Customer Analysis

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
31-01-2014																					
28-02-2014																					
31-03-2014																					
30-04-2014																					
31-05-2014																					31
30-06-2014																			7%	13	
31-07-2014																		11%	5%	19	
31-08-2014																	12%	11%	5%	15	
30-09-2014																12%	16%	16%	7%	14	
31-10-2014															4%	19%	8%	2%	8%	29	
30-11-2014														1%	10%	19%	8%	1%	5%	27	
31-12-2014													1%	2%	14%	17%	2%	7%	12%	25	
31-01-2015												3%	3%	8%	26%	3%	5%	6%	17%	19	
28-02-2015											2%	3%	2%	8%	24%	3%	2%	6%	20%	14	

Cusomer Retenion by Month

Customer — New Customer — Returning Custo... — Recovered C...
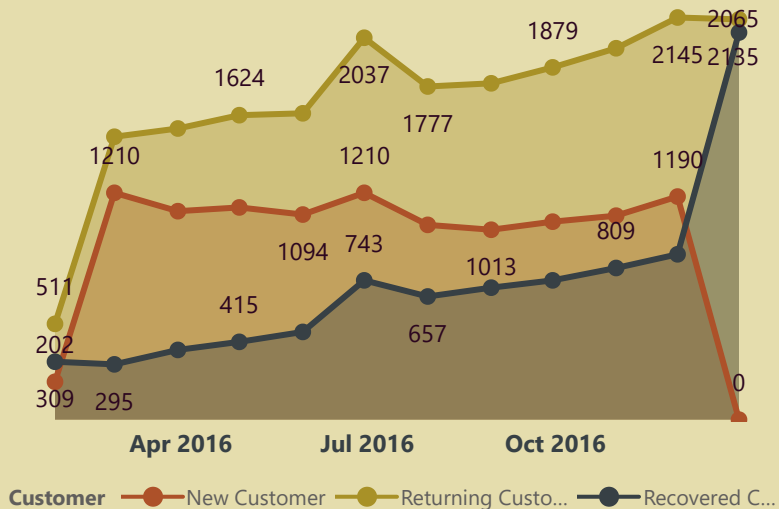
Customer Retention breakdown

New Customer — Recovered Customers — Returning Customer

Spend Trends by Month

Total Spend — Average Spend
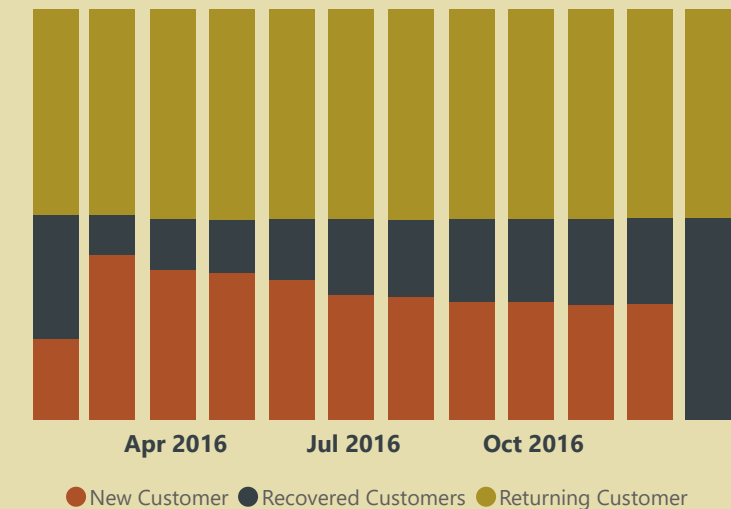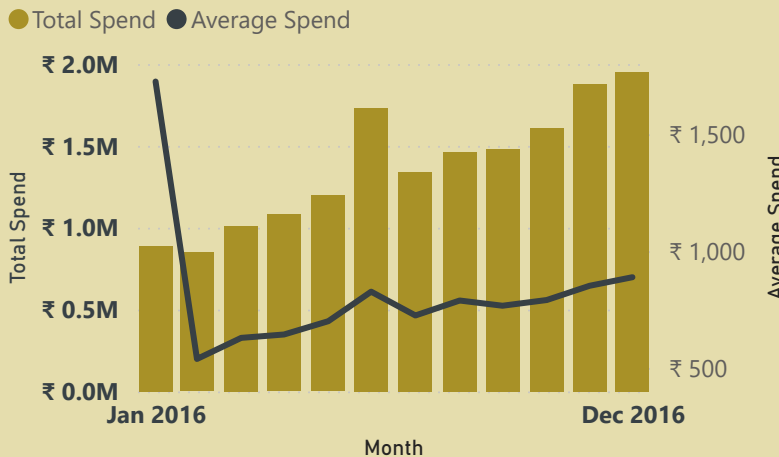
Average Monthly Spend Distribution