



IronHack Payments

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Cohort Analysis



PRESENTING FOR
IronHack Payments

PRESENTERS

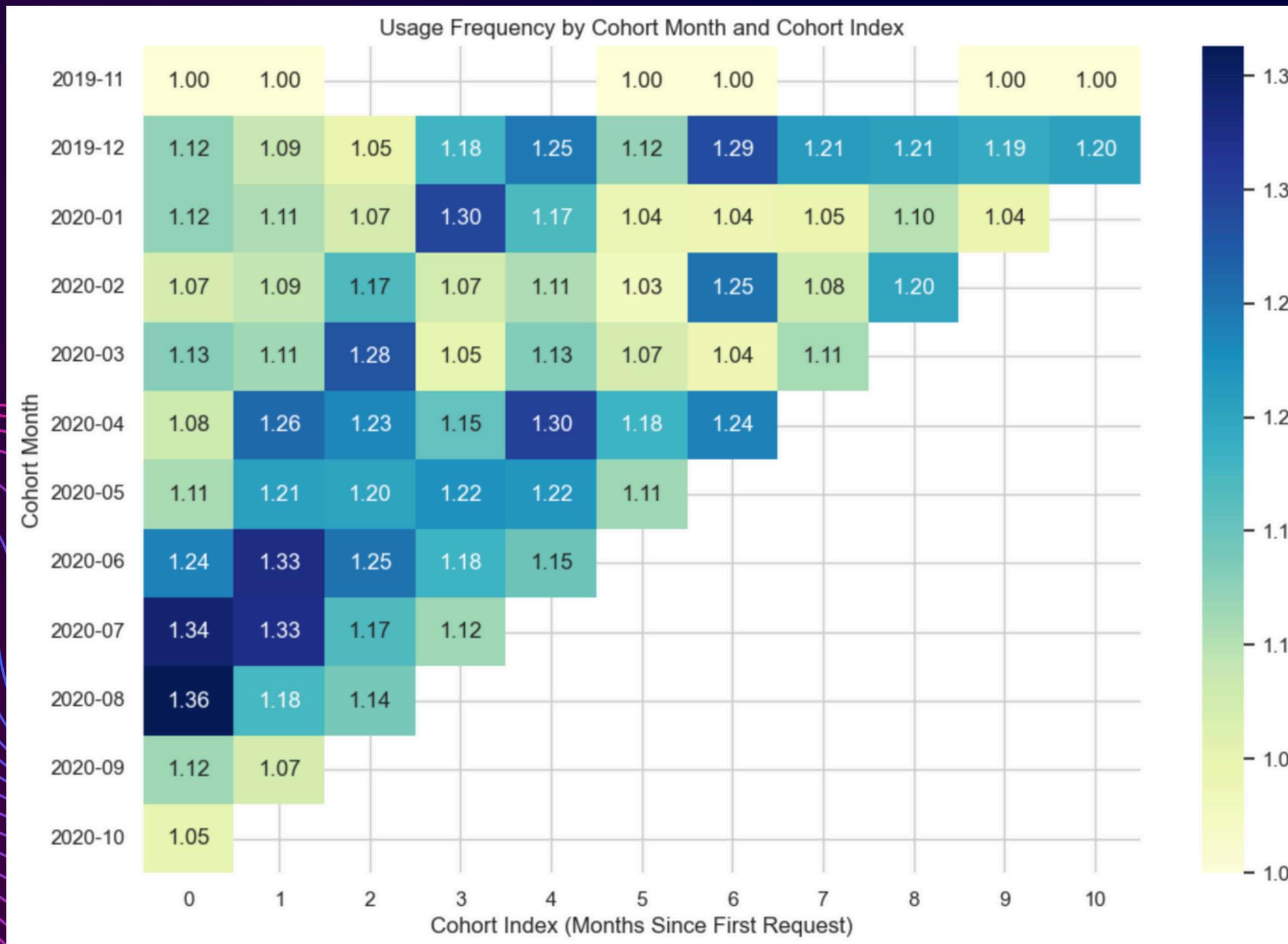
Lukas Kreibig, Mirko
Caroleo, Marta Samuel

