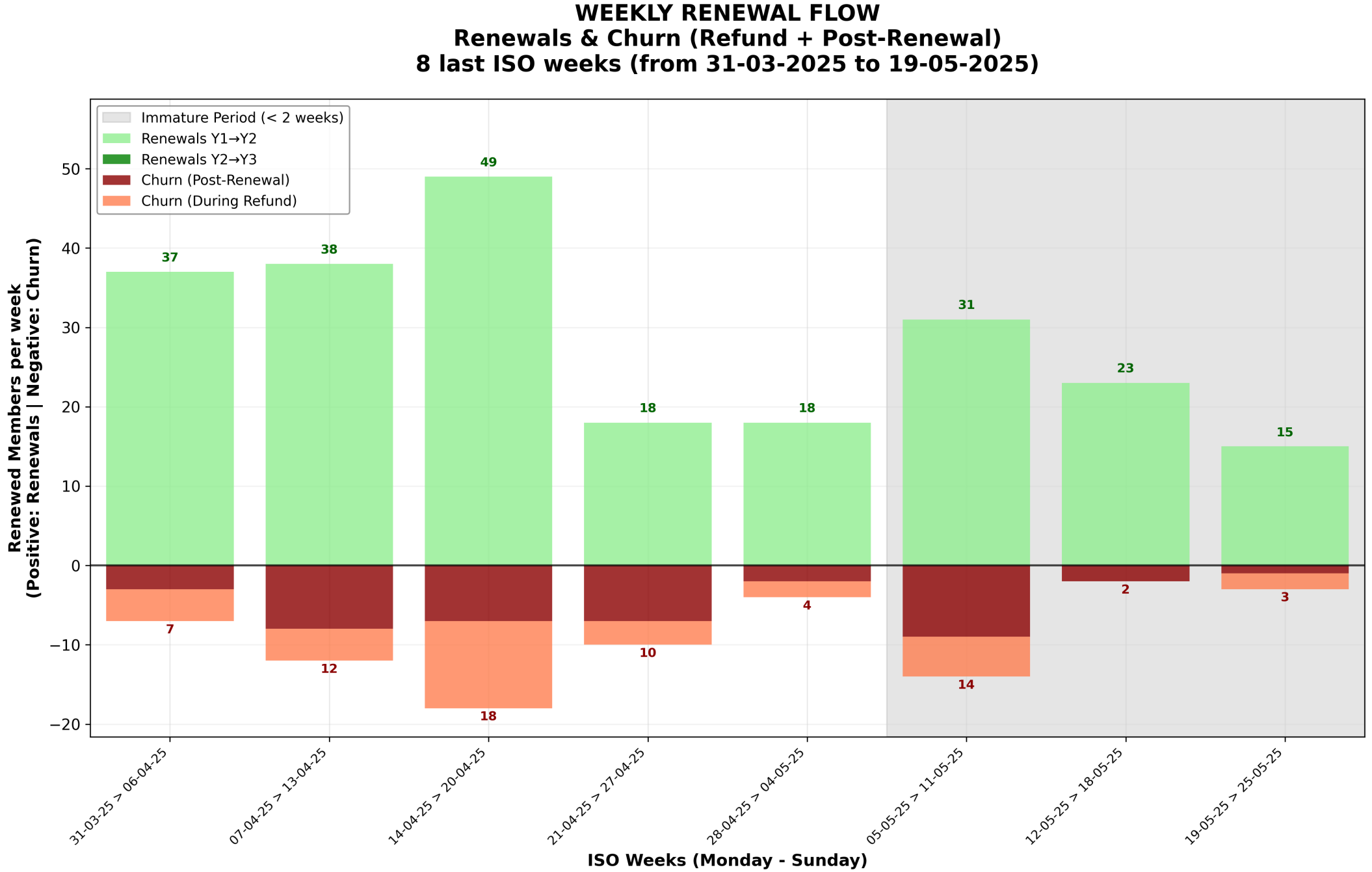


WEEKLY FULL MEMBERS FLOW - ALL TIME

WEEKLY FULL MEMBERS FLOW - ALL TIME
(from 23-10-2023 to 02-06-2025)

