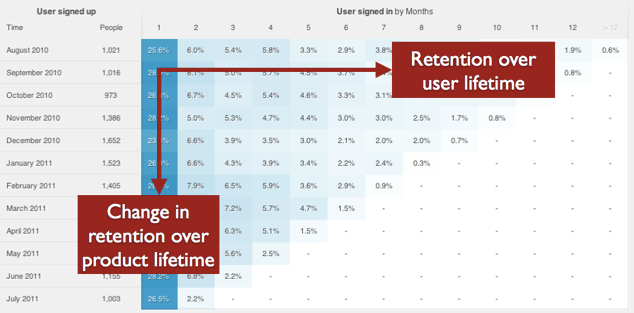
**Cohort analysis** is a subset of [behavioral analytics](https://en.wikipedia.org/wiki/Behavioral_analytics) that takes the [data](https://en.wikipedia.org/wiki/Data) from a given [data set](https://en.wikipedia.org/wiki/Data_set) (e.g. an [EMRS](https://en.wikipedia.org/wiki/EMRS), an [e-commerce](https://en.wikipedia.org/wiki/E-commerce) platform, [web application](https://en.wikipedia.org/wiki/Web_application), or online game) and rather than looking at all users as one unit, it breaks them into related groups for analysis. These related groups, or [cohorts](https://en.wikipedia.org/wiki/Cohort_(statistics)), usually share common characteristics or experiences within a defined time-span.

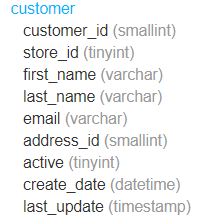
Whatever the key metrics are in your particular business, a cohort analysis lets you see how those metrics develop over the customer lifetime as well as over what might be called product lifetime:

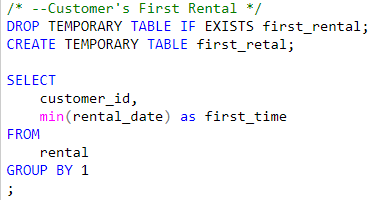
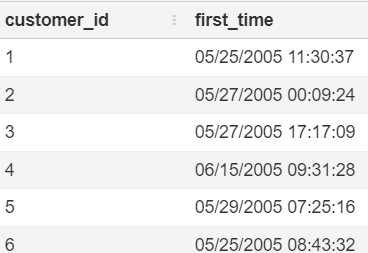
If you read the chart above horizontally, you can see how your retention develops over the customer lifetime, presumably something that you can link to the quality of your product, operations, and customer support. Reading it vertically shows you the retention at a given lifetime month for different customer cohorts. This might be called product lifetime; and, especially if you look at early lifetime months, it can be linked to the quality of your onboarding experience and the performance of your customer success team.

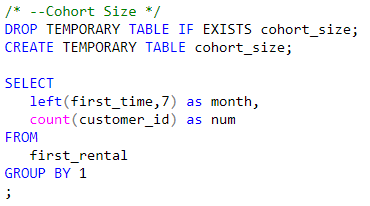
[](https://neilpatel.com/wp-content/uploads/2014/05/2-retention-over-user-lifetime.png)

This chart has like two really big main benefits so one we can **compare different cohorts or groups of users at the same stage in their life cycle** so that would be looking down from top to bottom on the chart so like we can see for all the cohorts what percentage are coming back to the site three months after they signed up, and we can compare how we're doing with our improvement in product and user experience so hopefully that's increasing in our products becoming better and more enjoyable.

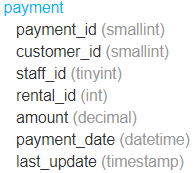
The second big benefit is we can **see the long term relationship** that we have with a given user group for each cohort about 25 percent are coming back after 1 month 6 percent coming after two months and we can see how long people from a given cohort are coming back to the site.

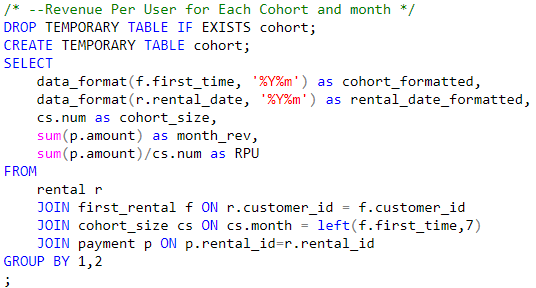


![A screenshot of a cell phone

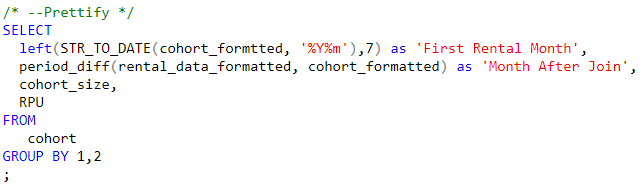
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![A screenshot of a cell phone

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![A screenshot of a cell phone

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