28.02.2025



Objectives

- 1. Usage frequency**
- 2. Incident rate**
- 3. Revenue by cohort**
- 4. User retention rate**
- 5. Q&A**



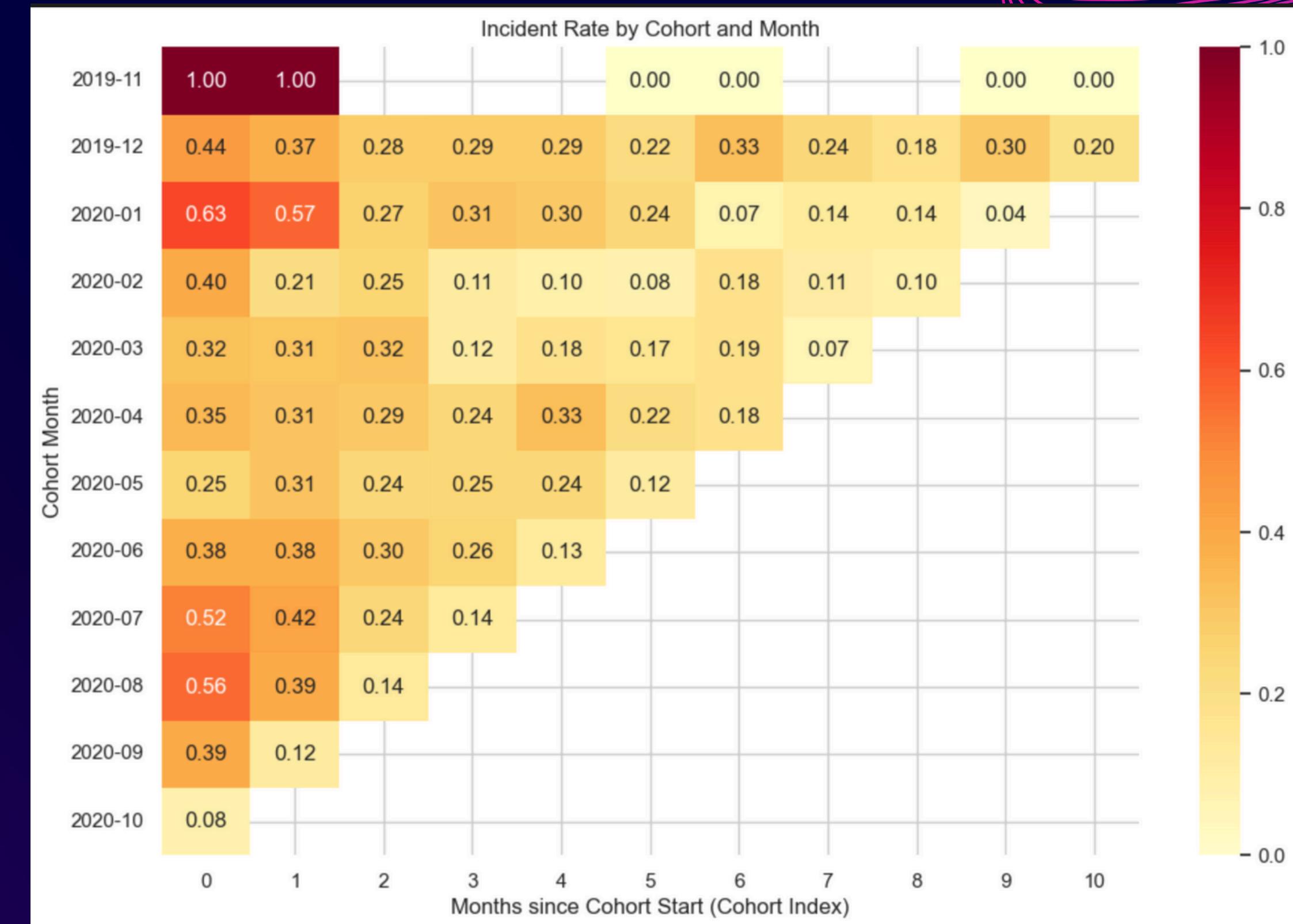
1. Usage Frequency

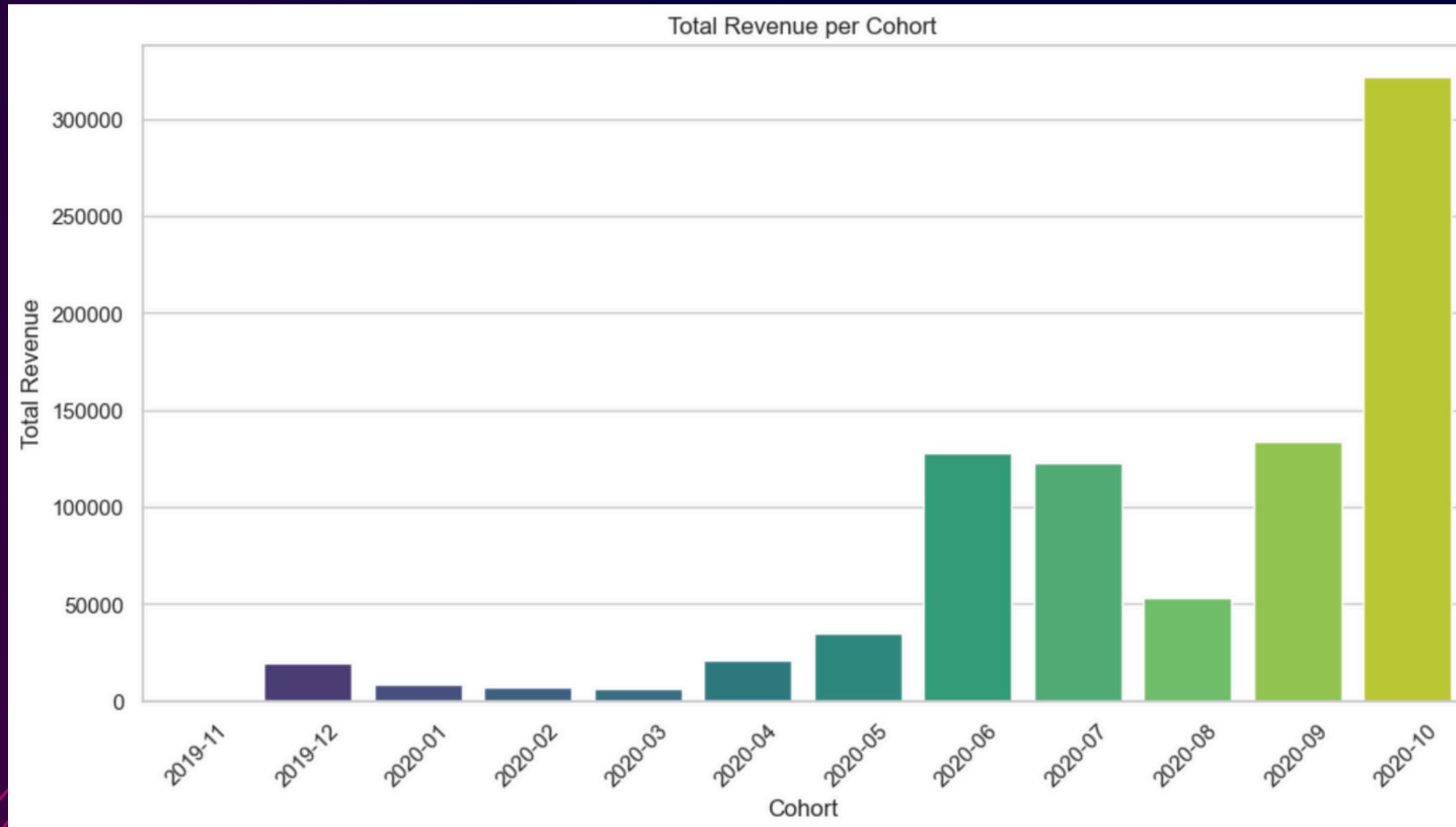
- Increasing Usage Over Time for Many Cohorts (first few months)
- Declining Usage in Later Months for Some Cohorts
- Notable growth in the mid-2020 cohorts
- Consistent Drop-Off After 6-8 Months



