

# 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%**.*

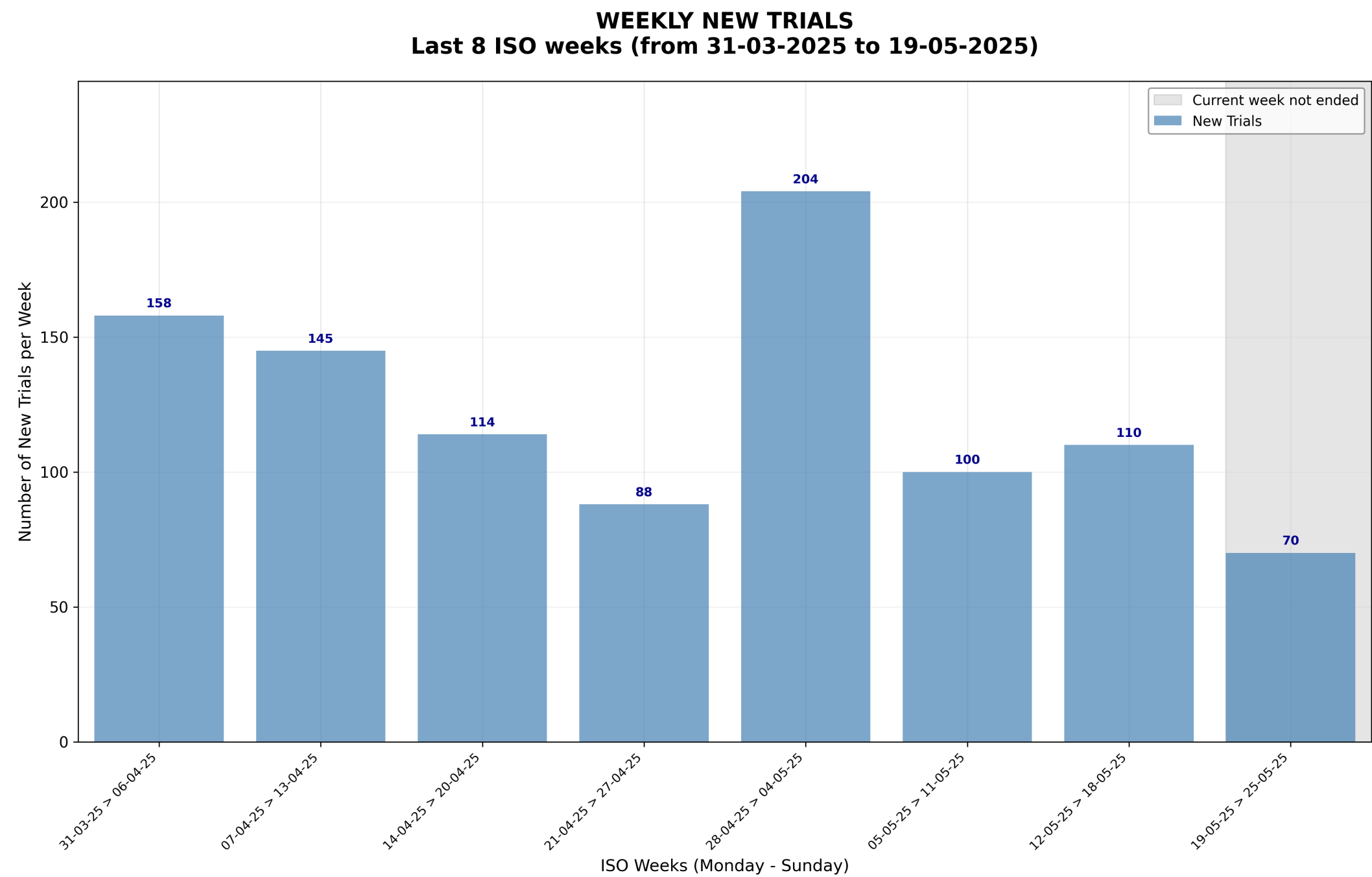
*Ask for refund at the begining of 2nd Year **290** - **12.96%** from 2nd year to 3rd year **0** - **0%***

