
Cohort Analysis

of Sales data

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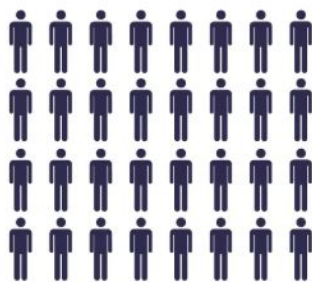
Dashboard

Small Dashboard Demo &
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Introduction

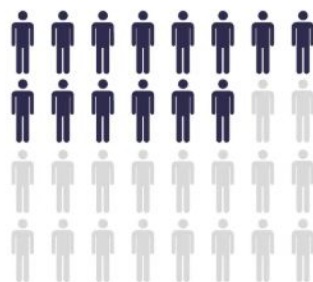
A cohort analysis shows how the behavior of customer groups differs from one another.



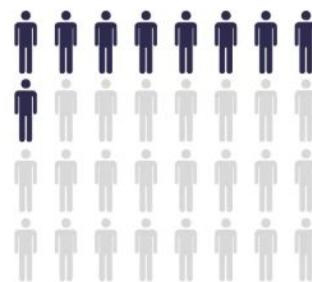
Date of 1st Order



After 30 Days

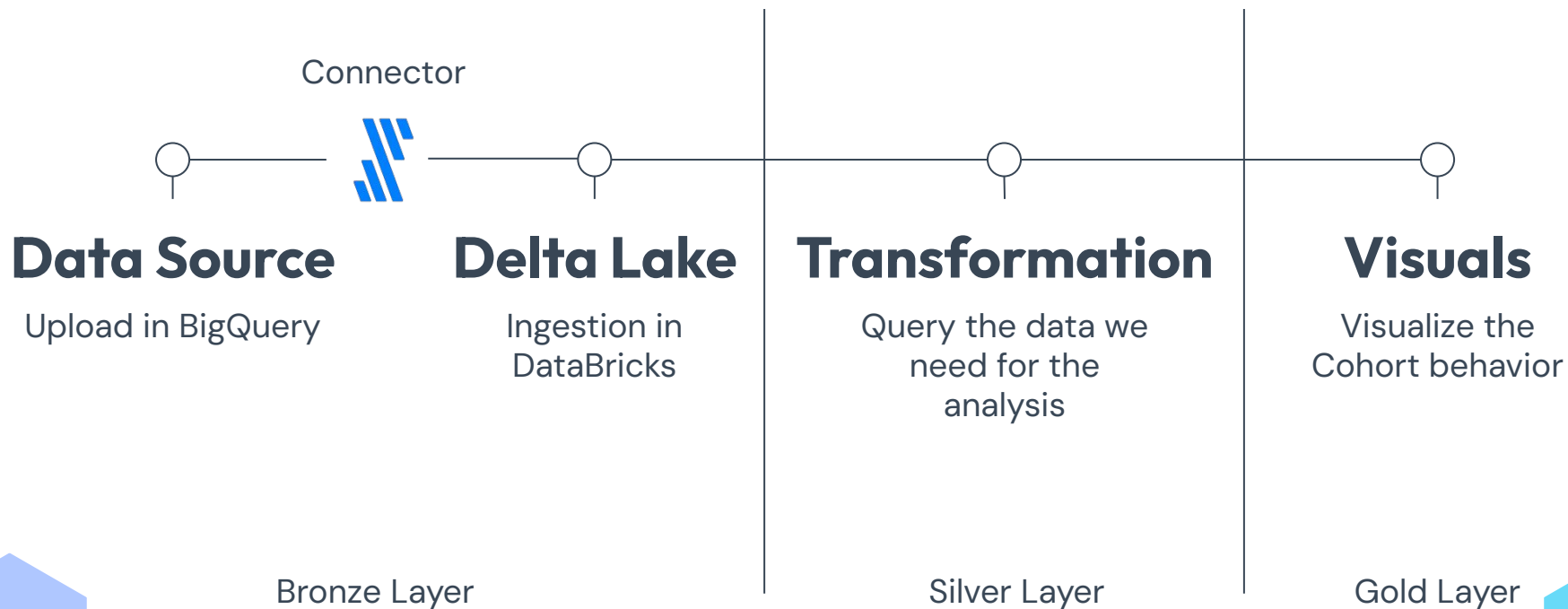


After 60 Days



After 90 Days

Medallion architecture



Insights

- Cohort sizes vary greatly
- Retention Rate increased as the year progressed
- Cohort 6: All customers repurchased within the first month.
- Cohort 1-3 has the strongest purchasing power in terms of frequency
- Cohorts 1-2 shop more frequently, but they need more time to shop again.

-> Cohort size influences the variability of customer behavior in a cohort

