Cohort Analysis

Customer Retention (#)

		Period / Customers								
■ Cohort	Cohort Customers	0	1	2	3	4	5	6	7	8
Dec 2023	5,092	5,092	-	-	-	-	-	-	-	-
Nov 2023	11,710	11,710	774	-	-	-	-	-	-	-
Oct 2023	809	809	409	405	-	-	-	-	-	-
Sep 2023	1,287	1,287	519	660	499	-	-	-	-	-
Aug 2023	2,850	2,850	923	1,141	1,164	748	-	-	-	-
Jul 2023	2,891	2,891	469	1,421	1,360	1,312	1,061	-	-	-
Jun 2023	8,018	8,018	7,041	6,702	6,287	5,975	5,709	5,291	-	-
May 2023	1,337	1,337	405	436	439	357	298	453	186	-
Apr 2023	2,861	2,861	650	751	899	674	547	783	610	272
Mar 2023	361	361	183	161	160	165	144	148	145	135
Feb 2023	467	467	213	189	168	177	184	167	153	144
Jan 2023	727	727	336	311	258	243	245	240	233	215
Dec 2022	1,813	1,813	446	528	484	413	366	399	376	362
Nov 2022	23,697	23,697	1,709	663	19,401	18,434	17,120	15,684	15,826	15,168
Oct 2022	1,089	1,089	218	177	129	743	713	642	166	612
Sep 2022	674	674	360	314	272	189	262	256	236	221
Aug 2022	1,549	1,549	900	874	749	678	497	618	618	561
Jul 2022	6,350	6,350	5,053	4,724	4,086	3,641	2,980	2,136	2,701	2,704
Jun 2022	131	131	64	65	58	53	54	38	30	37

Customer Retention Rate (%)

		Period / Customer Retention Rate								
■ Cohort	Cohort Customers	0	1	2	3	4	5	6	7	8
Dec 2023	5,092	100.00%	-	-	-	-	-	-	-	-
Nov 2023	11,710	100.00%	6.61%	-	-	-	-	-	-	-
Oct 2023	809	100.00%	50.56%	50.06%	-	-	-	-	-	-
Sep 2023	1,287	100.00%	40.33%	51.28%	38.77%	-	-	-	-	-
Aug 2023	2,850	100.00%	32.39%	40.04%	40.84%	26.25%	-	-	-	-
Jul 2023	2,891	100.00%	16.22%	49.15%	47.04%	45.38%	36.70%	-	-	-
Jun 2023	8,018	100.00%	87.81%	83.59%	78.41%	74.52%	71.20%	65.99%	-	-
May 2023	1,337	100.00%	30.29%	32.61%	32.83%	26.70%	22.29%	33.88%	13.91%	-
Apr 2023	2,861	100.00%	22.72%	26.25%	31.42%	23.56%	19.12%	27.37%	21.32%	9.51%
Mar 2023	361	100.00%	50.69%	44.60%	44.32%	45.71%	39.89%	41.00%	40.17%	37.40%
Feb 2023	467	100.00%	45.61%	40.47%	35.97%	37.90%	39.40%	35.76%	32.76%	30.84%
Jan 2023	727	100.00%	46.22%	42.78%	35.49%	33.43%	33.70%	33.01%	32.05%	29.57%
Dec 2022	1,813	100.00%	24.60%	29.12%	26.70%	22.78%	20.19%	22.01%	20.74%	19.97%
Nov 2022	23,697	100.00%	7.21%	2.80%	81.87%	77.79%	72.25%	66.19%	66.78%	64.01%
Oct 2022	1,089	100.00%	20.02%	16.25%	11.85%	68.23%	65.47%	58.95%	15.24%	56.20%
Sep 2022	674	100.00%	53.41%	46.59%	40.36%	28.04%	38.87%	37.98%	35.01%	32.79%
Aug 2022	1,549	100.00%	58.10%	56.42%	48.35%	43.77%	32.09%	39.90%	39.90%	36.22%
Jul 2022	6,350	100.00%	79.57%	74.39%	64.35%	57.34%	46.93%	33.64%	42.54%	42.58%
Jun 2022	131	100.00%	48.85%	49.62%	44.27%	40.46%	41.22%	29.01%	22.90%	28.24%

