

# DISHPATCH WEEKLY ANALYSIS REPORT

May 23, 2025

(Last week = 12-05-25 > 18-05-25)

(Previous week = 05-05-25 > 11-05-25)

## EXECUTIVE SUMMARY

Currently Active full member ever: **5334**

*Active Full Member 1st year: **3886** - 2nd year: **1726** - 3rd year: **0***

Conversion Rate (from Trial to Full Member): **39.82%**

*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: **86.57%**

*Renewal rate from 1st year to 2nd year: **86.57%** from 2nd year to 3rd year: **0%**.*

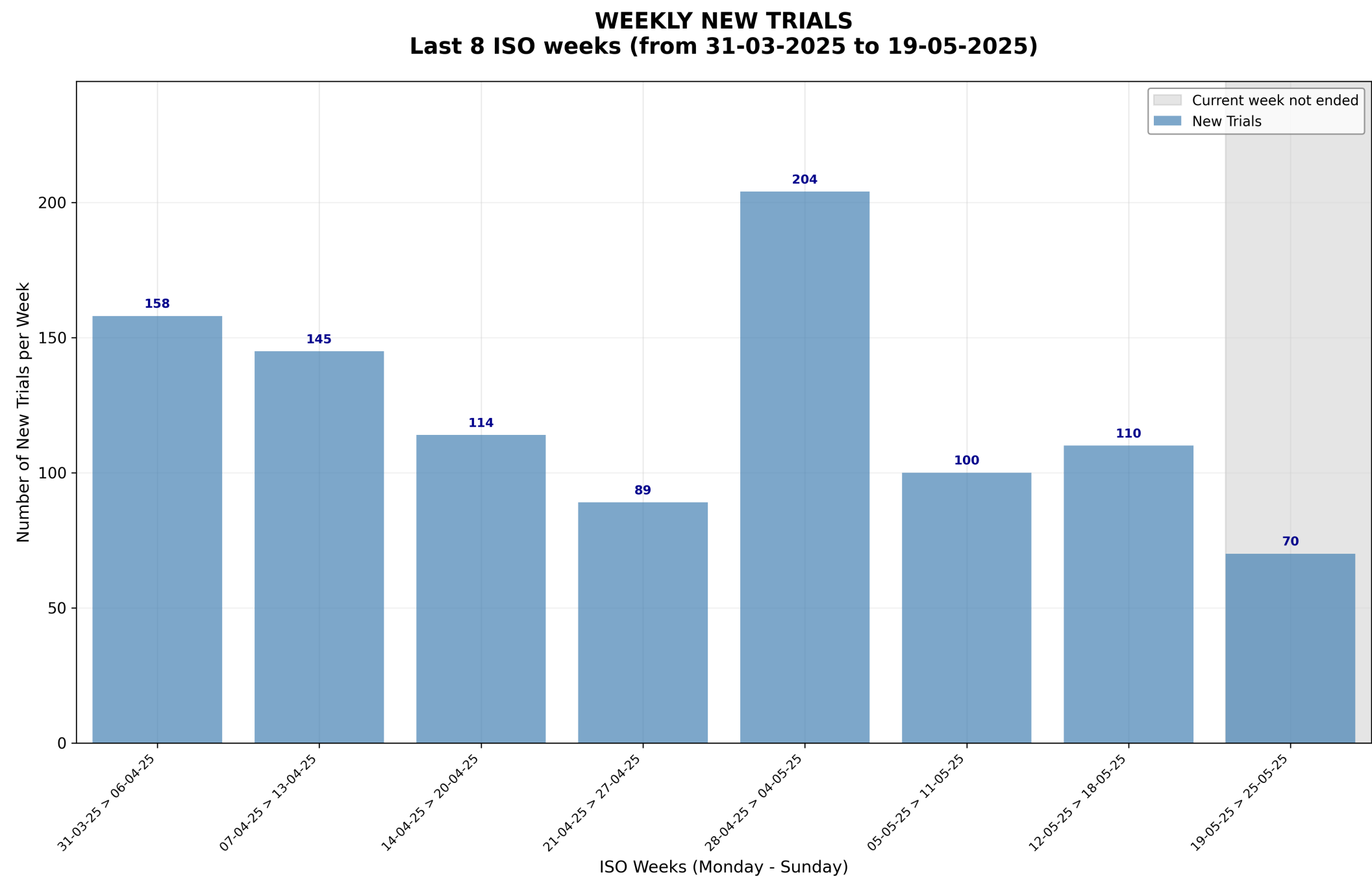
*Ask for refund at the beginning of 2nd year: **300 - 13.43%** from 2nd year to 3rd year: **0 - 0%***

