

# Cohort Analysis in Monthly

Active Users

28969

Purchasing Users

22472

- **Retensi Awal Sangat Rendah:** Mayoritas pengguna **tidak kembali ke web** setelah bulan pertama (Periode 0 ke Periode 1), dengan retensi anjlok dari 100% menjadi ~5-7%. **Ini menunjukkan tingkat churn awal yang sangat drastis turun.**
- Aktivitas pengguna yang kembali ke web terus menurun secara bertahap di bulan-bulan berikutnya.
- **Konversi Pembeli Awal Cukup Baik:** Sekitar **70% dari kohort akuisisi** (pengguna yang baru engage) berhasil melakukan pembelian di bulan pertama mereka.
- Untuk **pembeli pertama**, tingkat pembelian tertinggi terjadi di **bulan kedua setelah order awal** (Periode 1).

## Retention Rate dari User Pertama Kali Berkunjung ke Website

End of Month	1	2	3	4	5	6	7	8	9	10	11	Total
1/31/2023	6.14%	3.34%	2.80%	2.94%	3.38%	2.54%	2.76%	3.07%	2.32%	2.89%	3.07%	28.14%
2/28/2023	6.92%	2.95%	3.34%	3.00%	3.00%	3.97%	3.34%	3.20%	3.73%	3.05%		29.15%
3/31/2023	7.16%	3.47%	2.56%	3.60%	3.13%	3.26%	3.08%	2.82%	3.47%			26.82%
4/30/2023	6.72%	2.90%	2.77%	3.47%	3.25%	3.81%	2.73%	3.51%				23.87%
5/31/2023	6.16%	3.12%	3.75%	3.29%	3.16%	3.16%	3.20%					22.26%
6/30/2023	6.82%	3.15%	3.02%	3.72%	3.41%	4.02%						20.60%
7/31/2023	6.18%	3.25%	2.64%	3.86%	3.54%							17.28%
8/31/2023	6.32%	3.87%	4.15%	4.03%								16.36%
9/30/2023	7.28%	4.19%	3.86%									14.04%
10/31/2023	8.16%	4.39%										12.01%
11/30/2023	7.60%											7.60%
Total	6.24%	2.85%	2.34%	2.25%	1.81%	1.62%	1.18%	0.97%	0.72%	0.44%	0.24%	17.62%

## Convert & Repurchase Rate Dari User Pertama Kali Berkunjung ke Website

End of Month	0	1	2	3	4	5	6	7	8	9	10	11	Total
1/31/2023	72.89%	4.67%	2.54%	2.18%	2.18%	2.58%	2.14%	2.05%	2.27%	1.60%	2.09%	2.27%	78.45%
2/28/2023	73.95%	5.18%	2.23%	2.62%	2.18%	2.08%	2.95%	2.76%	2.42%	2.91%	2.37%		80.05%
3/31/2023	75.22%	5.16%	2.52%	1.69%	2.73%	2.43%	2.34%	2.47%	2.13%	2.56%			79.77%
4/30/2023	73.74%	5.37%	2.17%	2.21%	2.77%	2.51%	2.64%	2.30%	2.77%				78.90%
5/31/2023	75.38%	4.64%	2.28%	2.95%	2.45%	2.23%	2.28%	2.32%					79.64%
6/30/2023	75.37%	4.94%	2.45%	2.32%	2.67%	2.36%	2.93%						79.00%
7/31/2023	74.99%	4.88%	2.11%	1.87%	2.81%	2.85%							78.73%
8/31/2023	73.60%	4.82%	2.85%	3.00%	3.12%								77.23%
9/30/2023	73.76%	5.43%	3.10%	2.66%									76.78%
10/31/2023	72.85%	5.64%	3.36%										75.48%
11/30/2023	74.19%	5.61%											75.50%
12/31/2023	72.92%												72.92%
Total	74.05%	4.66%	2.11%	1.74%	1.68%	1.35%	1.19%	0.93%	0.74%	0.54%	0.33%	0.18%	77.57%

## Repurchase Rate Dari User Pertama Kali Order

End of Month	1	2	3	4	5	6	7	8	9	10	11	Total
1/31/2023	4.76%	2.57%	2.38%	2.50%	2.32%	2.26%	2.02%	2.44%	1.71%	1.89%	2.44%	22.54%
2/28/2023	4.70%	2.51%	2.51%	2.19%	2.12%	2.90%	2.77%	2.45%	3.02%	2.51%		23.29%
3/31/2023	5.27%	2.53%	1.74%	2.92%	2.69%	2.47%	2.64%	1.91%	2.64%			21.60%
4/30/2023	5.39%	1.95%	2.41%	2.92%	2.75%	2.35%	2.18%	2.41%				19.44%
5/31/2023	4.42%	2.21%	3.29%	2.10%	2.54%	2.37%	2.48%					17.37%
6/30/2023	4.93%	2.55%	2.77%	2.71%	2.27%	3.10%						16.39%
7/31/2023	4.63%	2.39%	1.77%	2.81%	2.55%							12.96%
8/31/2023	4.33%	2.80%	3.06%	3.36%								12.08%
9/30/2023	5.25%	2.83%	2.73%									10.29%
10/31/2023	5.25%	3.68%										8.63%
11/30/2023	5.74%											5.74%
Total	4.51%	2.13%	1.82%	1.72%	1.35%	1.19%	0.92%	0.69%	0.54%	0.31%	0.18%	13.60%

