

4372

Cohort Size

17K

Total Users

10.00

Week 1 Retention %

133.83

Long Term Retention %

Week Offset		0			1			2			3			4		
Cohort Week		Sum of users	Retention %	Cohort Size	Sum of users	Retention %	Cohort Size	Sum of users	Retention %	Cohort Size	Sum of users	Retention %	Cohort Size	Sum of users	Reten	
⊕	29 November 2010	323	100.0%	323	87	26.9%		47	14.6%		7	2.2%		36		
⊕	06 December 2010	368	100.0%	368	74	20.1%		6	1.6%		18	4.9%		43		
⊕	13 December 2010	214	100.0%	214	3	1.4%		6	2.8%		24	11.2%		20		
⊕	20 December 2010	43	100.0%	43	1	2.3%		3	7.0%		2	4.7%		3		
⊕	03 January 2011	94	100.0%	94	6	6.4%		5	5.3%		10	10.6%		4		
⊕	10 January 2011	103	100.0%	103	14	13.6%		12	11.7%		7	6.8%		8		
⊕	17 January 2011	86	100.0%	86	4	4.7%		4	4.7%		4	4.7%		9		
⊕	24 January 2011	120	100.0%	120	6	5.0%		10	8.3%		5	4.2%		6		
⊕	31 January 2011	114	100.0%	114	20	17.5%		5	4.4%		8	7.0%		5		
⊕	07 February 2011	69	100.0%	69	8	11.6%		5	7.2%		3	4.3%		2		
⊕	14 February 2011	86	100.0%	86	6	7.0%		5	5.8%					6		
⊕	21 February 2011	105	100.0%	105	13	12.4%		6	5.7%		5	4.8%		5		
⊕	28 February 2011	109	100.0%	109	10	9.2%		9	8.3%		5	4.6%		9		
⊕	07 March 2011	95	100.0%	95	4	4.2%		4	4.2%		5	5.3%		7		
⊕	14 March 2011	107	100.0%	107	5	4.7%		9	8.4%		8	7.5%		6		
⊕	21 March 2011	89	100.0%	89	5	5.6%		4	4.5%		4	4.5%		4		
⊕	28 March 2011	83	100.0%	83	6	7.2%		6	7.2%		7	8.4%		4		
⊕	04 April 2011	92	100.0%	92	10	10.9%					5	5.4%		6		
⊕	11 April 2011	96	100.0%	96	6	6.3%		8	8.3%		6	6.3%		7		
⊕	18 April 2011	60	100.0%	60	5	8.3%		3	5.0%		2	3.3%		8		
⊕	25 April 2011	35	100.0%	35	3	8.6%		2	5.7%		2	5.7%				
⊕	02 May 2011	72	100.0%	72	7	9.7%		5	6.9%		3	4.2%		7		
⊕	09 May 2011	74	100.0%	74	4	5.4%		5	6.8%		4	5.4%		5		
⊕	16 May 2011	72	100.0%	72	9	12.5%		5	6.9%		6	8.3%		6		
⊕	23 May 2011	49	100.0%	49	5	10.2%		5	10.2%		3	6.1%		4		
⊕	30 May 2011	43	100.0%	43				5	11.6%		2	4.7%		2		
⊕	06 June 2011	64	100.0%	64	2	3.1%		2	3.1%		4	6.3%		5		
⊕	13 June 2011	59	100.0%	59	8	13.6%		4	6.8%		2	3.4%		2		