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

New full member last week: **82** (*previous week: 100*)

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

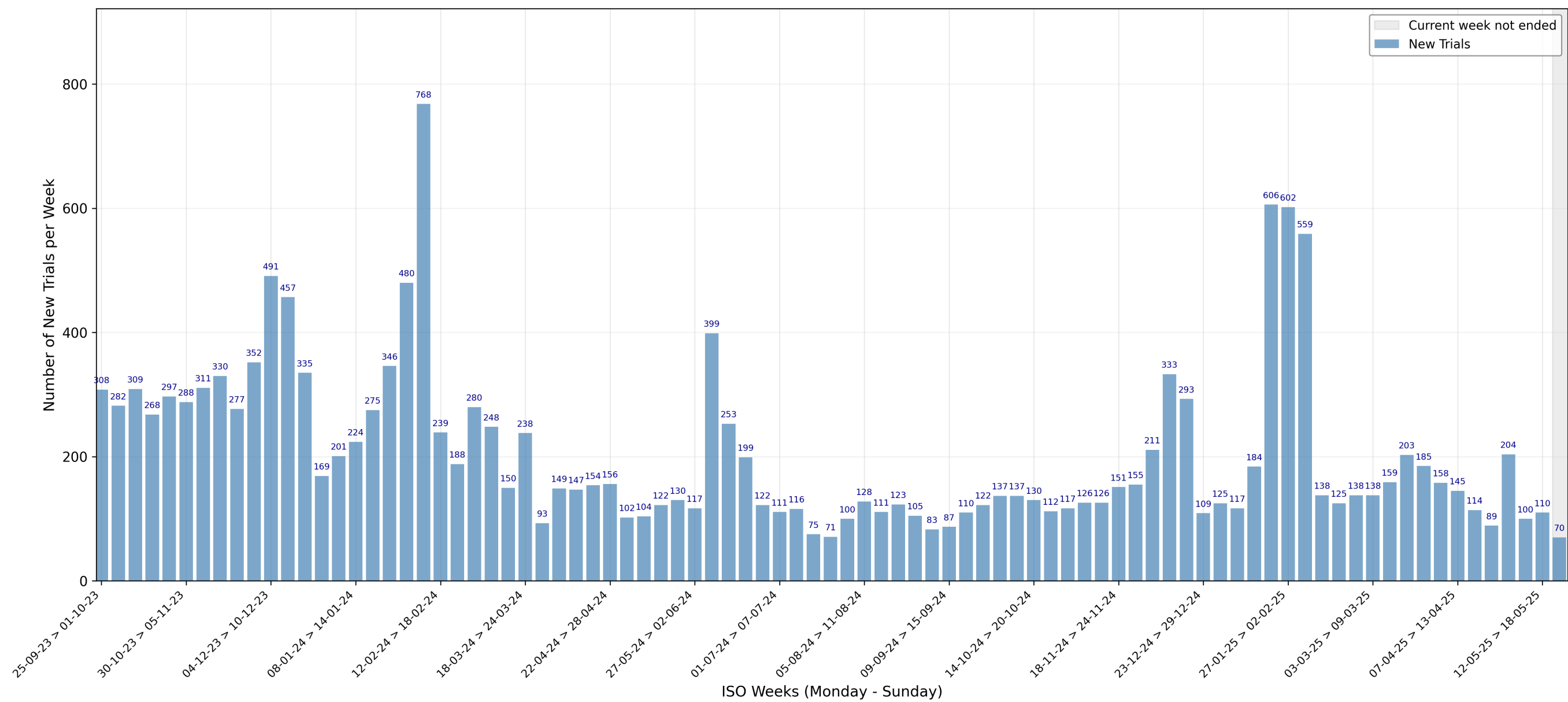
# WEEKLY NEW TRIALS 8 LAST WEEKS



Average per week: **124**  
Recent 4-week average: **121**  
Latest week: **70**  
Previous week: **110**  
Week-over-week change: **-40 (-36.4%)**  
Max week: **204** (28-04-25 > 04-05-25)  
Min week: **70** (19-05-25 > 25-05-25)