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

New full member last week: **66** (*previous week: 91*)

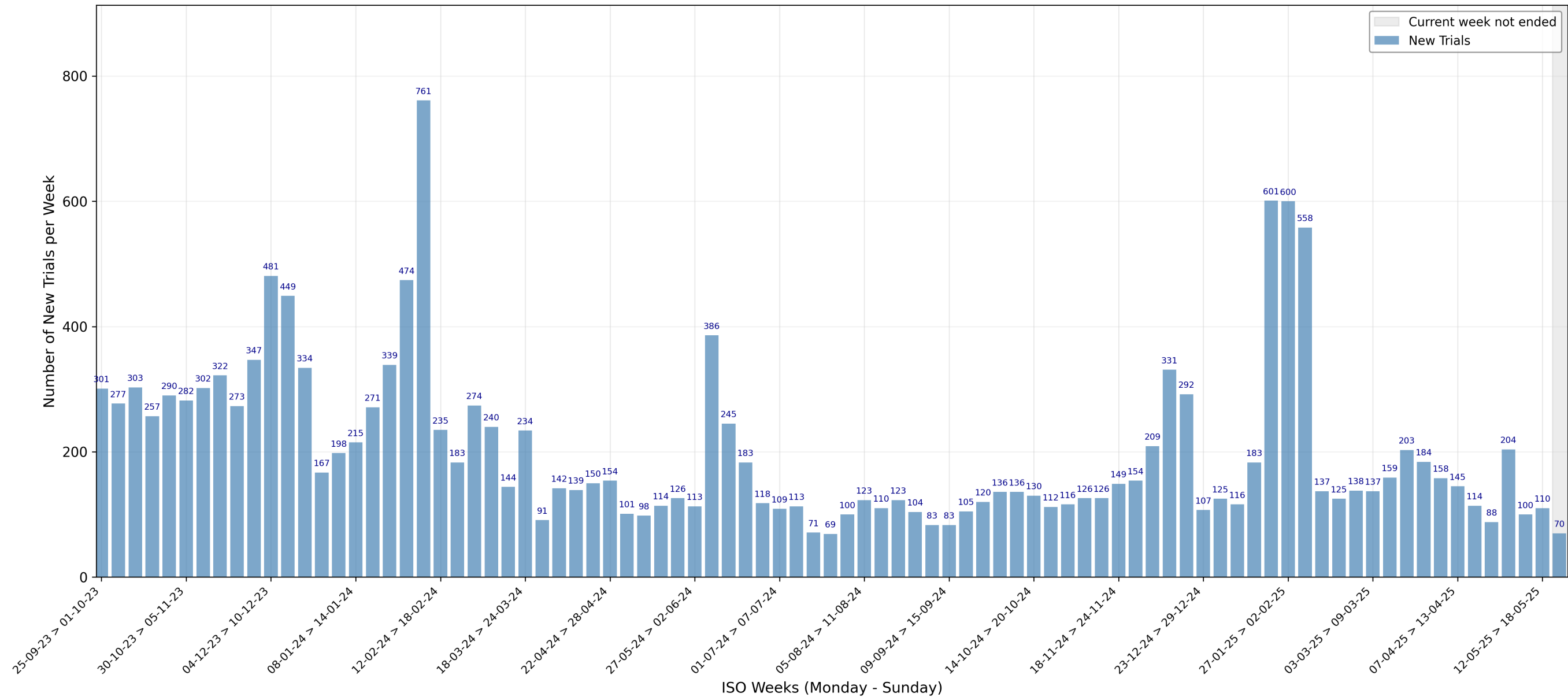
Churn full member last week: **15** (*previous week: 26*)