Cohort Analysis

| Brand ▼ | Purchase Type ▼ | Store of Origin ▼ | Geo ▼ |

Cohort Analysis - Revenue Retention

											period / product_revenue
Cohort	0	1	2	3	4	5	6	7	8	9	Grand total
Dec 2023	$375.8K	-	-	-	-	-	-	-	-	-	$375.8K
Nov 2023	$1.04M	$24.72K	-	-	-	-	-	-	-	-	$1.07M
Oct 2023	$39.35K	$12.18K	$9.15K	-	-	-	-	-	-	-	$60.67K
Sep 2023	$70.05K	$15.43K	$22.11K	$12.35K	-	-	-	-	-	-	$119.95K
Aug 2023	$130.95K	$31.4K	$34.59K	$45.51K	$19.12K	-	-	-	-	-	$261.56K
Jul 2023	$99.76K	$17.3K	$32.21K	$29.06K	$44.51K	$21.6K	-	-	-	-	$244.45K
Jun 2023	$480.64K	$342.94K	$324.24K	$306.6K	$294.12K	$283.78K	$262.04K	-	-	-	$2.29M
May 2023	$90.37K	$13.65K	$14.65K	$14.94K	$11.7K	$10.73K	$22.1K	$7.46K	-	-	$185.6K
Apr 2023	$194.54K	$24.43K	$20.09K	$27.54K	$19.65K	$14.69K	$22.37K	$37.95K	$12.11K	-	$373.37K
Mar 2023	$23.1K	$9.08K	$7.74K	$4.32K	$3.83K	$3.57K	$3.41K	$3.34K	$3.1K	$1.8K	$63.29K
Feb 2023	$19.38K	$8.81K	$7.87K	$7.35K	$6.82K	$6.55K	$6.22K	$5.55K	$5.17K	$5.03K	$81.92K
Jan 2023	$26.9K	$12.67K	$11.67K	$9.15K	$8.75K	$7.75K	$7.33K	$7.29K	$6.23K	$6.15K	$112.56K
Dec 2022	$64.43K	$13.76K	$17.78K	$16.43K	$13.92K	$12.7K	$11.64K	$9.92K	$9.67K	$8.9K	$200.04K
Nov 2022	$499.85K	$33.42K	$16.81K	$320.41K	$312.52K	$287.89K	$260.71K	$16.81K	$12.84K	$12.5K	$1.81M
Oct 2022	$26.16K	$6.16K	$5.71K	$3.52K	$14.32K	$14.04K	$12.45K	$4.07K	$3.19K	$3.15K	$105.77K
Sep 2022	$20.96K	$11.31K	$9.7K	$9.24K	$5.9K	$7.75K	$7.79K	$7.23K	$6.44K	$6.18K	$122.79K
Aug 2022	$48.94K	$26.87K	$25.48K	$20.49K	$20.64K	$14.04K	$16.74K	$17.06K	$15.03K	$13.98K	$305.07K
Jul 2022	$193.68K	$143.28K	$132.6K	$115.99K	$102.46K	$93.06K	$62.37K	$79.4K	$80.37K	$71.71K	$1.55M
Grand total	$4.49M	$869.71K	$1.1M	$1.78M	$1.66M	$1.52M	$1.44M	$850.53K	$778.02K	$717.87K	$22.49M

Cohort Analysis - Revenue Retention Rate

										period / Revenue Retention (%)
Cohort	Start Month Revenue ('000 USD)	0	1	2	3	4	5	6	7	8
Dec 2023	375.8	100%	-	-	-	-	-	-	-	-
Nov 2023	1041.9	100%	2%	-	-	-	-	-	-	-
Oct 2023	39.3	100%	31%	23%	-	-	-	-	-	-
Sep 2023	70	100%	22%	32%	18%	-	-	-	-	-
Aug 2023	130.9	100%	24%	26%	35%	15%	-	-	-	-
Jul 2023	99.8	100%	17%	32%	29%	45%	22%	-	-	-
Jun 2023	480.6	100%	71%	67%	64%	61%	59%	55%	-	-
May 2023	90.4	100%	15%	16%	17%	13%	12%	24%	8%	-
Apr 2023	194.5	100%	13%	10%	14%	10%	8%	11%	20%	6%
Mar 2023	23.1	100%	39%	33%	19%	17%	15%	15%	14%	13%
Feb 2023	19.4	100%	45%	41%	38%	35%	34%	32%	29%	27%
Jan 2023	26.9	100%	47%	43%	34%	33%	29%	27%	27%	23%
Dec 2022	64.4	100%	21%	28%	26%	22%	20%	18%	15%	15%
Nov 2022	499.8	100%	7%	3%	64%	63%	58%	52%	3%	3%
Oct 2022	26.2	100%	24%	22%	13%	55%	54%	48%	16%	12%
Sep 2022	21	100%	54%	46%	44%	28%	37%	37%	34%	31%
Aug 2022	48.9	100%	55%	52%	42%	42%	29%	34%	35%	31%
Jul 2022	193.7	100%	74%	68%	60%	53%	48%	32%	41%	41%
Jun 2022	3.9	100%	46%	43%	40%	37%	40%	29%	24%	27%
Grand total		100%	21%	36%	58%	56%	53%	53%	38%	36%

