



# Ad Hoc Analysis Deck

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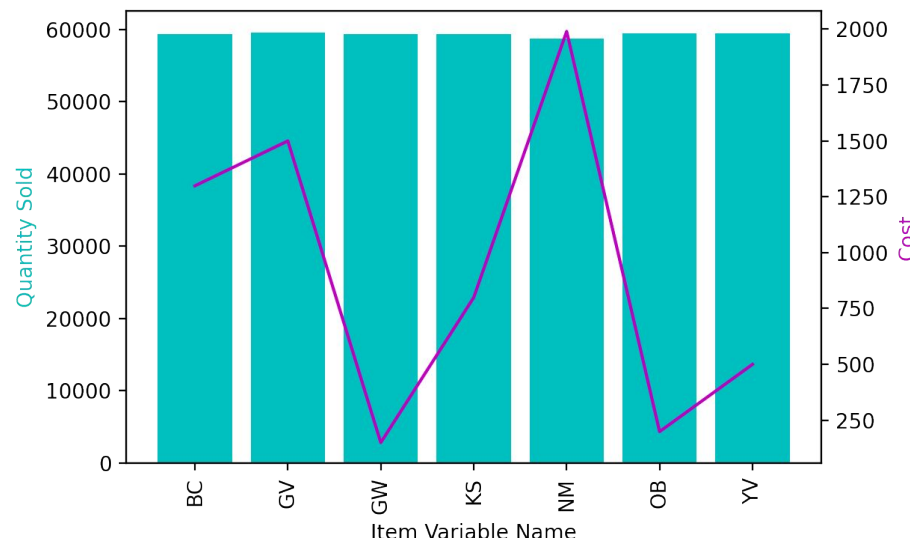
# Breakdown of Count per Item per Month

Transaction Month	Item Name	Total Quantity Sold
0	January Candy City, Gummy Worms	9559
1	January Candy City, Orange Beans	9774
2	January Exotic Extras, Beef Chicharon	9665
3	January Exotic Extras, Kimchi and Seaweed	9676
4	January HealthyKid 3+, Gummy Vitamins	9681
5	January HealthyKid 3+, Nutritional Milk	9727
6	January HealthyKid 3+, Yummy Vegetables	9959
7	February Candy City, Gummy Worms	9996
8	February Candy City, Orange Beans	10037
9	February Exotic Extras, Beef Chicharon	10001
10	February Exotic Extras, Kimchi and Seaweed	9949
11	February HealthyKid 3+, Gummy Vitamins	9980
12	February HealthyKid 3+, Nutritional Milk	9691
13	February HealthyKid 3+, Yummy Vegetables	10256
14	March Candy City, Gummy Worms	9986
15	March Candy City, Orange Beans	9611
16	March Exotic Extras, Beef Chicharon	9816
17	March Exotic Extras, Kimchi and Seaweed	9967
18	March HealthyKid 3+, Gummy Vitamins	10145
19	March HealthyKid 3+, Nutritional Milk	9876
20	March HealthyKid 3+, Yummy Vegetables	9896
21	April Candy City, Gummy Worms	10043
22	April Candy City, Orange Beans	9914
23	April Exotic Extras, Beef Chicharon	9890
24	April Exotic Extras, Kimchi and Seaweed	9921
25	April HealthyKid 3+, Gummy Vitamins	9842
26	April HealthyKid 3+, Nutritional Milk	9786
27	April HealthyKid 3+, Yummy Vegetables	9861
28	May Candy City, Gummy Worms	9801
29	May Candy City, Orange Beans	9964
30	May Exotic Extras, Beef Chicharon	10028
31	May Exotic Extras, Kimchi and Seaweed	9773
32	May HealthyKid 3+, Gummy Vitamins	9948
33	May HealthyKid 3+, Nutritional Milk	9881
34	May HealthyKid 3+, Yummy Vegetables	9735
35	June Candy City, Gummy Worms	9934
36	June Candy City, Orange Beans	10106
37	June Exotic Extras, Beef Chicharon	9902
38	June Exotic Extras, Kimchi and Seaweed	10104
39	June HealthyKid 3+, Gummy Vitamins	9980
40	June HealthyKid 3+, Nutritional Milk	9767
41	June HealthyKid 3+, Yummy Vegetables	9722