# WEEKLY NEW TRIALS 8 LAST WEEKS

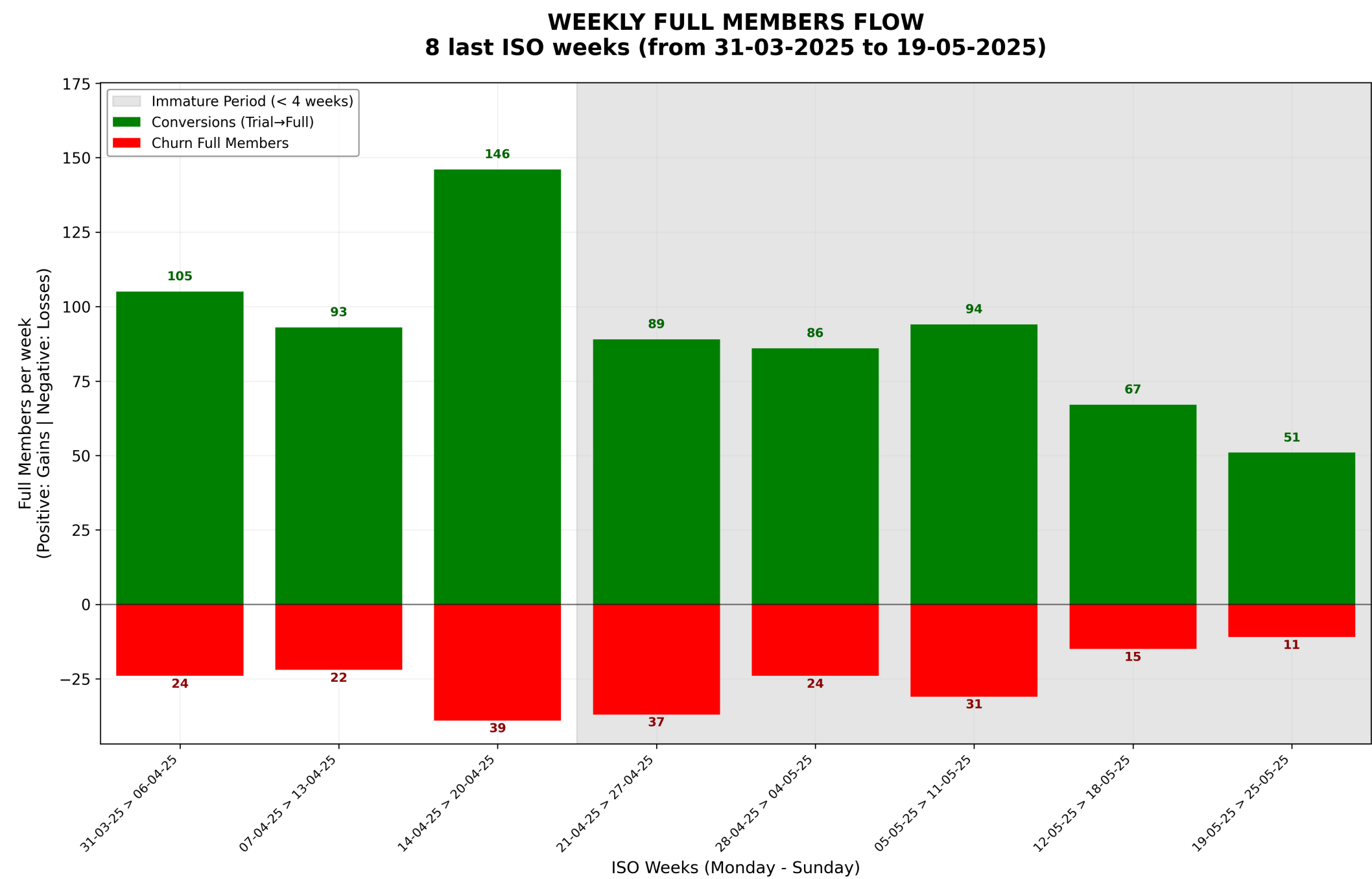


# WEEKLY NEW TRIALS - ALL TIME