# WEEKLY NEW TRIALS - ALL TIME

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



Total trials (all time): **18106**

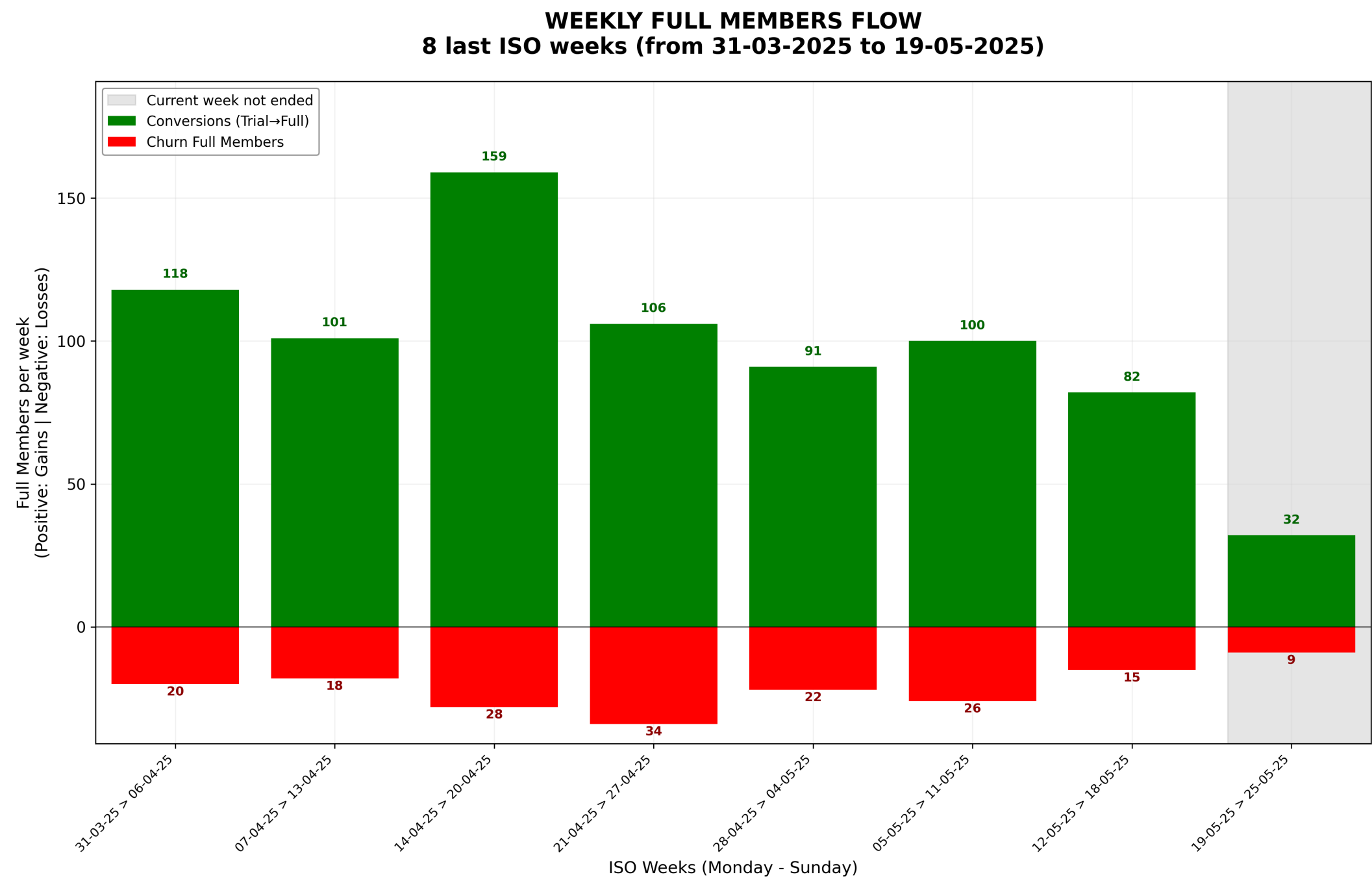
Average per week: **208**

Recent 4-week average: **121**

Max week: **768** (05-02-24 > 11-02-24)

Min week: **70** (19-05-25 > 25-05-25)

