Client Retention

Cohort Week	0	1	2	3	4	5	6
December 14	24839	23805	23284	23234	23137	23063	23013
December 21	17430	16927	16647	16547	16476	16416	
December 28	16615	16118	15786	15670	15594		
January 4	22908	22024	21427	21213			
January 11	21433	20621	19964				
January 18	20698	19792					
January 25	19442						

Retention Rate

Cohort Week	0	1	2	3	4	5	6
December 14	100.00%	95.84%	93.74%	93.54%	93.15%	92.85%	92.65%
December 21	100.00%	97.11%	95.51%	94.93%	94.53%	94.18%	
December 28	100.00%	97.01%	95.01%	94.31%	93.85%		
January 4	100.00%	96.14%	93.54%	92.60%			
January 11	100.00%	96.21%	93.15%				
January 18	100.00%	95.62%					
January 25	100.00%						

Churn Rate

Cohort Week	0	1	2	3	4	5	6
December 14	0.00%	4.16%	6.26%	6.46%	6.85%	7.15%	7.35%
December 21	0.00%	2.89%	4.49%	5.07%	5.47%	5.82%	
December 28	0.00%	2.99%	4.99%	5.69%	6.15%		
January 4	0.00%	3.86%	6.46%	7.40%			
January 11	0.00%	3.79%	6.85%				
January 18	0.00%	4.38%					
January 25	0.00%						

Cumulative Churn

Cohort Week	0	1	2	3	4	5	6
December 2020	0	1034	1555	1605	1702	1776	1826
December 2020	0	503	783	883	954	1014	
December 2020	0	497	829	945	1021		
January 2021	0	884	1481	1695			
January 2021	0	812	1469				
January 2021	0	906					
January 2021	0						

Summary

1. **Consistent Decay Across Cohorts**
   - All cohorts show a gradual drop in retained users week by week
   - No sudden drops or spikes — which suggests stable product behavior

2. **Week 1 Dip**
   - Across all cohorts, the biggest retention drop happens between **Week 0 and Week 1**.
   - This confirms Week 1 as the key activation window — where onboarding, value delivery, and engagement must peak.

3. **December 14 Cohort: Early Drop, Late Recovery**
   - Starts with 24,839 users, drops to 23,013 by Week 6 → **92.65% retention**.
   - Despite a sharper early churn (Week 1–3), it stabilizes well — possibly due to holiday engagement or delayed onboarding.

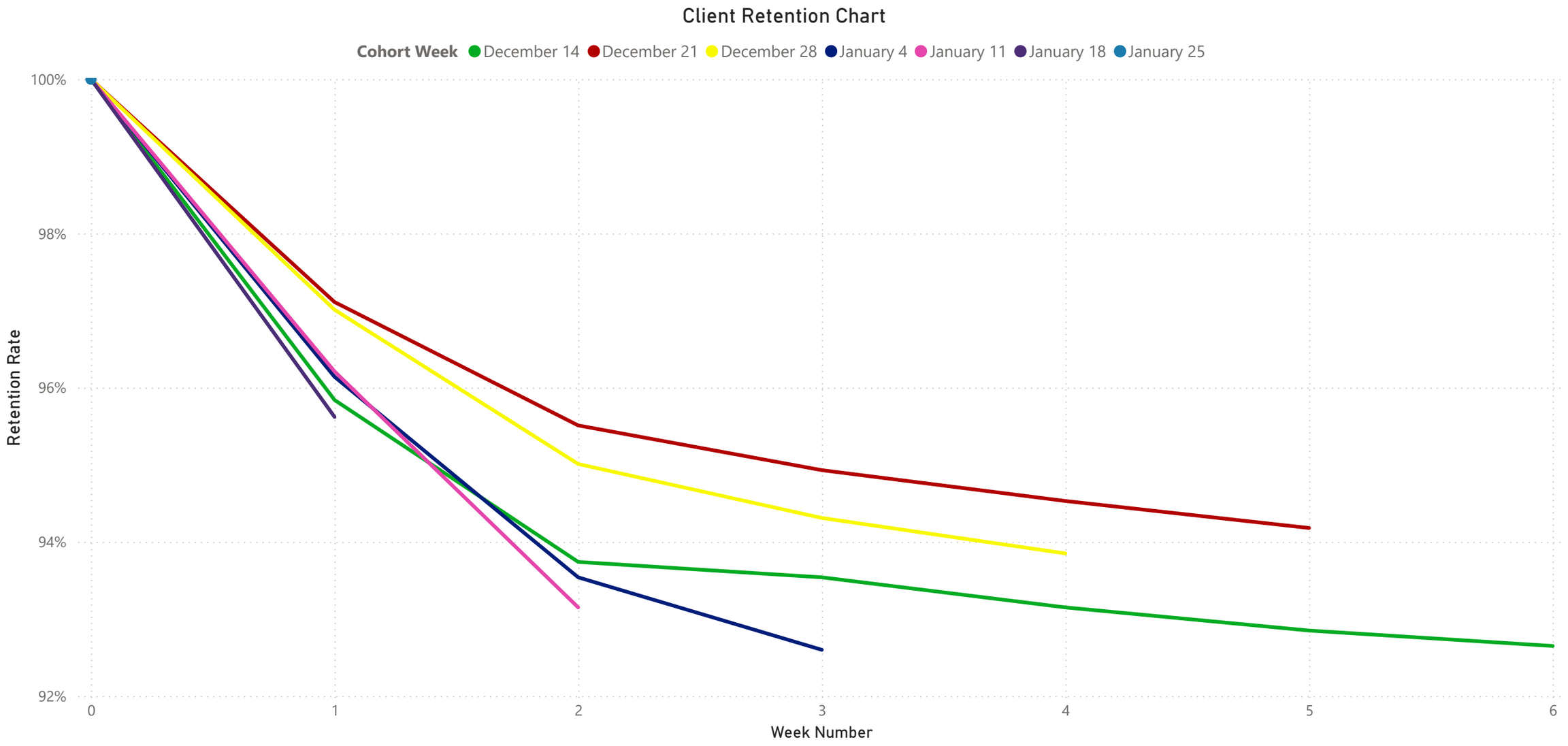
4. **Best-Performing Cohort**
   - **Dec 21 cohort** retains 94.18% by Week 5 — the strongest long-term retention.
   - Could indicate that users acquired pre-holiday were more committed or better targeted.