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

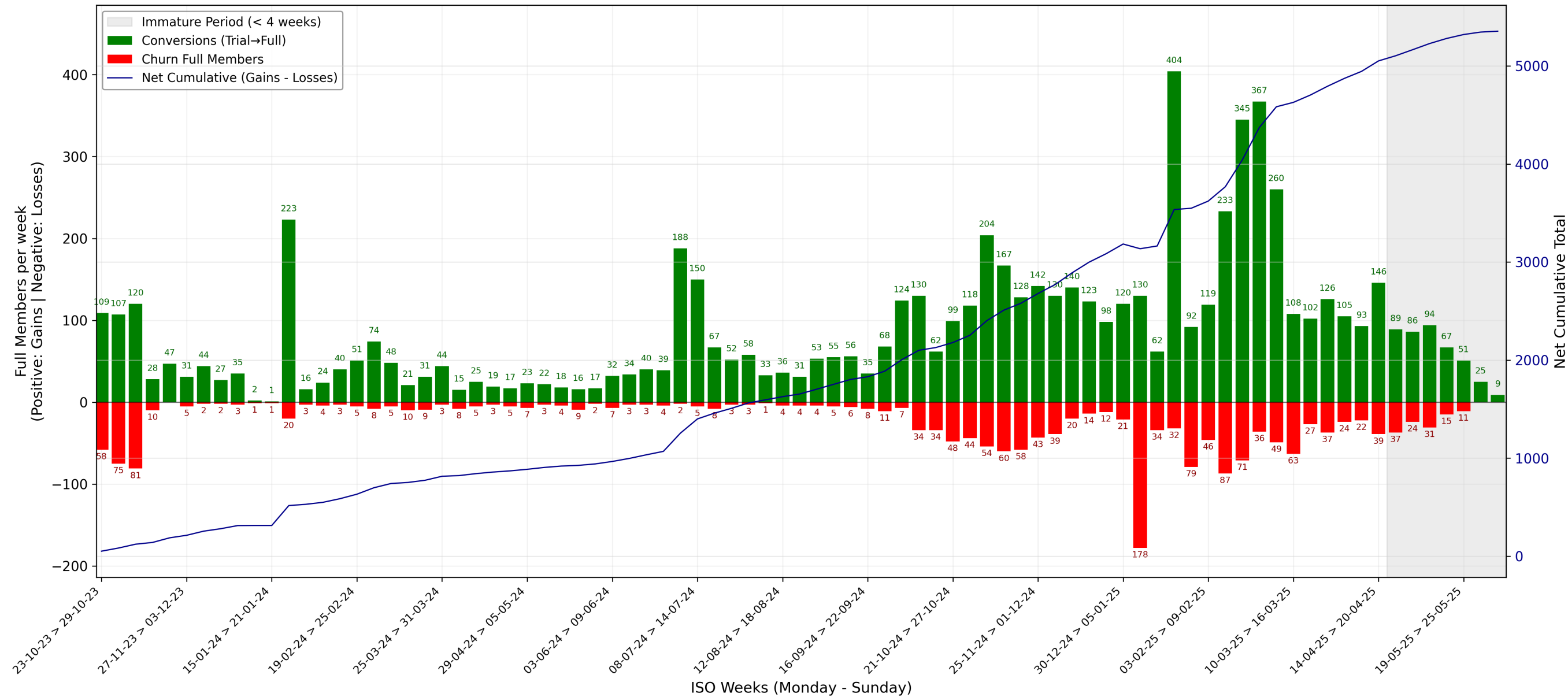


# WEEKLY FULL MEMBERS FLOW LAST 