# WEEKLY FULL MEMBERS FLOW LAST 8 WEEKS



Total conversions (8 weeks): **789**

Churn (8 weeks): **172**

Net growth (8 weeks): **617**

Average conversions per week (8 weeks): **98.6**

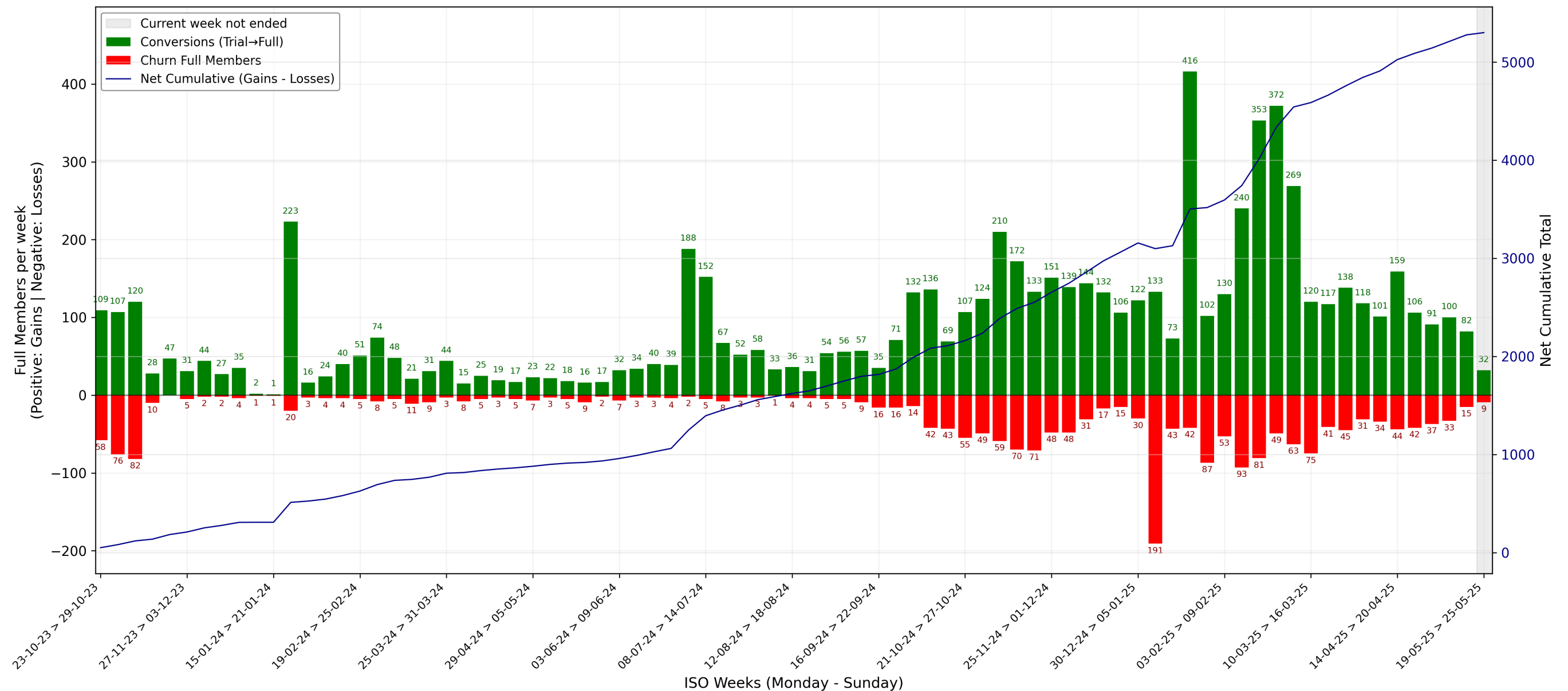
Average churn per week (8 weeks): **21.5** - Average Net growth (8 weeks): **77.1**

Max conversions: **159** (14-04-25 > 20-04-25) - Min conversions: **32** (19-05-25 > 25-05-25)

Max churn: **34** (21-04-25 > 27-04-25) - Min churn: **9** (19-05-25 > 25-05-25)

# WEEKLY FULL MEMBERS FLOW - ALL TIME

## WEEKLY FULL MEMBERS FLOW - ALL TIME (from 23-10-2023 to 19-05-2025)



Total conversions (all time): **7459** - Churn (all time): **2158** - Net growth (all time): **5301**