5. **Holiday vs. Post-Holiday Behavior**
   - Holiday cohorts (Dec 21, Dec 28) may include users with more time to explore the product.
   - January cohorts might reflect post-holiday fatigue or less engaged traffic.

6. **January Cohorts: Incomplete but Promising**
   - January 4 cohort reaches **92.60% by Week 3**, with data missing for Weeks 4–6.

7. **Retention Stability**
   - Retention rates across cohorts are **consistently high**, starting near 100% and gently declining to ~92–94% by Week 5.
   - No sharp drop-offs — which implies solid onboarding and early engagement.

Retention Matrix | Retention Chart | Churn Chart



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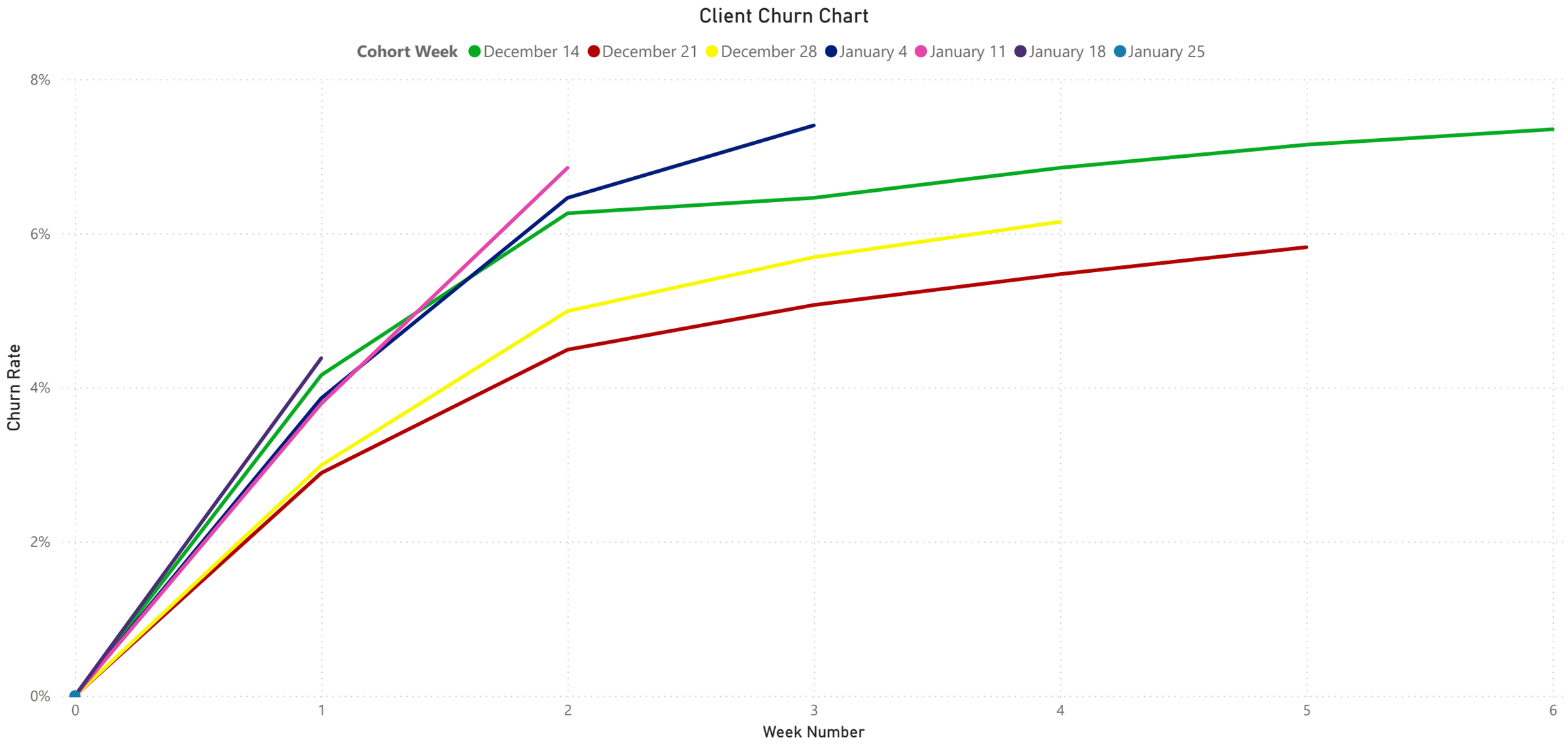
Retention Chart
Churn Chart



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