



Retail Customer Cohort Analysis

1. Select a measure to display for each cohort

Customers

Customers Retained

Average Spend

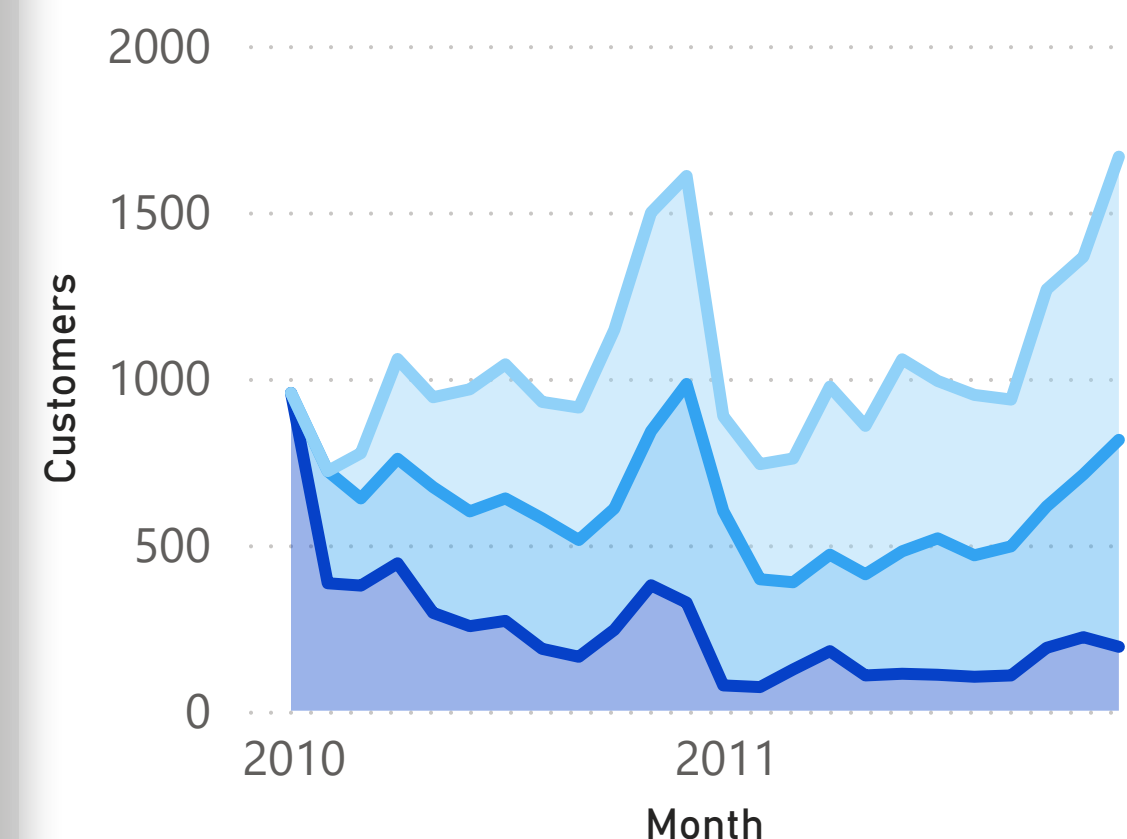
Average Spend by Cohort and Months after first purchase