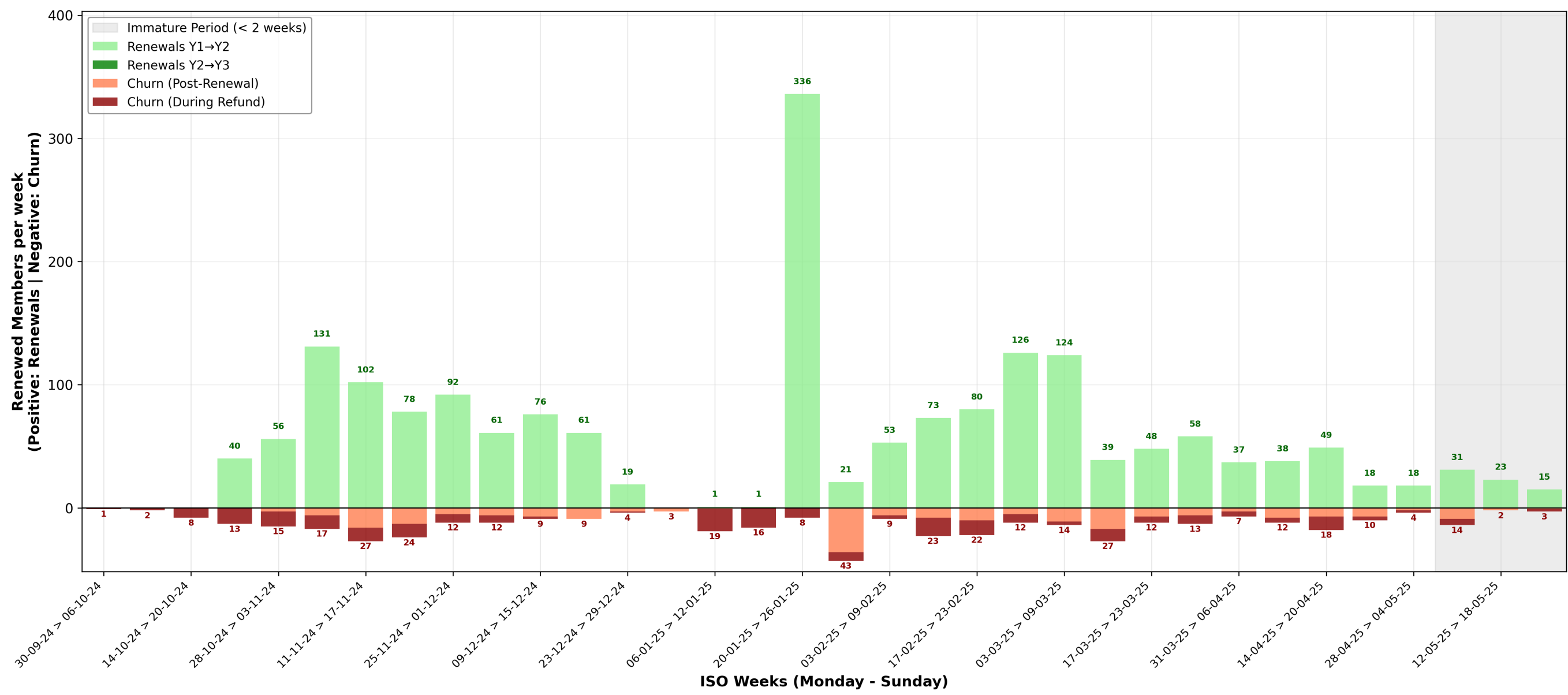


WEEKLY RENEWAL FLOW LAST 8 WEEKS



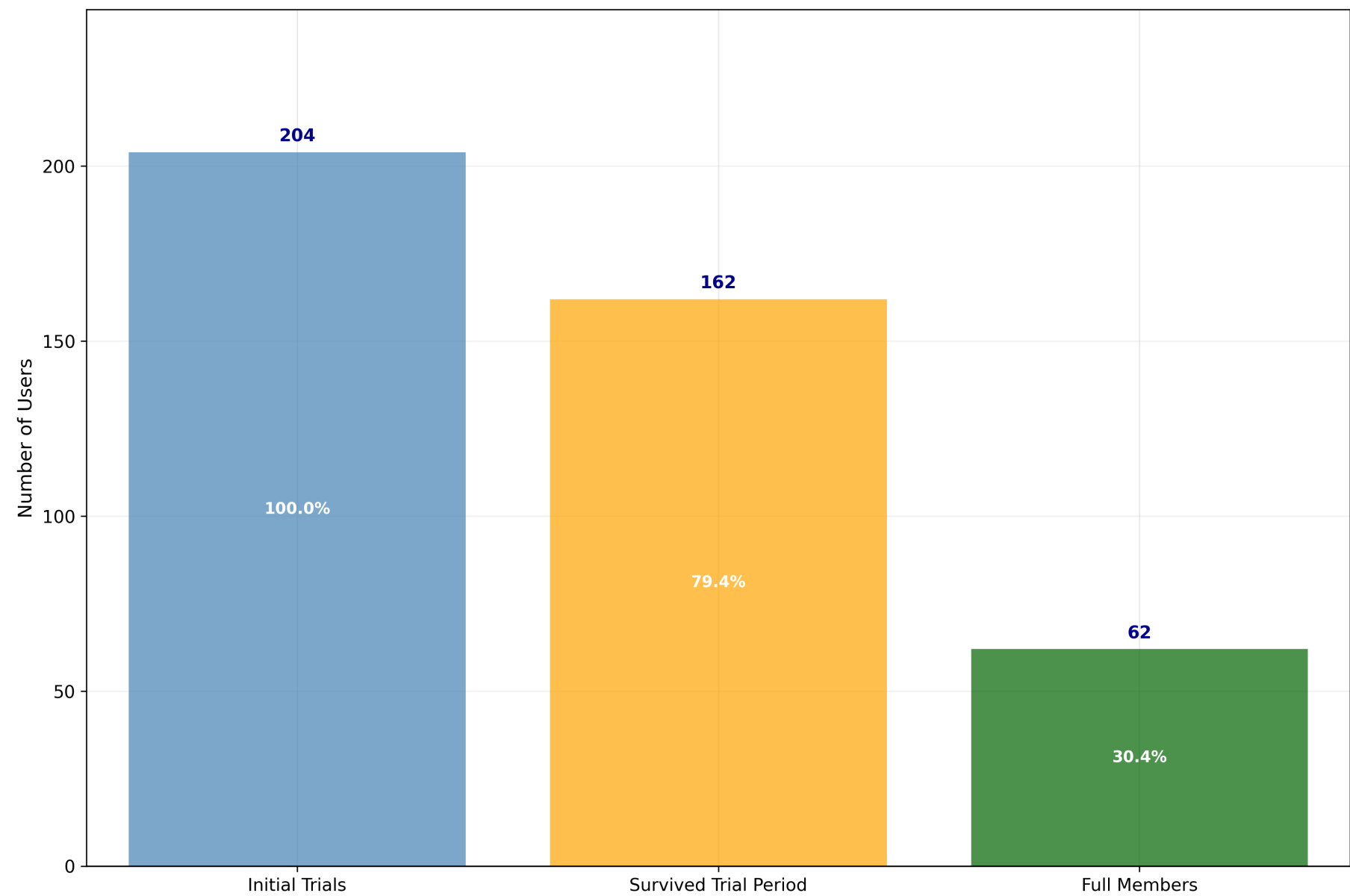
WEEKLY RENEWAL FLOW - ALL TIME

WEEKLY RENEWAL FLOW - ALL TIME
Renewals & Churn (Refund + Post-Renewal)
(from 30-09-2024 to 19-05-2025)



CONVERSION FUNNEL - LAST COMPLETE COHORT

CONVERSION FUNNEL
Complete Cohort Week 2025-W18
(Trialers From 28-04-25 > 04-05-25)



CONVERSION FUNNEL COMPARISON

CONVERSION FUNNEL COMPARISON ACROSS PERIODS
(Using ISO Week Calculations)

