Retail Customer Cohort Analysis

Apex Insights

1. Select a measure to display for each cohort

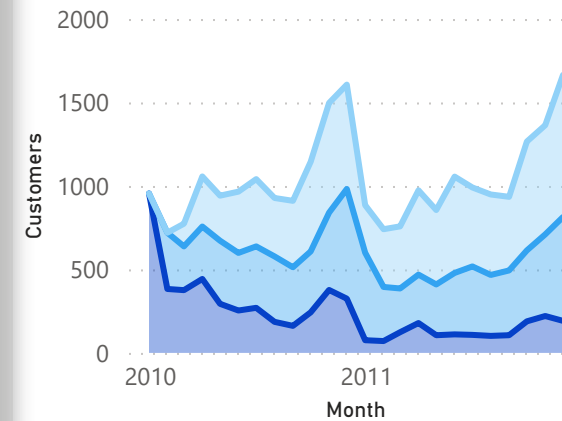| Customers | Customers Retained | Average Spend |

2. Select a cohort to see retention and spend behaviour

Customers by Cohort and Months after first purchase

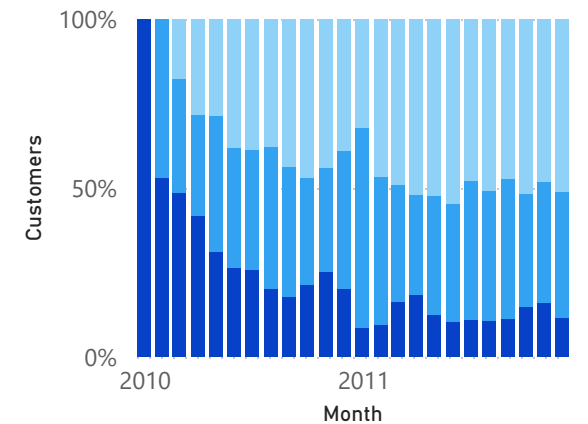| Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12
12/31/2009	955	337	319	406	363	343	360	327	321	346	403	473	359
1/31/2010	383	79	119	117	101	115	99	88	107	122	116	66	85
2/28/2010	376	89	84	109	92	75	72	107	95	103	43	47	57
3/31/2010	443	84	102	107	103	90	109	134	122	48	51	63	89
4/30/2010	294	57	57	48	54	66	81	77	31	32	22	41	41
5/31/2010	254	40	43	44	45	65	54	32	15	21	29	34	39
6/30/2010	270	47	51	55	62	77	34	24	22	32	29	37	40
7/31/2010	186	29	34	55	54	26	21	27	27	21	25	27	25
8/31/2010	162	33	48	52	28	19	16	20	22	21	21	20	25
9/30/2010	243	55	57	30	22	25	33	24	31	32	28	24	53
10/31/2010	377	97	55	47	33	31	49	52	40	35	40	49	72
11/30/2010	325	57	30	31	25	28	42	32	28	29	36	47	83
12/31/2010	76	7	4	7	9	5	4	7	4	2	7	15	
1/31/2011	71	12	15	14	15	11	11	9	8	15	18		
2/28/2011	124	20	19	23	27	19	19	18	18	22			
3/31/2011	179	33	39	36	40	27	37	36	43				
4/30/2011	106	27	21	21	19	25	19	27					
5/31/2011	111	26	27	18	24	23	29						
6/30/2011	108	25	23	29	22	31							
7/31/2011	102	22	31	28	35								
8/31/2011	106	29	33	28									
9/30/2011	189	51	71										
10/31/2011	221	71											
11/30/2011	192												

Customer Retention by Month

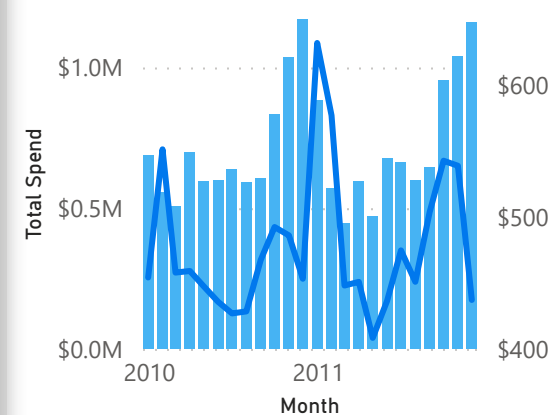**Customer** ● New ● Returning ● Recovered

Customer Retention Breakdown

Customer ● New ● Returning ● Recovered

Spending Trends by Month

● Total Spend ● Average Spend

Average Monthly Spend Distribution