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12
12/31/2009	\$454	\$695	\$526	\$530	\$488	\$502	\$476	\$525	\$606	\$577	\$610	\$569	\$738
1/31/2010	\$366	\$395	\$308	\$404	\$443	\$385	\$380	\$402	\$421	\$467	\$445	\$626	\$420
2/28/2010	\$385	\$298	\$465	\$387	\$376	\$394	\$427	\$378	\$446	\$371	\$680	\$325	\$421
3/31/2010	\$445	\$439	\$358	\$407	\$360	\$441	\$459	\$459	\$424	\$511	\$442	\$419	\$428
4/30/2010	\$385	\$288	\$305	\$471	\$328	\$376	\$346	\$325	\$393	\$466	\$250	\$387	\$438
5/31/2010	\$389	\$285	\$302	\$268	\$272	\$382	\$325	\$372	\$280	\$302	\$290	\$347	\$363
6/30/2010	\$425	\$278	\$359	\$392	\$461	\$471	\$490	\$640	\$853	\$793	\$346	\$611	\$824
7/31/2010	\$318	\$247	\$276	\$343	\$336	\$452	\$304	\$329	\$298	\$312	\$288	\$372	\$342
8/31/2010	\$322	\$307	\$340	\$287	\$546	\$272	\$332	\$270	\$365	\$351	\$291	\$270	\$374
9/30/2010	\$570	\$372	\$376	\$553	\$821	\$252	\$556	\$362	\$641	\$368	\$487	\$746	\$1354
10/31/2010	\$425	\$325	\$429	\$459	\$301	\$256	\$290	\$260	\$446	\$488	\$275	\$365	\$538
11/30/2010	\$381	\$528	\$366	\$254	\$264	\$324	\$286	\$273	\$261	\$308	\$330	\$337	\$375
12/31/2010	\$512	\$261	\$1401	\$206	\$683	\$214	\$146	\$694	\$150	\$250	\$234	\$579	
1/31/2011	\$662	\$223	\$235	\$1470	\$385	\$358	\$320	\$462	\$501	\$545	\$457		
2/28/2011	\$314	\$305	\$497	\$313	\$289	\$253	\$319	\$480	\$476	\$440			
3/31/2011	\$383	\$340	\$359	\$306	\$354	\$310	\$355	\$391	\$323				
4/30/2011	\$335	\$304	\$258	\$279	\$276	\$374	\$257	\$279					
5/31/2011	\$404	\$259	\$305	\$280	\$271	\$362	\$324						
6/30/2011	\$669	\$303	\$293	\$305	\$352	\$321							
7/31/2011	\$366	\$294	\$288	\$361	\$307								
8/31/2011	\$395	\$519	\$655	\$1027									
9/30/2011	\$439	\$283	\$302										
10/31/2011	\$415	\$304											
11/30/2011	\$334												