Active Subscriptions and Migrations

| Brand ▾ | Purchase Type ▾ | Store of Origin ▾ | Geo ▾ |

Subscriptions - Daily

Date ▾	Beginning	New Subscriptions	Cancellations	Ending	Migration to GS	% Cancelled	Ending/Beginning
Dec 13, 2023	56,660	36	27	56,669	8	1%	100%
Dec 12, 2023	56,656	97	93	56,660	25	2%	100%
Dec 11, 2023	56,725	100	111	56,714	24	2%	100%
Dec 10, 2023	56,699	88	62	56,725	16	1%	100%
Dec 9, 2023	56,863	143	65	56,941	24	2%	100%
Dec 8, 2023	56,811	168	116	56,863	31	4%	100%
Dec 7, 2023	56,566	111	98	56,579	22	2%	100%
Dec 6, 2023	56,826	119	147	56,798	35	4%	100%
Dec 5, 2023	56,802	168	144	56,826	40	3%	100%
Dec 4, 2023	56,992	189	379	56,802	48	5%	100%
Dec 3, 2023	56,560	150	132	56,578	55	2%	100%
Dec 2, 2023	56,899	258	183	56,974	96	3%	100%

Subscriptions -Monthly

Year Month ▾	Beginning	New Subscripti...	Cancellations	Ending	Migration to GS	% Cancelled	Ending/...
Dec 2023	56,988	1,897	1,916	56,969	549	41%	100%
Nov 2023	56,884	3,064	2,956	56,992	855	146%	100%
Oct 2023	58,595	1,081	2,792	56,884	9	92%	97%
Sep 2023	58,866	1,534	1,805	58,595	0	66%	100%
Aug 2023	58,159	2,526	1,819	58,866	0	858%	101%
Jul 2023	57,675	2,437	1,960	58,152	0	37%	101%
Jun 2023	49,600	9,871	1,793	57,678	0	33%	116%
May 2023	3,739	100,775	54,910	49,604	0	352%	1327%
Apr 2023	2,280	1,598	139	3,739	0	4%	164%
Mar 2023	2,382	0	102	2,280	0	4%	96%
Feb 2023	2,529	0	147	2,382	0	6%	94%
Jan 2023	2,720	0	191	2,529	0	7%	93%

Pause/Skip Dashboard

| Brand ▾ | Purchase Type ▾ | Store of Origin ▾ | Geo ▾ |

Year Month ▾	Active Subscribers	Active Subscriptions	Subs with Revenue >0	Subs With No Scheduled Charge	Subs With Skipped Transactions
Dec 2023	51,310	56,988	70%	8%	22%
Nov 2023	51,242	56,884	82%	6%	12%
Oct 2023	52,901	58,595	83%	7%	10%
Sep 2023	53,188	58,866	83%	6%	12%
Aug 2023	52,565	58,159	83%	5%	12%
Jul 2023	52,088	57,675	88%	4%	8%
Jun 2023	44,273	49,600	86%	7%	7%
May 2023	3,641	3,739	47%	40%	2205%

Cross Promotion

of Unique Subscribers

Year Month ▾	Socks	Coffee	Soap	Socks and Coffee	Coffee and Soap	Soap and Socks	Coffee, Soap an
Mar 2024	39,208	7,750	2,237	1,536	481	718	150
Feb 2024	39,208	7,750	2,237	1,536	481	718	150
Jan 2024	40,020	7,894	2,285	1,579	493	746	152
Dec 2023	40,548	8,054	2,241	1,634	490	738	156
Nov 2023	41,238	8,208	2,131	1,666	446	693	142
Oct 2023	41,783	8,384	2,077	1,723	437	675	141
Sep 2023	42,312	8,399	1,975	1,756	393	642	137
Aug 2023	42,805	7,849	1,838	1,697	324	591	117
Jul 2023	42,409	7,917	1,681	1,704	284	520	105
Jun 2023	76,291	12,266	1,456	3,183	297	585	133
May 2023	0	2,217	1,481	0	49	0	0
Apr 2023	0	2,365	0	0	0	0	0
Mar 2023	0	2,511	0	0	0	0	0
Feb 2023	0	2,702	0	0	0	0	0

RFM Summary

Frequency (incl. customers with >1 transaction)

Buckets ▲	# of Customers	% of Total
0-1 Month	13,285	10.89%
1 Month	90,607	74.27%
2 Months	12,276	10.06%
3 Months	3,964	3.25%
4 to 6 Months	984	0.81%
6 to 9 Months	602	0.49%
9 to 12 Months	198	0.16%
>1 Year	81	0.07%
Grand total	**121,997**	**100%**

Recency

Buckets ▲	# of Customers	% of Total
2 Months	54,321	37.34%
3 Months	11,419	7.85%
4 to 6 Months	6,547	4.5%
6 to 9 Months	7,837	5.39%
9 to 12 Months	12,602	8.66%
>1 Year	52,770	36.27%
Grand total	**145,496**	**100%**

Avg. Lifetime Value Per Customer

Buckets ▲	# of Customers	% of Total
A. $0 to $20	7,515	5.17%
B. $20 to $50	24,513	16.85%
C. $50 to $75	13,760	9.46%
D. $75 to $100	12,752	8.76%
E. $100 to $150	25,175	17.3%
F. $150 to $200	21,502	14.78%
G. $200 to $300	14,539	9.99%
H. >$300	25,740	17.69%
Grand total	**145,496**	**100%**