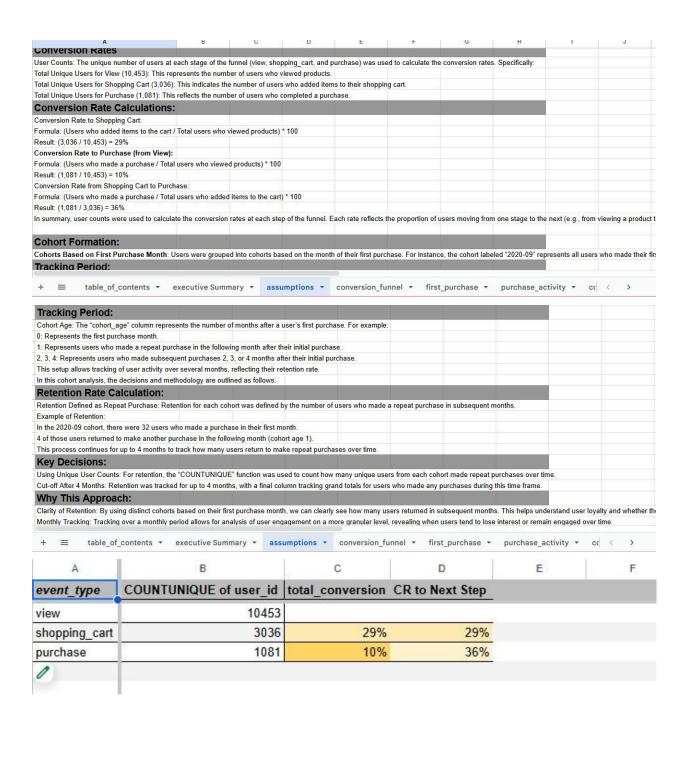
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etention Rates			ter the first month.	10% of total viewers made a purchase, with 36% converting from cart to purchase. Retention rates drop significantly after the first month.											
	2020-09 cohort shows the highest 1-month retention at 12.50%.														
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A	В	С	D	E	F	G	Н	1	J	K
COUNTUNIQUE coho	ort_age									
first_purchase_n 0				4	G	rand Total				
2020-09	32	4	2		1	32				
2020-10	187	14	7	1	1	187				
2020-11	238	13	7	1		238				
2020-12	203	9	6			203				
2021-01	233	16				233				
2021-02	188					188				
Grand Total	1081	56	22	2	2	1081				
0										

В	C	D	E	F	G	H	1	J	K
month retention 2	month retention	3 month retention	4 month retention						
12.50%	6.25%	0	3.13%						
7.49%	3.74%	0.53%	0.53%						
5.46%	5.46%	0.42%	0						
4.43%	4.43%	0	0						
6.87%	6.87%	0	0						
	12.50% 7.49% 5.46% 4.43%	12.50% 6.25% 7.49% 3.74% 5.46% 5.46% 4.43% 4.43%	12.50% 6.25% 0 7.49% 3.74% 0.53% 5.46% 5.46% 0.42% 4.43% 4.43% 0	7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0	12.50% 6.25% 0 3.13% 7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0	12.50% 6.25% 0 3.13% 7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0	12.50% 6.25% 0 3.13% 7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0	12.50% 6.25% 0 3.13% 7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0	12.50% 6.25% 0 3.13% 7.49% 3.74% 0.53% 0.53% 5.46% 5.46% 0.42% 0 4.43% 4.43% 0 0