Average conversions per week (all time): **92.1**

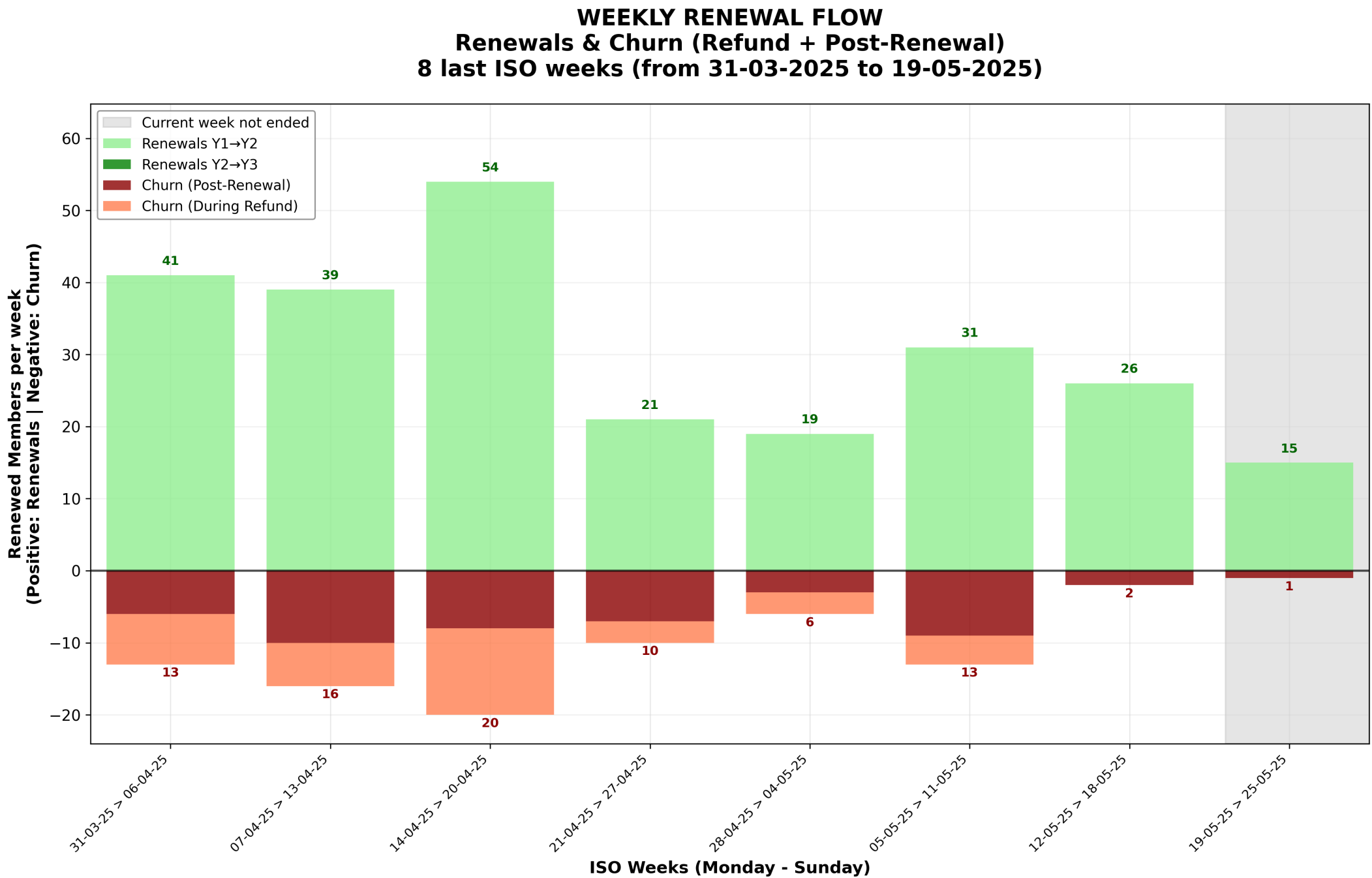
Average churn per week (all time): **26.6**

Net growth average (all time): **65.4**

Max conversions: **416** (20-01-25 > 26-01-25) - Min conversions: **1** (15-01-24 > 21-01-24)

Max churn: **191** (06-01-25 > 12-01-25) - Min churn: **0** (20-11-23 > 26-11-23)

