Cohort Analysis Dashboard

Life Time Value Users	Lost Users	More than 1 Months	More than 3 Months

Transaction Month

All

Onboarding Month

All

3313
Retention users

6532
Total New Users

Monthly Retention Users Since Onboarding

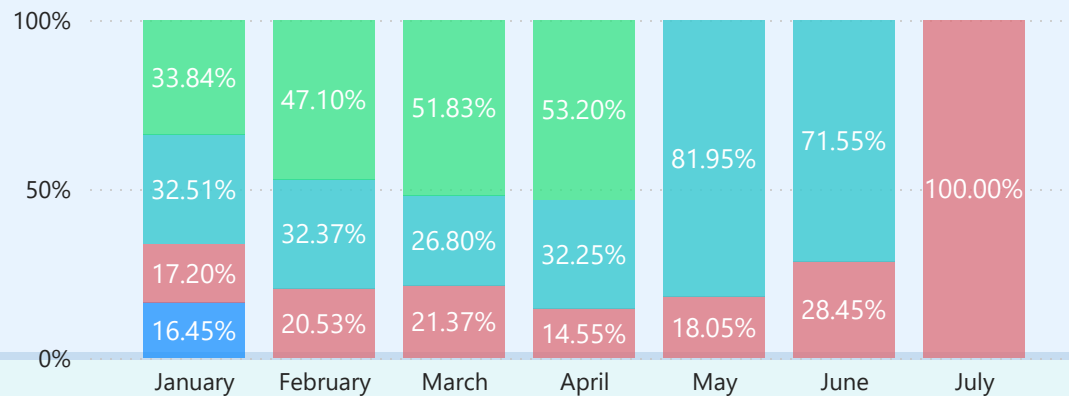| Month	1	2	3	4	5	6	7
January	46.12%	51.80%	37.43%	36.11%	31.19%	26.65%	16.45%
February		58.77%	55.54%	42.93%	37.31%	33.05%	24.11%
March			68.27%	59.04%	51.96%	48.80%	36.28%
April				72.65%	72.52%	66.50%	53.20%
May					76.98%	78.61%	57.70%
June						90.10%	71.55%
July							100.00%

Month Wise User_Status

User_Status ● Life Time Value Users ● Lost Users ● More than 1 Months ● More than 3 Months

	January	February	March	April	May	June	July
More than 3 Months	33.84%	47.10%	51.83%	53.20%			
More than 1 Months	32.51%	32.37%	26.80%	32.25%	81.95%	71.55%	
Lost Users	17.20%	20.53%	21.37%	14.55%	18.05%	28.45%	100.00%
Life Time Value Users	16.45%						

Monthly Lost Users Since Onboarding

Month	January	February	March	April	May	June	July
January	17.20%	19.85%	12.67%	11.15%	10.78%	11.91%	16.45%
February		20.53%	18.82%	13.54%	10.82%	12.18%	24.11%
March			21.37%	14.03%	12.77%	15.55%	36.28%
April				14.55%	15.31%	16.94%	53.20%
May					18.05%	24.25%	57.70%
June						28.45%	71.55%
July							100.00%

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Cohort Analysis Dashboard

Transaction Month

All

Onboarding Month

All

Product Category

All

Clear all slicers

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2317M
Total Revenue

6532
Total New Users

3313
Retention users

Revenue Since Onboarding Month

Month	1	2	3	4	5	6	7
January	3.65%	23.61%	14.17%	16.11%	17.22%	18.82%	6.42%
February		6.52%	15.91%	18.34%	23.96%	26.58%	8.70%
March			6.06%	20.73%	29.38%	30.42%	13.41%
April				12.66%	33.67%	39.38%	14.29%
May					27.50%	52.23%	20.27%
June						51.92%	48.08%
July							100.00%

User Status Wise Revenue %

Month Number	Life Time Value Users	Lost Users	More than 1 Months	More than 3 Months
1	1.10%	0.57%	0.19%	0.11%
2	17.01%	2.65%	1.72%	1.63%
3	13.04%	2.70%	1.63%	6.15%
4	17.95%	2.25%	1.85%	16.21%
5	18.77%	15.30%	20.46%	29.53%
6	23.78%	16.78%	48.81%	33.62%
7	8.35%	59.75%	25.34%	12.76%