

Cohort Retention Rate

Cohort period	Cohort Index												
	1	2	3	4	5	6	7	8	9	10	11	12	13
2010-12-01	100%	37%	32%	38%	36%	40%	36%	35%	35%	40%	37%	50%	27%
2011-01-01	100%	22%	27%	23%	32%	29%	25%	24%	30%	33%	36%	12%	
2011-02-01	100%	19%	19%	28%	27%	25%	25%	28%	25%	31%	7%		
2011-03-01	100%	15%	25%	20%	22%	17%	27%	23%	28%	9%			
2011-04-01	100%	21%	20%	21%	20%	23%	22%	26%	7%				
2011-05-01	100%	19%	17%	17%	21%	23%	26%	10%					
2011-06-01	100%	17%	16%	26%	23%	33%	10%						
2011-07-01	100%	18%	21%	22%	27%	11%							
2011-08-01	100%	21%	25%	24%	12%								
2011-09-01	100%	23%	30%	11%									
2011-10-01	100%	24%	11%										
2011-11-01	100%	11%											
2011-12-01	100%												

Cohort Table

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	1	2	3	4	5	6	7	8	9	10	11	12	13
2010-12-01	885	324	286	340	321	352	321	309	313	350	331	445	235
2011-01-01	417	92	111	96	134	120	103	101	125	136	152	49	
2011-02-01	380	71	71	108	103	94	96	106	94	116	26		
2011-03-01	452	68	114	90	101	76	121	104	126	39			
2011-04-01	300	64	61	63	59	68	65	78	22				
2011-05-01	284	54	49	49	59	66	75	27					
2011-06-01	242	42	38	64	56	81	23						
2011-07-01	188	34	39	42	51	21							
2011-08-01	169	35	42	41	21								
2011-09-01	299	70	90	34									
2011-10-01	358	86	41										
2011-11-01	323	36											
2011-12-01	41												