# WEEKLY RENEWAL FLOW LAST 8 WEEKS



Total renewals (8 weeks): **246**

Total churn (8 weeks): **81**

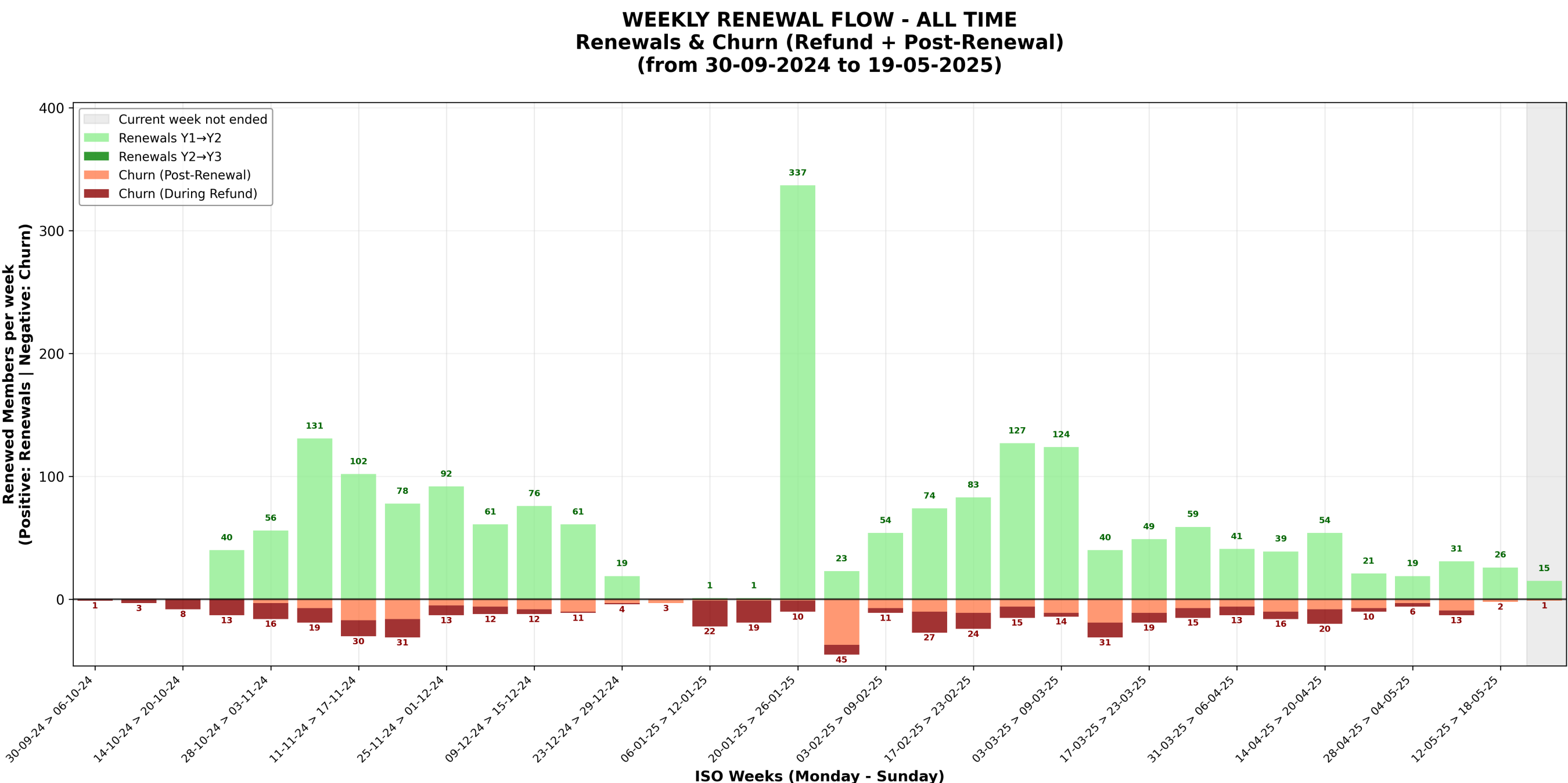
Post-Renewal: **46**, Refund: **35**

Avg renewals per week: **30.8**

Average churn per week: **10.1**

Post-Renewal avg: **4.4**, Refund avg: **5.8**

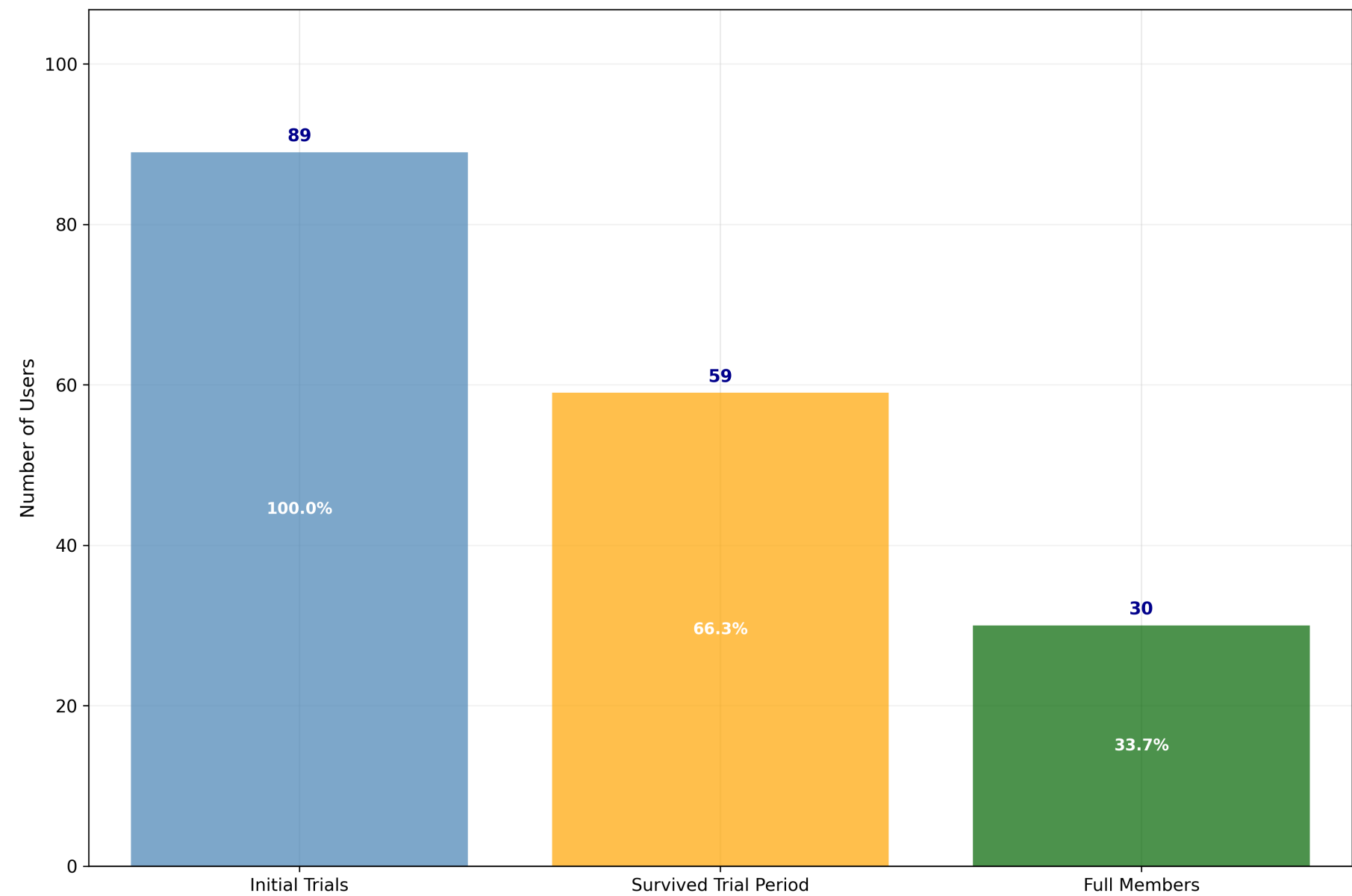
# WEEKLY RENEWAL FLOW - ALL TIME



Total renewals (all time): **1934**  
Total churn (all time): **509**  
Post-Renewal (all time): **246**, Refund: **263**  
Avg renewals per week (all time): **56.9**  
Average churn per week (all time): **15.0**  
Post-Renewal avg (all time): **7.7**, Refund avg: **7.2**

# CONVERSION FUNNEL - LAST COMPLETE COHORT

CONVERSION FUNNEL  
Complete Cohort Week 2025-W17  
(Trialers From 21-04-25 > 27-04-25 Converted on 12-05-25 > 18-05-25)



Drop-off during trial: **33.7%**

Drop-off during refund: **32.6%**

Total drop-off: **66.3%**



# CONVERSION FUNNEL COMPARISON

CONVERSION FUNNEL COMPARISON ACROSS PERIODS  
(Using ISO Week Calculations)