8 WEEKS

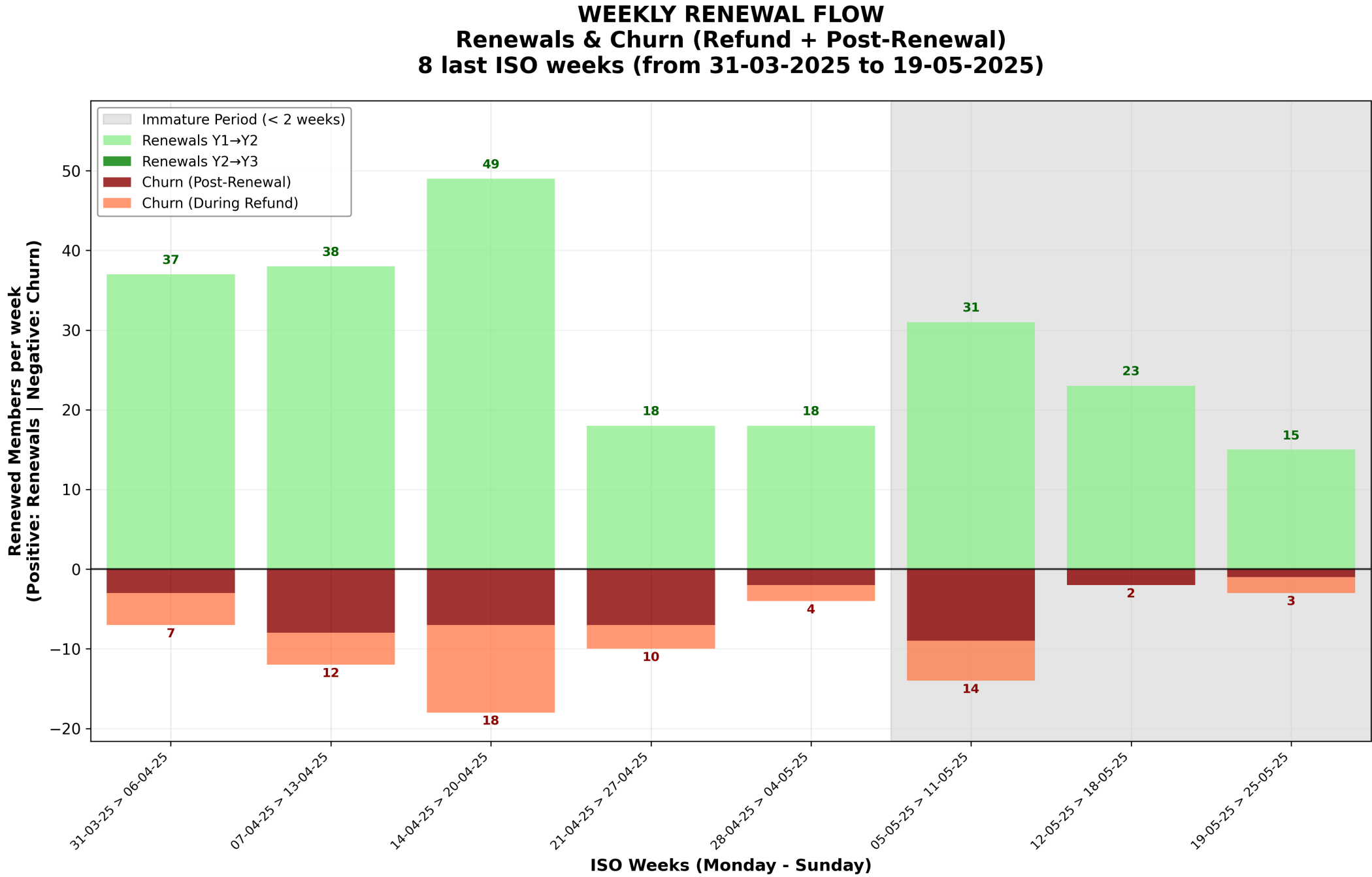


# WEEKLY FULL MEMBERS FLOW - ALL TIME

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