2. Incident Rate

- Initial High Rates immediately after cohort starts
 - Fluctuations over time
 - General Decreasing Trend
 - Seasonal variations (July and August)





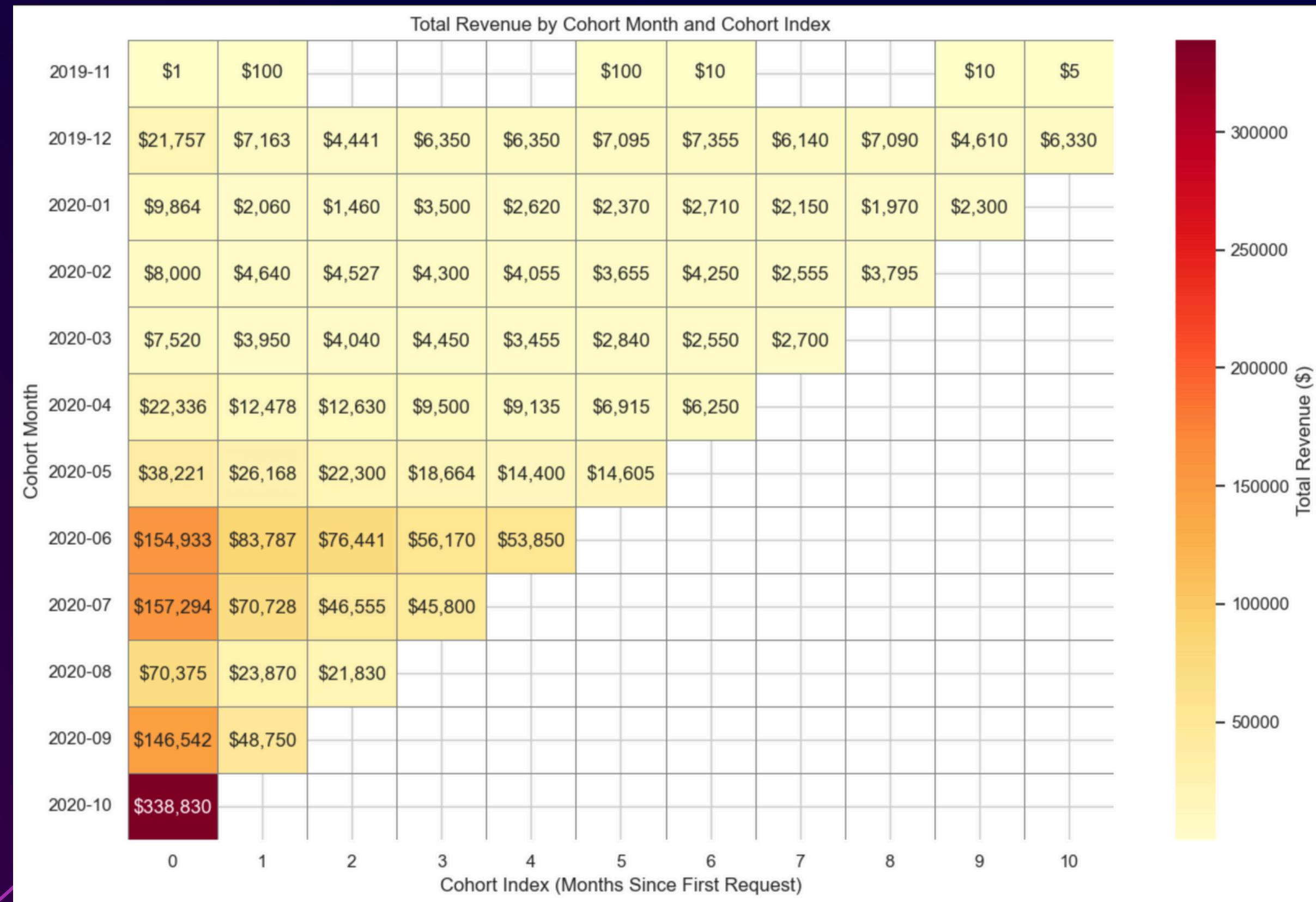
Revenue by cohort

- Rapid Growth
- Noticeable increase: May 2020
- October 2020 Peak
- Slight Dip in November 2020



