



ABC Company Limited

Customer Retention Analysis

Cohort_Overview

Cohort_Performance



Last Updated Time
Friday, October 18, 2024

One click away from you





Customer Retention Analysis

[Cohort_Overview](#)[Cohort_Performance](#)

Total Revenue

\$17.74M

Total Customer

5.88K

Average Revenue

\$3.02K

Total Orders

36.97K

Average Order Value

\$479.95

New Customer Acquisition Trends



Monthly Active Customer Fluctuations



T_C = Total Customer

N_C = New Customer

Ret_C = Retained Customer

Rec_C = Recovered Customer

Monthly Trends in Customer Acquisition, Retention, and Recovery

Cohort_Month	T_C	N_C	Ret_C	Rec_C	
December 2009	955	955			100%
January 2010	720	383	337		53% 47%
February 2010	772	374	262	136	48% 34% 18%
March 2010	1057	443	314	300	42% 30% 28%
April 2010	942	294	378	270	31% 40% 29%
May 2010	966	254	345	367	26% 36% 38%
June 2010	1041	270	368	403	26% 35% 39%
July 2010	928	186	392	350	20% 42% 38%
August 2010	911	162	351	398	18% 39% 44%
September 2010	1145	243	365	537	21% 32% 47%
October 2010	1497	377	463	657	25% 31% 44%
November 2010	1607	325	657	625	20% 41% 39%
December 2010	885	76	524	285	9% 59% 32%
January 2011	741	71	324	346	10% 44% 47%
February 2011	758	124	262	372	16% 35% 49%
March 2011	974	179	290	505	18% 30% 52%
April 2011	856	106	304	446	12% 36% 52%
May 2011	1056	111	368	577	11% 35% 55%
June 2011	991	108	410	473	11% 41% 48%
July 2011	949	102	365	482	11% 38% 51%
August 2011	935	106	388	441	11% 41% 47%
September 2011	1266	189	425	652	15% 34% 52%
October 2011	1364	221	489	654	16% 36% 48%
November 2011	1664	191	622	851	11% 37% 51%
December 2011	615	28	371	216	60% 35%

Tracking New Customer Retention: Monthly Cohort Analysis

Cohort Performance

Churned Customer

Churned rate

Retention Rate

Cohort	Cohort Performance	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
December 2009	955	337	319	406	363	343	360	327	321	346	403	473	359	270	233	289	251	289	270	248	244	301	291	389	188
January 2010	383	79	119	117	101	115	99	88	107	122	116	66	85	68	72	58	90	76	71	75	93	74	94	22	
February 2010	374	89	84	109	92	75	72	107	95	103	43	47	57	65	46	75	60	61	54	86	86	61	22		
March 2010	443	84	102	107	103	90	109	134	122	48	51	63	89	72	89	75	77	69	78	89	94	35			
April 2010	294	57	57	48	54	66	81	77	31	32	22	41	41	46	46	46	41	44	53	66	17				
May 2010	254	40	43	44	45	65	54	32	15	21	29	34	39	39	25	32	35	42	39	12					
June 2010	270	47	51	55	62	77	34	24	22	32	29	37	40	33	30	33	36	55	14						
July 2010	186	29	34	55	54	26	21	27	27	21	25	27	25	25	36	32	44	15							
August 2010	162	33	48	52	28	19	16	20	22	21	21	20	25	30	29	32	11								
September 2010	243	55	57	30	22	25	33	24	31	32	28	24	53	40	39	13									
October 2010	377	97	55	47	33	31	49	52	40	35	40	49	72	87	26										
November 2010	325	57	30	31	25	28	42	32	28	29	36	47	83	20											
December 2010	76	7	4	7	9	5	4	7	4	2	7	15	2												
January 2011	71	12	15	14	15	11	11	9	8	15	18	8													
February 2011	124	20	19	23	27	19	19	18	18	22	7														
March 2011	179	33	39	36	40	27	37	36	43	17															
April 2011	106	27	21	21	19	25	19	27	12																
May 2011	111	26	27	18	24	23	29	13																	
June 2011	108	25	23	29	22	31	9																		
July 2011	102	22	31	28	35	16																			
August 2011	106	29	33	28	18																				
September 2011	189	51	71	28																					
October 2011	221	71	35																						
November 2011	191	27																							
December 2011	28																								



