

Дашборд продаж с 2023 г.

Rolling Retention,%

cohort	0 (%)	1 (%)	3 (%)	7 (%)	14 (%)	30 (%)	60 (%)	90 (%)
2023-01	100	99.78	99.78	99.77	99.76	99.74	99.69	99.63
2023-02	100	99.75	99.74	99.74	99.72	99.69	99.63	99.56
2023-03	100	99.7	99.7	99.69	99.68	99.66	99.6	99.52
2023-04	100	99.68	99.68	99.67	99.65	99.6	99.53	99.42
2023-05	100	99.55	99.54	99.53	99.52	99.47	99.38	99.29
2023-06	100	99.52	99.51	99.49	99.47	99.43	99.32	99.2
2023-07	100	99.38	99.36	99.35	99.33	99.28	99.15	98.98
2023-08	100	99.35	99.34	99.33	99.3	99.23	99.04	98.92
2023-09	100	99.21	99.18	99.17	99.13	99.05	98.9	98.7
2023-10	100	99.04	99.03	99.01	98.98	98.87	98.66	98.46
2023-11	100	98.81	98.8	98.76	98.72	98.6	98.36	98.04
2023-12	100	98.58	98.58	98.56	98.5	98.38	98.06	97.7
2024-01	100	98.23	98.22	98.21	98.15	98	97.59	97.16
2024-02	100	98.13	98.1	98.08	98	97.79	97.37	96.91
2024-03	100	97.53	97.51	97.43	97.3	97.05	96.48	95.92
2024-04	100	96.94	96.89	96.85	96.73	96.48	95.88	95.04
2024-05	100	96.8	96.78	96.75	96.6	96.32	95.55	94.56
2024-06	100	96.13	96.12	96.07	95.92	95.61	94.72	93.83
2024-07	100	95.49	95.39	95.35	95.12	94.62	93.78	92.73
2024-08	100	94.42	94.36	94.21	93.96	93.36	92.19	91.09
2024-09	100	93.69	93.6	93.49	93.23	92.82	91.69	89.96
2024-10	100	91.87	91.81	91.71	91.29	90.98	89.1	87.21

37 строк

Rolling retention (в числах)

cohort	0 (%)	1 (%)	3 (%)	7 (%)	14 (%)	30 (%)	60 (%)	90 (%)
2023-01	139,862	139,554	139,553	139,542	139,531	139,500	139,424	139,342
2023-02	127,494	127,170	127,165	127,157	127,141	127,098	127,025	126,939
2023-03	127,775	127,395	127,392	127,384	127,371	127,336	127,267	127,160
2023-04	85,993	85,716	85,714	85,708	85,693	85,652	85,591	85,495
2023-05	85,516	85,127	85,124	85,116	85,104	85,065	84,985	84,906
2023-06	71,012	70,669	70,663	70,650	70,639	70,610	70,532	70,446
2023-07	58,095	57,733	57,726	57,719	57,707	57,676	57,603	57,502
2023-08	48,170	47,855	47,852	47,845	47,835	47,800	47,709	47,651
2023-09	42,695	42,357	42,344	42,341	42,323	42,288	42,225	42,138
2023-10	33,946	33,621	33,618	33,611	33,601	33,563	33,492	33,423
2023-11	22,834	22,562	22,561	22,551	22,541	22,515	22,460	22,386
2023-12	26,545	26,169	26,167	26,162	26,148	26,115	26,030	25,935
2024-01	21,565	21,184	21,182	21,180	21,167	21,133	21,045	20,952
2024-02	16,389	16,082	16,078	16,075	16,061	16,026	15,958	15,883
2024-03	16,731	16,317	16,315	16,301	16,280	16,238	16,142	16,048
2024-04	9,824	9,523	9,518	9,515	9,503	9,478	9,419	9,337
2024-05	11,329	10,967	10,964	10,961	10,944	10,912	10,825	10,713
2024-06	7,653	7,357	7,356	7,352	7,341	7,317	7,249	7,181
2024-07	8,130	7,763	7,755	7,752	7,733	7,693	7,624	7,539

