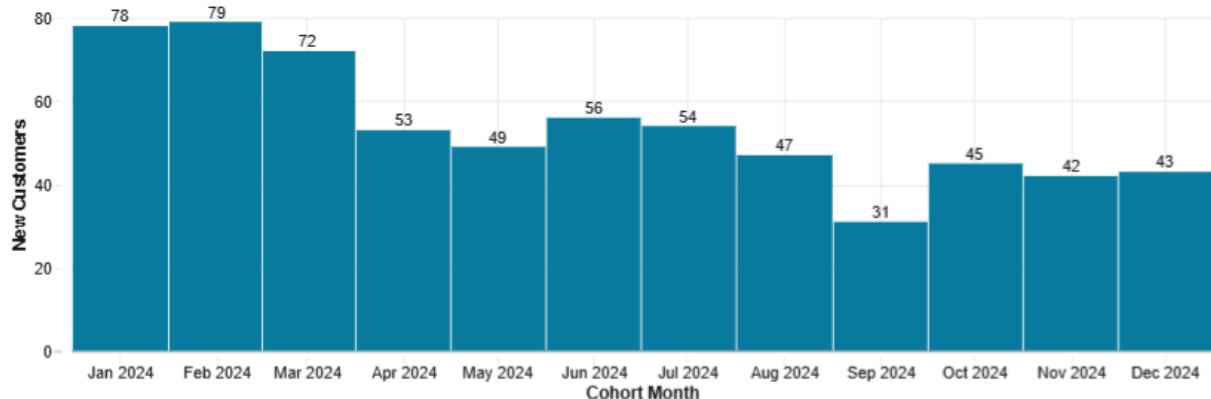


## Cohort Analysis Report Summary

### 1. Cohort Size (New Customers)

Monthly New Customer Count for 2024

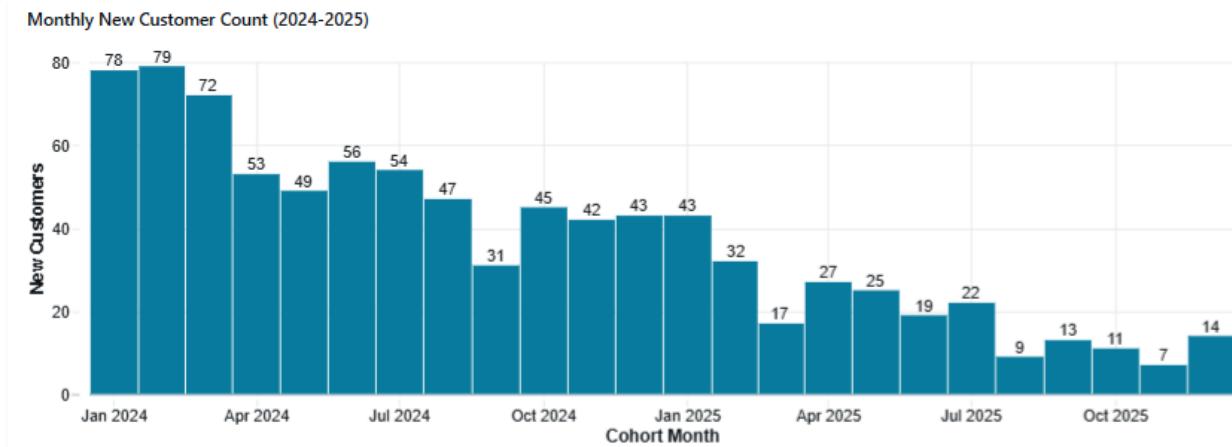


#### 2024 only

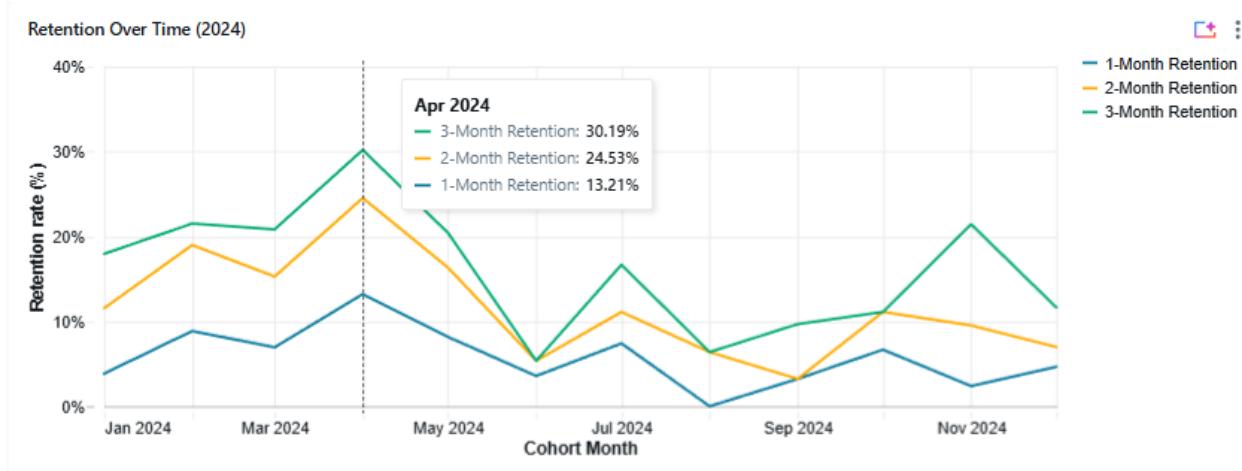
- New customer acquisition was strongest at the start of the year.
- Cohort size gradually decreased toward mid and late 2024.
- There is a small recovery in the last months of the year.