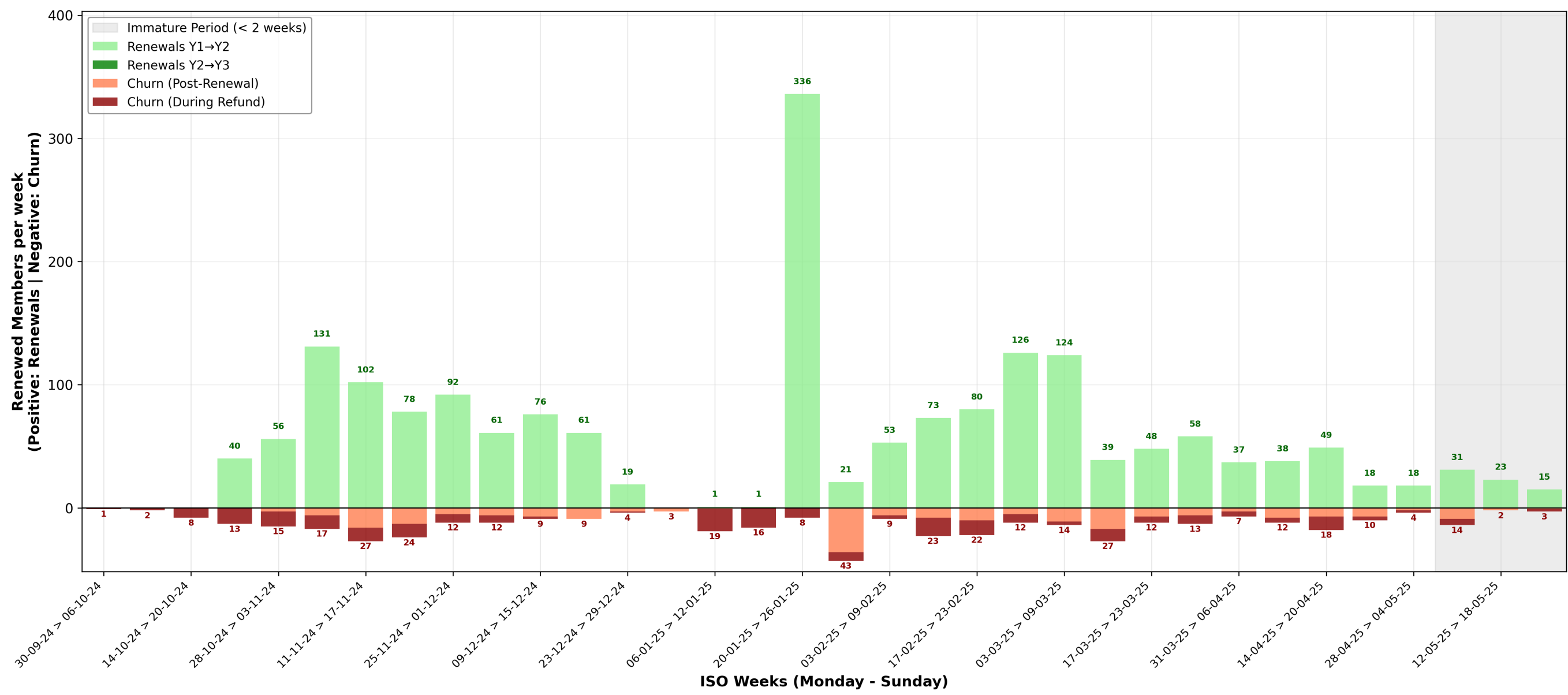


# WEEKLY RENEWAL FLOW LAST 8 WEEKS