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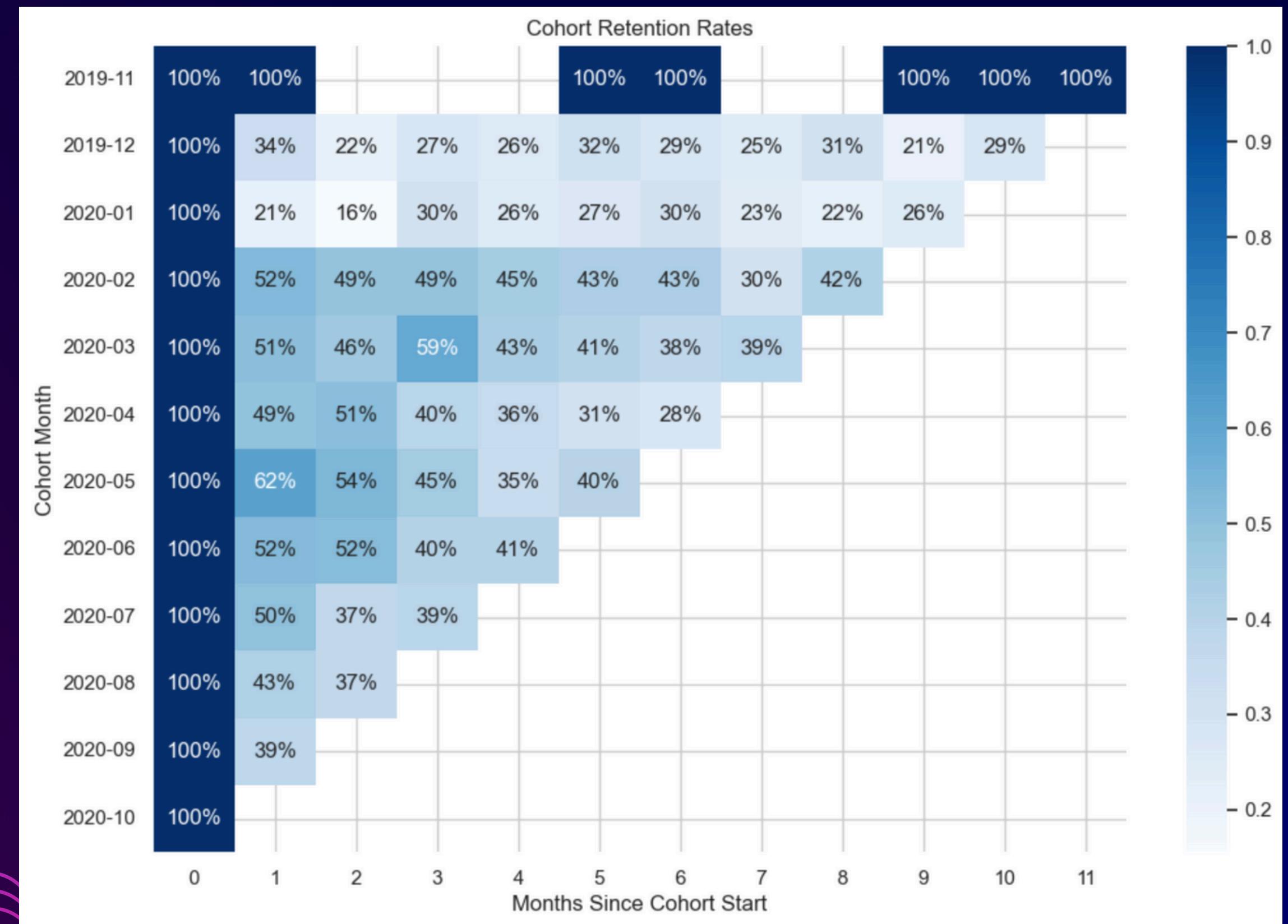
Revenue by cohort





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User Retention Rate





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Q&A



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Thank you!