# Cohort Analysis in Daily

Active Users

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- Secara keseluruhan, retensi (tingkat kembali ke web) sangat rendah. Penurunan paling drastis terjadi setelah **Hari ke-0 ke Hari ke-1** (dari 100% menjadi ~14-15% pengguna). Aktivitas terus menurun tajam setelah 5 hari pertama (retensi jatuh hingga di bawah 1%, dengan nilai sekitar 0.50%), menunjukkan churn awal yang ekstrem.
- Sekitar **59-62%** dari pengguna yang baru engage (kohort akuisisi) berhasil melakukan pembelian tepat **di hari pertama** kunjungan mereka.
- Untuk pembeli pertama, tingkat pembelian berulang tertinggi *setelah pembelian awal* ada pada **Hari ke-1** (sekitar 10-12%), nilai ini fluktuatif di sekitar tersebut sampai **Hari ke -4**, kemudian menurun tajam.

## Retention Rate dari User Pertama Kali Berkunjung ke Website (dalam Hari)

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
January	14.87%	15.14%	13.13%	11.67%	0.53%	0.04%	0.04%	0.04%	0.04%	0.04%	0.18%		0.13%	0.18%	0.22%	0.27%
February	14.77%	13.27%	13.03%	12.20%	0.92%	0.24%	0.24%	0.24%	0.10%	0.34%	0.15%	0.58%	0.19%	0.24%	0.15%	0.05%
March	13.76%	12.46%	13.37%	13.02%	1.00%	0.13%	0.22%	0.39%	0.26%	0.17%	0.17%	0.09%	0.13%	0.35%	0.35%	0.09%
April	13.73%	12.22%	11.79%	12.87%	0.95%	0.35%	0.35%	0.39%	0.35%	0.35%	0.17%	0.22%	0.09%	0.30%	0.17%	0.17%
May	14.00%	12.02%	11.68%	12.14%	1.10%	0.08%	0.08%	0.04%	0.17%	0.08%	0.04%	0.04%	0.17%	0.21%	0.17%	0.13%
June	13.69%	13.56%	12.82%	11.81%	0.74%	0.17%	0.26%	0.31%	0.04%	0.13%	0.22%	0.09%	0.17%	0.22%	0.22%	0.22%
July	15.05%	13.22%	12.53%	13.14%	0.94%	0.20%	0.20%	0.04%	0.12%	0.08%	0.04%	0.12%	0.08%	0.12%	0.20%	0.20%
August	14.43%	13.08%	13.52%	11.94%	0.75%	0.24%	0.24%	0.16%	0.24%	0.32%	0.16%	0.28%	0.28%	0.16%	0.08%	0.20%
September	15.33%	11.79%	11.63%	12.23%	0.97%	0.24%	0.20%	0.32%	0.24%	0.08%	0.04%	0.24%	0.12%	0.24%	0.20%	0.16%
October	14.87%	12.66%	12.97%	13.35%	1.11%	0.08%	0.19%	0.31%	0.38%	0.19%	0.15%	0.15%	0.27%	0.15%	0.38%	0.15%
November	15.90%	12.29%	13.75%	12.60%	1.00%	0.27%	0.23%	0.27%	0.19%	0.31%	0.35%	0.19%	0.23%	0.27%	0.23%	0.42%
December	13.76%	10.94%	10.86%	11.53%	0.86%	0.11%	0.07%	0.22%	0.07%	0.26%	0.15%	0.11%	0.07%	0.11%	0.15%	0.22%
Total	14.53%	12.68%	12.58%	12.38%	0.91%	0.18%	0.19%	0.23%	0.19%	0.20%	0.15%	0.17%	0.16%	0.21%	0.21%	0.19%

