

Online_Marketplace_Customer_Behavior

Start_Date

End_Date

January 1, 2024

December 31, 2024

5 193

Daily Active Users (DAU)

37 557

Weekly Active Users (WAU)

153 350

Monthly Active Users (MAU)

7 327 221,31

LTV

864 572

Number of Customers

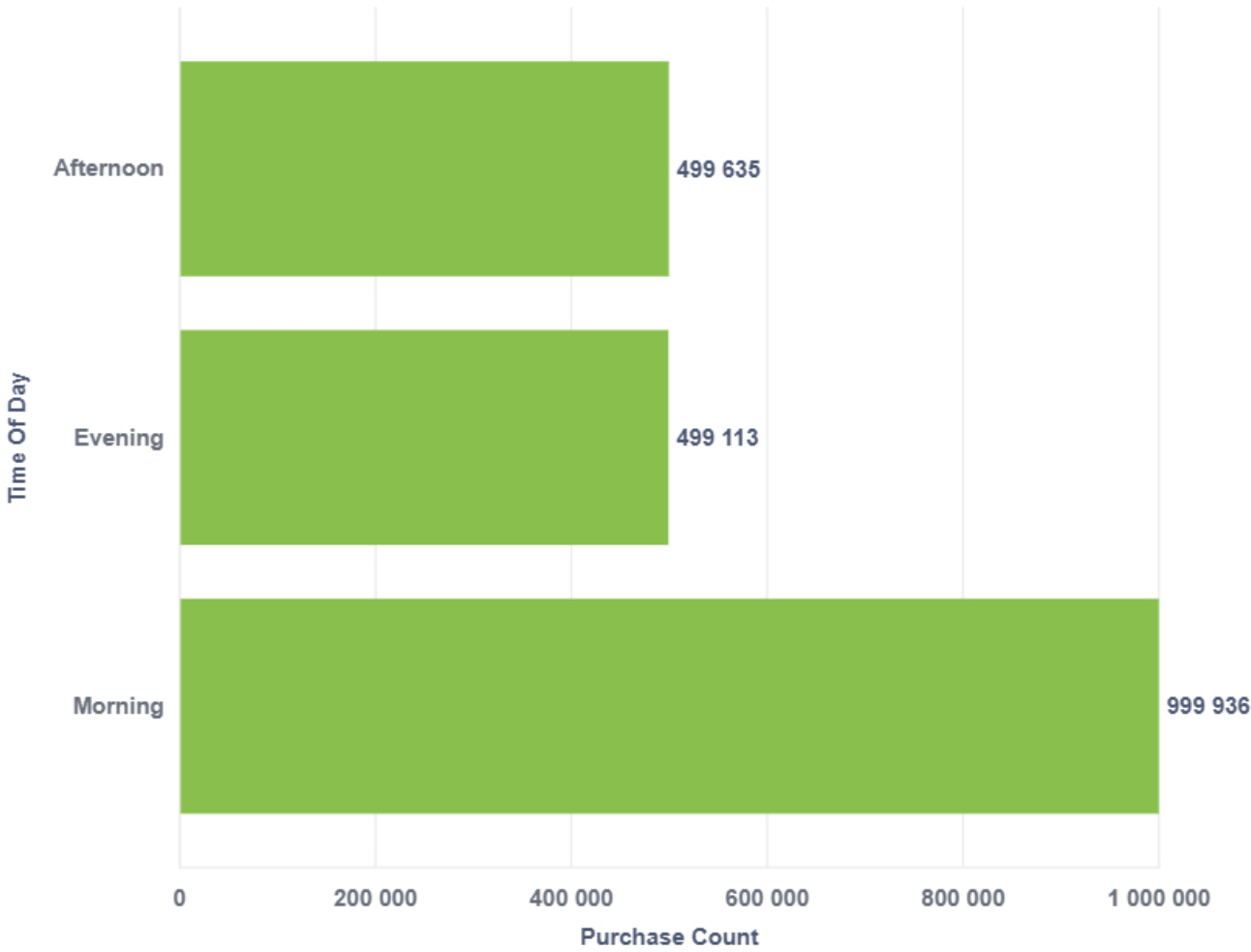
61

Repeat buyers (%)

2

Average Purchases Per Customer

Distribution of Purchases by Time of Day



Rolling Retention

cohort	cohort_size	day_0	day_1	day_3	day_7	day_14	day_30	day_60	day_90
2024-01	163,866	100	85.16	85	84.68	84.04	82.27	79.07	75.29
2024-02	137,504	100	82.33	82.11	81.64	80.86	79.23	75.48	70.96
2024-03	103,467	100	78.92	78.73	78.3	77.47	75.32	70.81	65.6
2024-04	97,466	100	75.28	74.97	74.39	73.36	70.92	65.81	59.56
2024-05	76,390	100	70.16	69.82	69.23	68.08	65.24	59.05	51.73
2024-06	62,711	100	64.82	64.43	63.68	62.22	58.93	51.67	43.45
2024-07	55,102	100	59.08	58.67	57.73	56.11	51.88	43.72	34.89
2024-08	47,380	100	51.25	50.68	49.6	47.74	43.25	34.53	23.05
2024-09	35,769	100	42.88	42.35	41.13	39.11	34.21	22.65	8.86
2024-10	30,078	100	33.33	32.75	31.54	28.94	22.34	8.44	0.05
2024-11	32,567	100	21.53	20.57	18.75	15.6	8.41	0.02	
2024-12	22,272	100	7.36	6.46	4.82	2.49	0.01		