

RETENTION COHORT

cohort_month	m1	m2	m3	m4
2019-01	100.00%	0.00%	0.00%	0.00%
2019-02	100.00%	6.25%	0.00%	0.00%
2019-03	100.00%	3.08%	0.00%	1.54%
2019-04	100.00%	8.11%	1.35%	1.35%
2019-05	100.00%	4.00%	0.80%	1.60%
2019-06	100.00%	1.41%	2.82%	0.70%
2019-07	100.00%	2.33%	1.16%	1.16%
2019-08	100.00%	0.63%	1.25%	0.63%
2019-09	100.00%	4.13%	2.07%	1.24%
2019-10	100.00%	2.76%	1.57%	2.36%
2019-11	100.00%	2.11%	1.69%	0.84%
2019-12	100.00%	2.44%	1.22%	2.13%
2020-01	100.00%	3.94%	0.91%	1.52%
2020-02	100.00%	1.53%	2.14%	2.45%
2020-03	100.00%	4.12%	0.82%	2.47%
2020-04	100.00%	3.75%	1.25%	1.50%
2020-05	100.00%	4.59%	2.06%	1.83%
2020-06	100.00%	5.12%	0.61%	2.25%
2020-07	100.00%	3.04%	1.33%	1.52%
2020-08	100.00%	3.04%	1.42%	1.62%
2020-09	100.00%	3.70%	2.22%	0.92%
2020-10	100.00%	4.36%	1.74%	1.39%
2020-11	100.00%	3.39%	2.58%	1.13%
2020-12	100.00%	2.69%	0.95%	1.74%
2021-01	100.00%	3.43%	1.32%	1.72%
2021-02	100.00%	4.67%	1.87%	1.87%
2021-03	100.00%	3.10%	2.43%	1.75%
2021-04	100.00%	3.66%	2.03%	1.22%
2021-05	100.00%	3.84%	0.84%	1.80%
2021-06	100.00%	3.92%	1.65%	2.53%
2021-07	100.00%	3.58%	1.97%	0.99%
2021-08	100.00%	3.26%	1.85%	1.85%
2021-09	100.00%	3.04%	2.17%	1.30%
2021-10	100.00%	4.17%	1.28%	1.71%
2021-11	100.00%	4.04%	1.41%	1.61%
2021-12	100.00%	3.16%	1.77%	2.88%
2022-01	100.00%	3.02%	2.93%	1.51%
2022-02	100.00%	4.49%	2.35%	1.63%
2022-03	100.00%	2.75%	2.58%	1.63%
2022-04	100.00%	3.64%	2.03%	2.03%
2022-05	100.00%	5.00%	1.85%	2.92%
2022-06	100.00%	3.30%	2.12%	1.96%
2022-07	100.00%	5.08%	1.83%	2.33%
2022-08	100.00%	3.97%	2.49%	2.08%

2022-09	100.00%	4.56%	3.01%	2.03%
2022-10	100.00%	4.07%	3.31%	2.55%
2022-11	100.00%	3.80%	2.78%	2.85%
2022-12	100.00%	5.38%	2.90%	4.11%
2023-01	100.00%	4.85%	3.03%	3.08%
2023-02	100.00%	5.01%	3.34%	3.59%
2023-03	100.00%	5.66%	3.95%	3.53%
2023-04	100.00%	4.85%	3.86%	4.38%
2023-05	100.00%	5.23%	4.99%	4.06%
2023-06	100.00%	6.93%	4.37%	4.65%
2023-07	100.00%	6.54%	4.10%	4.88%
2023-08	100.00%	6.61%	5.64%	5.77%
2023-09	100.00%	8.29%	6.76%	6.76%
2023-10	100.00%	10.49%	8.73%	3.88%
2023-11	100.00%	13.05%	6.93%	0.00%
2023-12	100.00%	12.18%	0.00%	0.00%
2024-01	100.00%	0.00%	0.00%	0.00%