## Convert & Repurchase Rate Dari User Pertama Kali Berkunjung ke Website (dalam Hari)

Month	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
January	59.53%	10.06%	11.31%	9.57%	8.33%	0.36%	0.04%	0.04%	0.04%	0.04%		0.13%		0.13%	0.04%	0.18%
February	60.68%	9.59%	10.02%	9.88%	8.81%	0.73%	0.10%	0.15%	0.05%		0.15%	0.05%	0.34%	0.10%	0.19%	0.10%
March	61.68%	8.90%	9.46%	10.11%	9.38%	0.91%	0.04%	0.13%	0.30%	0.22%	0.13%	0.09%	0.04%	0.09%	0.26%	0.22%
April	60.96%	8.97%	8.97%	8.88%	9.49%	0.74%	0.17%	0.26%	0.22%	0.35%	0.30%	0.13%	0.22%	0.09%	0.17%	0.09%
May	62.31%	9.23%	8.98%	8.52%	9.27%	0.84%	0.08%	0.08%	0.04%	0.17%	0.04%	0.04%		0.04%	0.13%	0.08%
June	62.73%	8.71%	9.89%	9.54%	8.62%	0.61%	0.17%	0.22%	0.26%	0.04%	0.09%	0.17%	0.04%	0.09%	0.13%	0.22%
July	61.33%	9.68%	10.04%	8.82%	9.64%	0.57%	0.08%	0.20%	0.04%		0.04%		0.08%	0.08%	0.08%	0.08%
August	60.79%	9.33%	10.24%	9.88%	8.70%	0.47%	0.16%	0.04%	0.12%	0.16%	0.20%	0.12%	0.16%	0.20%	0.16%	0.04%
September	60.89%	11.03%	7.89%	8.57%	9.01%	0.64%	0.24%	0.16%	0.24%	0.20%	0.08%	0.04%	0.16%	0.12%	0.24%	0.20%
October	59.34%	9.34%	9.42%	9.95%	9.19%	0.92%	0.08%	0.11%	0.23%	0.27%	0.11%	0.08%	0.11%	0.11%	0.11%	0.31%
November	60.48%	10.68%	8.79%	10.10%	9.41%	0.84%	0.19%	0.12%	0.23%	0.12%	0.19%	0.19%	0.15%	0.15%	0.15%	0.12%
December	60.34%	8.63%	7.70%	7.96%	8.30%	0.63%	0.11%	0.04%	0.15%	0.04%	0.22%	0.11%	0.07%	0.04%	0.07%	0.11%
Total	60.90%	9.52%	9.35%	9.30%	9.01%	0.69%	0.12%	0.13%	0.16%	0.13%	0.13%	0.10%	0.11%	0.10%	0.14%	0.14%

## Repurchase Rate Dari User Pertama Kali Order (dalam hari)

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
January	12.94%	11.63%	7.09%	3.12%	0.11%	0.11%	0.06%	0.06%	0.06%	0.06%	0.17%		0.06%	0.06%	0.17%	0.06%
February	11.37%	10.59%	7.62%	3.21%	0.36%	0.18%	0.12%	0.06%	0.06%	0.12%	0.12%	0.18%	0.12%	0.12%	0.12%	0.06%
March	10.50%	11.10%	7.29%	3.97%	0.38%	0.05%	0.16%	0.27%	0.22%	0.11%	0.11%	0.11%	0.22%	0.44%	0.16%	0.05%
April	10.38%	10.05%	7.47%	4.28%	0.33%	0.16%	0.27%	0.27%	0.27%	0.38%	0.05%	0.16%	0.11%	0.22%	0.05%	0.05%
May	9.69%	9.90%	6.78%	4.45%	0.26%	0.11%	0.05%	0.05%	0.16%	0.05%	0.05%	0.05%	0.11%	0.16%	0.11%	0.11%
June	10.63%	10.02%	7.53%	4.21%	0.50%	0.17%	0.17%	0.17%	0.06%	0.06%	0.17%	0.06%	0.17%	0.11%	0.22%	
July	11.67%	9.45%	7.44%	3.31%	0.15%	0.10%	0.21%	0.05%	0.05%	0.05%	0.05%	0.10%	0.10%	0.05%	0.05%	0.10%
August	11.62%	10.24%	7.68%	3.99%	0.20%	0.20%	0.05%	0.10%	0.05%	0.15%	0.15%	0.10%	0.26%	0.10%	0.05%	0.05%
September	11.01%	9.01%	7.76%	3.93%	0.26%	0.31%		0.21%	0.21%	0.05%		0.16%	0.16%	0.26%	0.21%	0.10%
October	12.28%	9.70%	7.58%	4.04%	0.25%	0.10%	0.20%	0.20%	0.25%	0.10%	0.10%	0.10%	0.15%	0.10%	0.25%	0.05%
November	12.61%	9.46%	7.53%	4.22%	0.71%	0.25%	0.20%	0.25%	0.10%	0.20%	0.25%	0.15%	0.10%	0.25%	0.15%	0.25%
December	10.46%	8.52%	5.97%	3.37%	0.46%	0.10%	0.05%	0.20%	0.05%	0.26%	0.10%	0.10%	0.10%	0.05%	0.15%	0.10%
Total	11.27%	9.95%	7.31%	3.85%	0.33%	0.16%	0.13%	0.16%	0.13%	0.13%	0.11%	0.11%	0.14%	0.16%	0.14%	0.08%