2. Select a cohort to see retention and spend behaviour

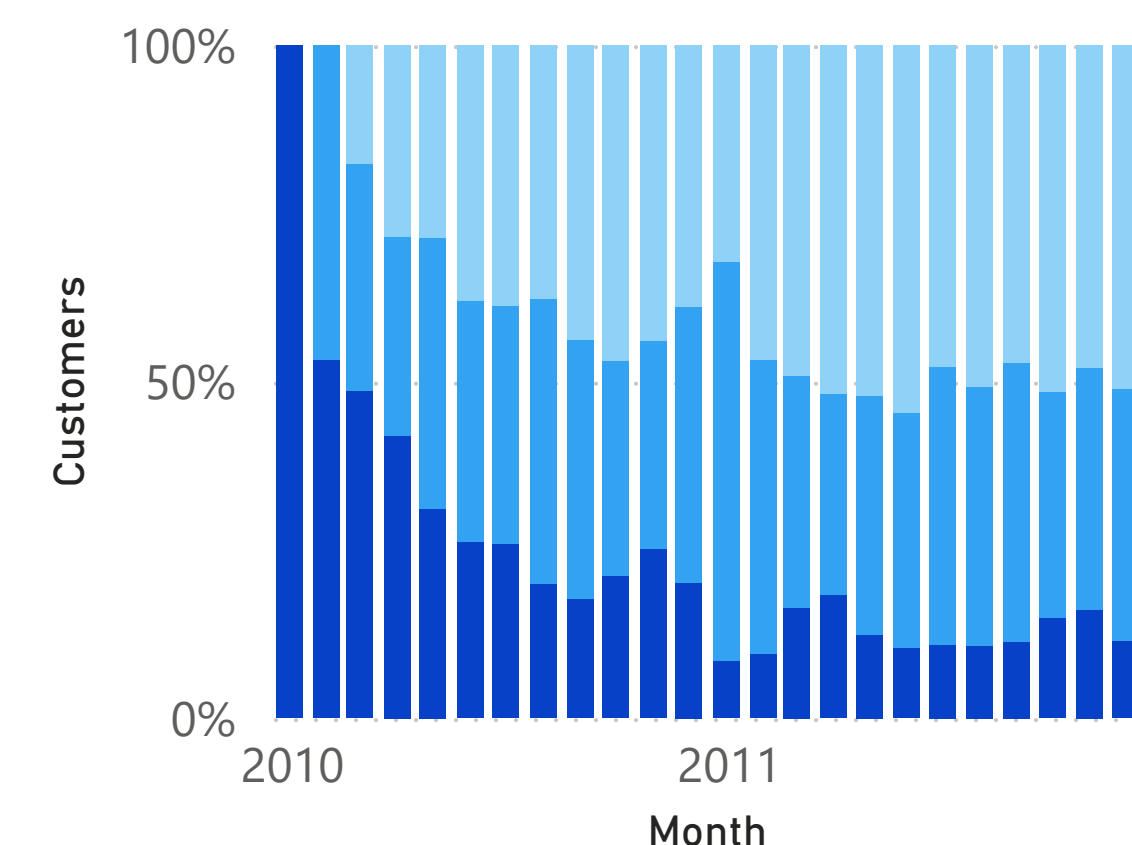
Customer Retention by Month

Customer ● New ● Returning ● Recovered



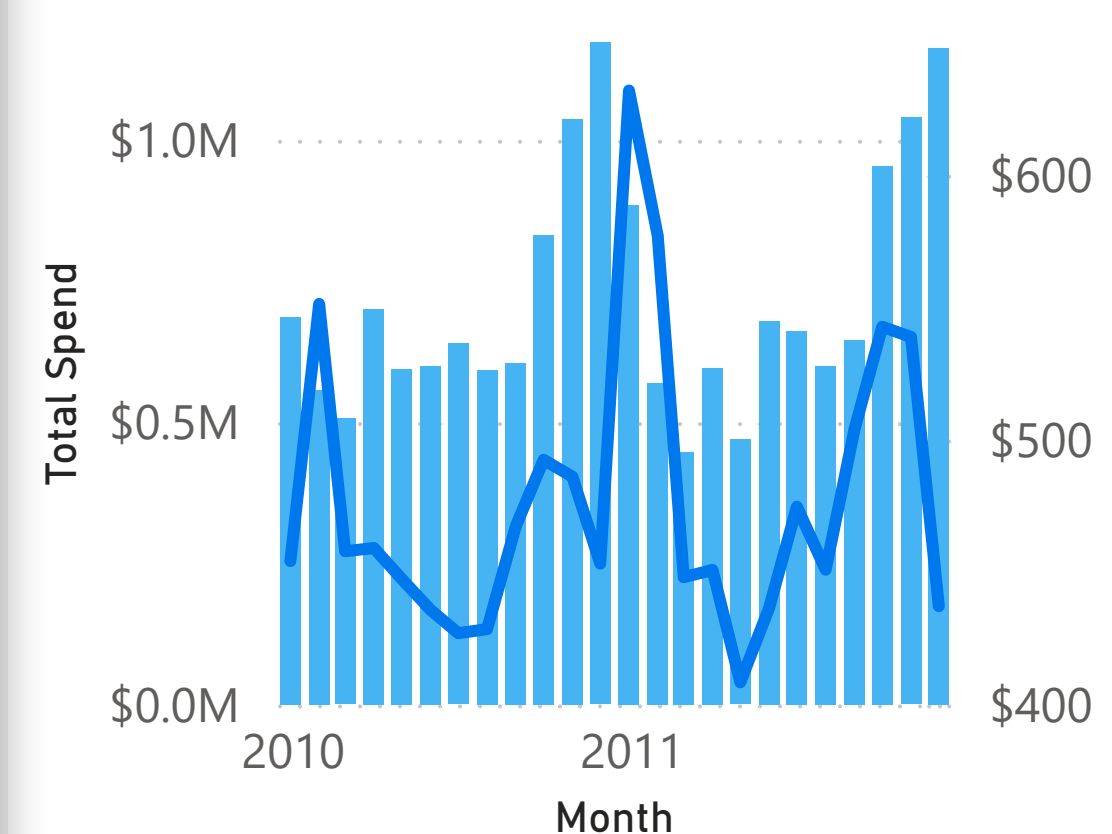
Customer Retention Breakdown

Customer ● New ● Returning ● Recovered



Spending Trends by Month

● Total Spend ● Average Spend



Average Monthly Spend Distribution