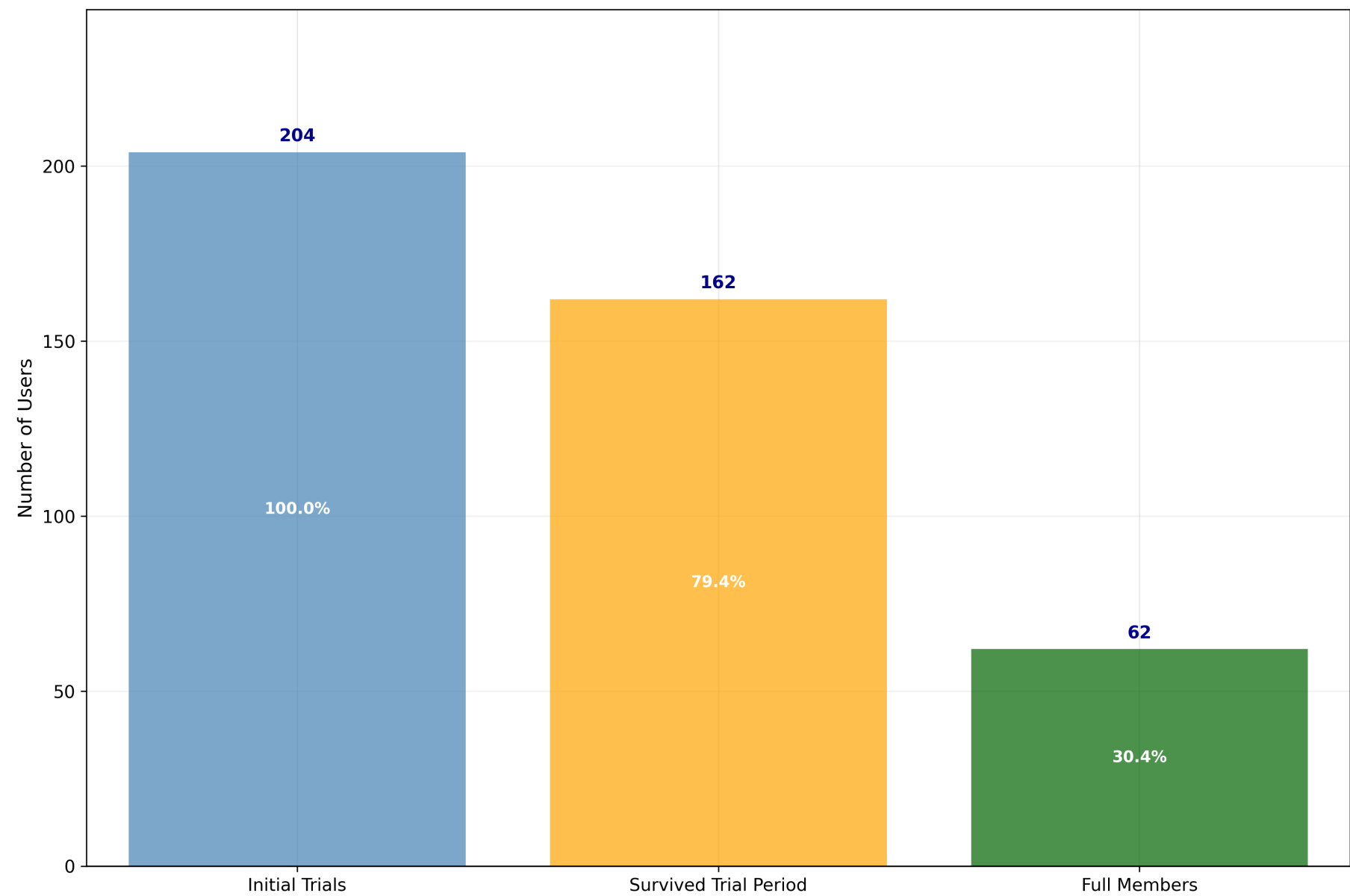
# WEEKLY RENEWAL FLOW - ALL TIME

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)