# Breakdown of Total Sale Value per Item per Month

Transaction Month	Item Name	Item Cost	Total Quantity Sold	Total Sale Value
0	January Candy City, Gummy Worms	150	9559	1433850
1	January Candy City, Orange Beans	199	9774	1945026
2	January Exotic Extras, Beef Chicharon	1299	9665	12554835
3	January Exotic Extras, Kimchi and Seaweed	799	9676	7731124
4	January HealthyKid 3+, Gummy Vitamins	1500	9681	14521500
5	January HealthyKid 3+, Nutritional Milk	1990	9727	19356730
6	January HealthyKid 3+, Yummy Vegetables	500	9959	4979500
7	February Candy City, Gummy Worms	150	9996	1499400
8	February Candy City, Orange Beans	199	10037	1997363
9	February Exotic Extras, Beef Chicharon	1299	10001	12991299
10	February Exotic Extras, Kimchi and Seaweed	799	9949	7949251
11	February HealthyKid 3+, Gummy Vitamins	1500	9980	14970000
12	February HealthyKid 3+, Nutritional Milk	1990	9691	19285090
13	February HealthyKid 3+, Yummy Vegetables	500	10256	5128000
14	March Candy City, Gummy Worms	150	9986	1497900
15	March Candy City, Orange Beans	199	9611	1912589
16	March Exotic Extras, Beef Chicharon	1299	9816	12750984
17	March Exotic Extras, Kimchi and Seaweed	799	9967	7963633
18	March HealthyKid 3+, Gummy Vitamins	1500	10145	15217500
19	March HealthyKid 3+, Nutritional Milk	1990	9876	19653240
20	March HealthyKid 3+, Yummy Vegetables	500	9896	4948000
21	April Candy City, Gummy Worms	150	10043	1506450
22	April Candy City, Orange Beans	199	9914	1972886
23	April Exotic Extras, Beef Chicharon	1299	9890	12847110
24	April Exotic Extras, Kimchi and Seaweed	799	9921	7926879
25	April HealthyKid 3+, Gummy Vitamins	1500	9842	14763000
26	April HealthyKid 3+, Nutritional Milk	1990	9786	19474140
27	April HealthyKid 3+, Yummy Vegetables	500	9861	4930500
28	May Candy City, Gummy Worms	150	9801	1470150
29	May Candy City, Orange Beans	199	9964	1982836
30	May Exotic Extras, Beef Chicharon	1299	10028	13026372
31	May Exotic Extras, Kimchi and Seaweed	799	9773	7808627
32	May HealthyKid 3+, Gummy Vitamins	1500	9948	14922000
33	May HealthyKid 3+, Nutritional Milk	1990	9881	19663190
34	May HealthyKid 3+, Yummy Vegetables	500	9735	4867500
35	June Candy City, Gummy Worms	150	9934	1490100
36	June Candy City, Orange Beans	199	10106	2011094
37	June Exotic Extras, Beef Chicharon	1299	9902	12862698
38	June Exotic Extras, Kimchi and Seaweed	799	10104	8073096
39	June HealthyKid 3+, Gummy Vitamins	1500	9980	14970000
40	June HealthyKid 3+, Nutritional Milk	1990	9767	19436330
41	June HealthyKid 3+, Yummy Vegetables	500	9722	4861000

# Total Quantity Sold and Cost per Item Graph



# Repeaters, Inactive and Engaged Metric

	January	February	March	April	May	June
Repeaters	0	5172	5216	5154	5110	5193
Inactive	0	1416	1747	1909	1917	1835
Engaged	6588	5172	4126	3289	2667	2190

# Cohort Counts Table

Cohort Index	0	1	2	3	4	5
Cohort Month						
January	6583.0	5167.0	5220.0	5152.0	5143.0	5189.0
February	1463.0	1098.0	1065.0	1092.0	1126.0	NaN
March	340.0	257.0	254.0	257.0	NaN	NaN
April	94.0	76.0	74.0	NaN	NaN	NaN
May	22.0	16.0	NaN	NaN	NaN	NaN
June	3.0	NaN	NaN	NaN	NaN	NaN

# Customer Retention Table

Cohort Index	0	1	2	3	4	5
Cohort Month						
January	100.0	78.5	79.3	78.3	78.1	78.8
February	100.0	75.1	72.8	74.6	77.0	NaN
March	100.0	75.6	74.7	75.6	NaN	NaN
April	100.0	80.9	78.7	NaN	NaN	NaN
May	100.0	72.7	NaN	NaN	NaN	NaN
June	100.0	NaN	NaN	NaN	NaN	NaN

# Retention Rates