#### After adding 2025

- New cohorts continue into 2025 with smaller sizes.
- This is expected, as recent months are still incomplete.
- Overall acquisition shows a downward trend over time.

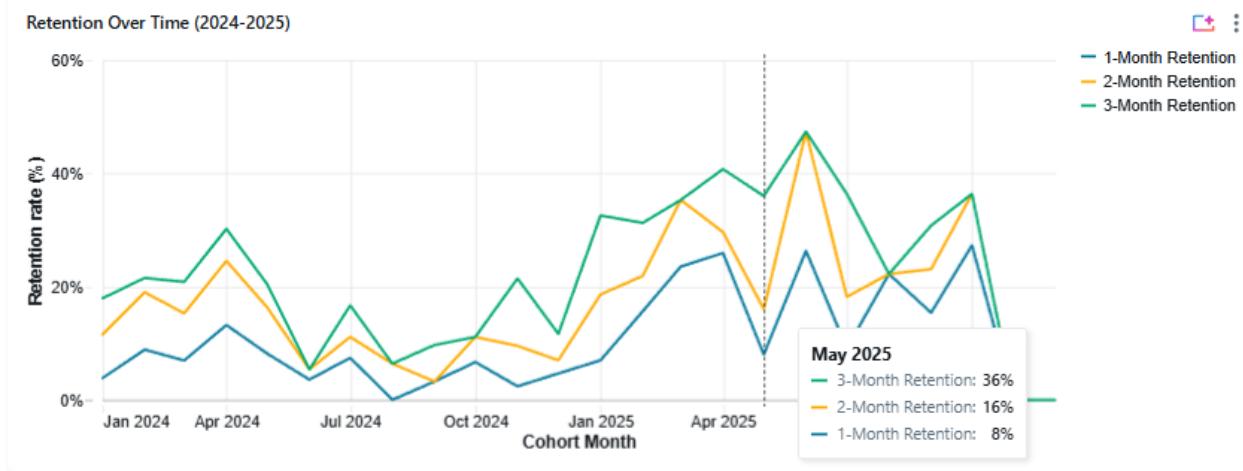


## 2. Retention to 2nd Purchase (1-3 months)



**2024 only**

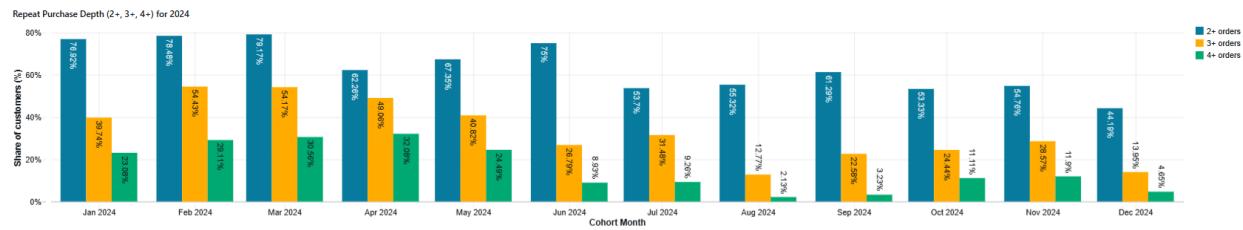
- Early 2024 cohorts show the highest retention.
- Retention drops for cohorts later in the year.
- Customers tend to return more within 2–3 months than within the first month.



## After adding 2025

- 2025 cohorts show lower retention values.
- This is expected because these cohorts have had less time to make repeat purchases.
- The overall retention pattern remains consistent with 2024.

## 3. Repeat Purchase Depth (2+, 3+, 4+ orders)



## 2024 only

- A significant share of customers place at least 2 orders.
- Fewer customers reach 3 or more orders.
- Deep repeat behavior (4+ orders) is limited.



## **After adding 2025**

- Repeat purchase rates appear lower for recent cohorts.
- This is mainly due to cohort maturity, not a change in behavior.
- Older cohorts still show stronger repeat depth.

### **4. Cohort Note**

Recent cohorts, especially in 2025, appear weaker across all metrics.

This does not indicate worse performance.

Instead, it reflects the fact that these customers are still early in their journey and have not yet had enough time to return or place multiple orders.

### **Final takeaway**

The logic behind the pipeline stays consistent throughout the analysis. When the metrics change after adding 2025, it's mainly because we are looking at newer cohorts that are still developing, not because customers are behaving differently.

### **Suggestions for Improvement**

- Encourage customers to return soon after their first purchase.
- Send simple follow-up messages to stay in touch with new customers.
- Use small offers or reminders to motivate repeat purchases.
- Continue tracking recent cohorts to see how their behavior develops over time.