2024-08	6,041	5,704	5,700	5,691	5,676	5,640	5,569	5,503						
37 строк														
N-Month Retention,% -														
cohort	1_покупка(абс)	1_месяц,%	2_месяц,%	3_месяц,%	4_месяц,%	5_месяц,%	6_месяце,%	7_месяц,%	8_месяц,%	9_месяц,%	10_месяц,%	11_месяц,%	12_месяц,%	total clients
2023-01	139,862	14.32	15.68	16	15.59	16.08	15.98	15.85	16.44	15.92	14.9	15.02	16.27	87.2
2023-02	127,494	15.04	16.45	15.42	15.79	16.09	15.66	16.27	16.06	15.05	14.68	16.29	16.24	87.34
2023-03	127,775	15.73	15.32	15.98	16.14	15.71	16.28	16.19	14.92	14.94	16.43	16.22	16.22	87.4
2023-04	85,993	14.97	15.9	15.93	15.9	16.17	16.18	14.96	14.67	16.46	16.42	16.19	16.57	87.51
2023-05	85,516	15.19	16.1	16.06	16.3	16.19	14.92	14.66	16.46	16.15	16.1	16.46	14.2	87.19
2023-06	71,012	15.48	15.88	16.14	15.48	14.78	14.84	16.23	16.3	16.42	16.6	14.29	15.92	87.32
2023-07	58,095	15.36	16.37	16.02	15.05	14.89	16.22	16.31	16.45	16.07	14.09	16.02	16.27	87.06
2023-08	48,170	15.78	16.37	14.36	14.58	16.54	16.48	16.22	16.42	14.17	15.92	16.2	16.24	87.4
2023-09	42,695	15.28	14.87	14.58	16.38	16.34	16.06	16.23	14.21	15.61	15.85	16.37	15.49	87.09
2023-10	33,946	14.21	14.96	16.3	16.32	16.21	16.58	14.31	15.72	16.34	16.13	15.5	14.98	87.14
2023-11	22,834	14.43	16.48	15.91	16.36	16.83	13.86	16.57	16.23	15.92	15.28	14.99	13.87	86.95
2023-12	26,545	15.56	16.14	16.07	16.85	14.22	15.46	16.33	16.35	15.48	14.58	13.56	15.68	86.91
2024-01	21,565	15.87	16.65	16.41	14.19	15.47	16.25	15.79	15.76	14	13.71	15.58	15.12	86.28
2024-02	16,389	15.91	16.16	14.32	16	15.97	15.93	15.47	14.28	14.09	15.36	15.17	15.1	86.27
2024-03	16,731	16.04	13.98	15.84	15.71	16	15.37	15	13.25	15.92	15.12	14.89	15.19	86.35
2024-04	9,824	13.1	15.77	15.52	16.09	15.42	13.93	13.39	15.45	15.19	14.86	15.72	17.11	85.96
2024-05	11,329	16.03	15.88	16.06	15.93	14.81	14.05	15.61	15.84	15.24	14.66	18.02	16.22	87.24
2024-06	7,653	15.54	16.96	15.04	15.25	13.6	15.11	15.51	15.24	15.11	17.14	16.33	16.44	87.02
2024-07	8,130	15.06	15.31	14.49	14.51	15.83	15.41	15.34	15.87	17.22	17.23	16.14	16.95	87.34
2024-08	6,041	14.8	15.1	13.82	15.99	14.83	15.3	15.56	17.76	16.49	16.01	17.61	17.15	87.44
2024-09	4,611	13.88	13.81	14.88	15.29	16.01	15.74	17.5	16.18	16.11	16.96	15.85	15.31	87.2
2024-10	3,824	14.07	15.72	15.4	15.38	14.04	17.63	17.05	16.87	17.34	15.06	14.85	16.34	86.79

37 строк