

# Cohort Analysis



Cohort Month

1/1/2020



4/1/2025



Order Status

All



Year

2020

2022

2024

2021

2023

2025

Month

All



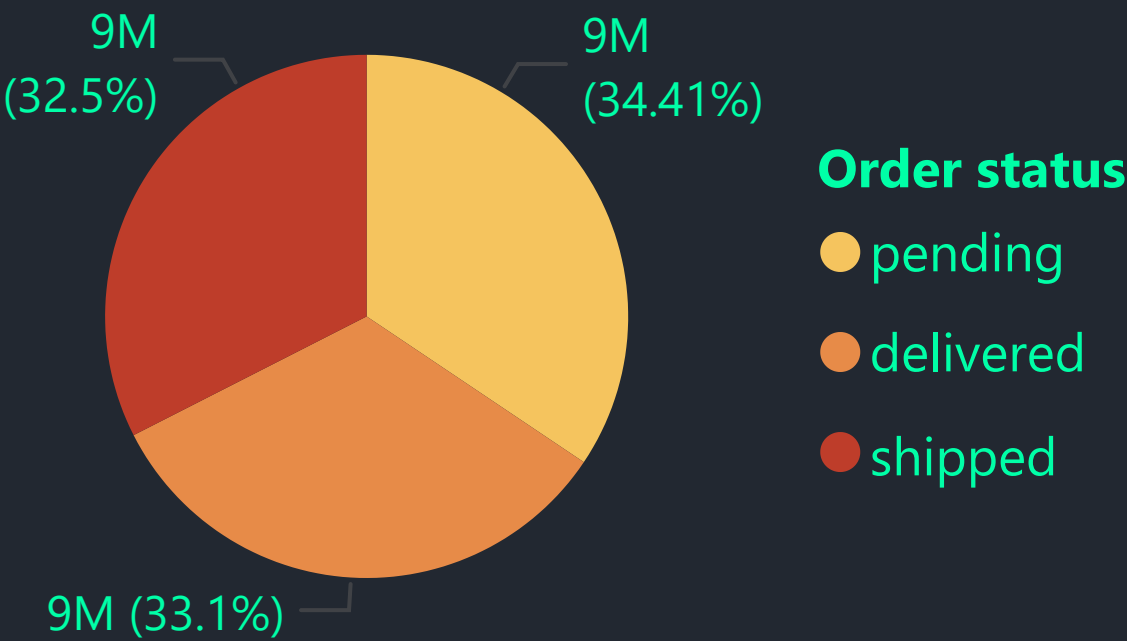
Total order amount

1.26M

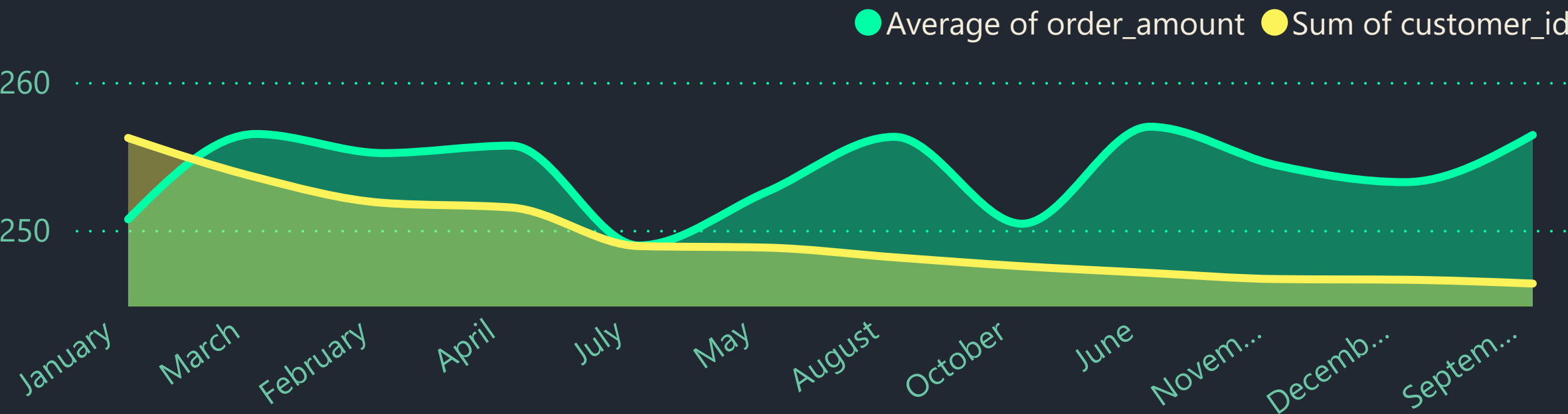
Cohort Table

Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13
2020	5293404	38193	35437	34071	45826	80939	59999	63504	26875	10872	17694	50817	31137	45140
2021	4427456	37325	13961	43229	20980	47073	56882	49251	65952	25530	12090	39541	63187	30138
2022	4048493	30655	32210	29099	46326	62282	34495	41195	4024	5331	34470	24589	48655	63794
2023	3570457	51365	31751	18261	17311	8468	31137	24713	50656	41777	11228	14907	19870	30235
2024	3490597	50139	13340		11859	11553	23690	27100	3707	8825	9545	21184		6926
2025	1165971													
Total	21996378	207677	126699	124660	142302	210315	206203	205763	151214	92335	85027	151038	162849	176233

Sum of customer\_id by order\_status



Average of order by amount by month



Average of order by amount by Year