GitHub



in



fi



Tracking New Customer Retention: Monthly Cohort Analysis



Cohort Performance

Churned Customer

Churned rate

Retention Rate

Cohort	Churned Customer	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
December 2009	0	618	636	549	592	612	595	628	634	609	552	482	596	685	722	666	704	666	685	707	711	654	664	566	767
January 2010	0	304	264	266	282	268	284	295	276	261	267	317	298	315	311	325	293	307	312	308	290	309	289	361	
February 2010	0	285	290	265	282	299	302	267	279	271	331	327	317	309	328	299	314	313	320	288	288	313	352		
March 2010	0	359	341	336	340	353	334	309	321	395	392	380	354	371	354	368	366	374	365	354	349	408			
April 2010	0	237	237	246	240	228	213	217	263	262	272	253	253	248	248	248	253	250	241	228	277				
May 2010	0	214	211	210	209	189	200	222	239	233	225	220	215	215	229	222	219	212	215	242					
June 2010	0	223	219	215	208	193	236	246	248	238	241	233	230	237	240	237	234	215	256						
July 2010	0	157	152	131	132	160	165	159	159	165	161	159	161	161	150	154	142	171							
August 2010	0	129	114	110	134	143	146	142	140	141	141	142	137	132	133	130	151								
September 2010	0	188	186	213	221	218	210	219	212	211	215	219	190	203	204	230									
October 2010	0	280	322	330	344	346	328	325	337	342	337	328	305	290	351										
November 2010	0	268	295	294	300	297	283	293	297	296	289	278	242	305											
December 2010	0	69	72	69	67	71	72	69	72	74	69	61	74												
January 2011	0	59	56	57	56	60	60	62	63	56	53	63													
February 2011	0	104	105	101	97	105	105	106	106	102	117														
March 2011	0	146	140	143	139	152	142	143	136	162															
April 2011	0	79	85	85	87	81	87	79	94																
May 2011	0	85	84	93	87	88	82	98																	
June 2011	0	83	85	79	86	77	99																		
July 2011	0	80	71	74	67	86																			
August 2011	0	77	73	78	88																				
September 2011	0	138	118	161																					
October 2011	0	150	186																						
November 2011	0	164																							
December 2011	0																								



GitHub



LinkedIn



Facebook

Tracking New Customer Retention: Monthly Cohort Analysis

Cohort Performance

Churned Customer

Churned rate

Retention Rate

Cohort	Churned rate	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
December 2009	0.0%	64.7%	66.6%	57.5%	62.0%	64.1%	62.3%	65.8%	66.4%	63.8%	57.8%	50.5%	62.4%	71.7%	75.6%	69.7%	73.7%	69.7%	71.7%	74.0%	74.5%	68.5%	69.5%	59.3%	80.3%
January 2010	0.0%	79.4%	68.9%	69.5%	73.6%	70.0%	74.2%	77.0%	72.1%	68.1%	69.7%	82.8%	77.8%	82.2%	81.2%	84.9%	76.5%	80.2%	81.5%	80.4%	75.7%	80.7%	75.5%	94.3%	
February 2010	0.0%	76.2%	77.5%	70.9%	75.4%	79.9%	80.7%	71.4%	74.6%	72.5%	88.5%	87.4%	84.8%	82.6%	87.7%	79.9%	84.0%	83.7%	85.6%	77.0%	77.0%	83.7%	94.1%		
March 2010	0.0%	81.0%	77.0%	75.8%	76.7%	79.7%	75.4%	69.8%	72.5%	89.2%	88.5%	85.8%	79.9%	83.7%	79.9%	83.1%	82.6%	84.4%	82.4%	79.9%	78.8%	92.1%			
April 2010	0.0%	80.6%	80.6%	83.7%	81.6%	77.6%	72.4%	73.8%	89.5%	89.1%	92.5%	86.1%	86.1%	84.4%	84.4%	84.4%	86.1%	85.0%	82.0%	77.6%	94.2%				
May 2010	0.0%	84.3%	83.1%	82.7%	82.3%	74.4%	78.7%	87.4%	94.1%	91.7%	88.6%	86.6%	84.6%	84.6%	90.2%	87.4%	86.2%	83.5%	84.6%	95.3%					
June 2010	0.0%	82.6%	81.1%	79.6%	77.0%	71.5%	87.4%	91.1%	91.9%	88.1%	89.3%	86.3%	85.2%	87.8%	88.9%	87.8%	86.7%	79.6%	94.8%						
July 2010	0.0%	84.4%	81.7%	70.4%	71.0%	86.0%	88.7%	85.5%	85.5%	88.7%	86.6%	85.5%	86.6%	86.6%	80.6%	82.8%	76.3%	91.9%							
August 2010	0.0%	79.6%	70.4%	67.9%	82.7%	88.3%	90.1%	87.7%	86.4%	87.0%	87.0%	87.7%	84.6%	81.5%	82.1%	80.2%	93.2%								
September 2010	0.0%	77.4%	76.5%	87.7%	90.9%	89.7%	86.4%	90.1%	87.2%	86.8%	88.5%	90.1%	78.2%	83.5%	84.0%	94.7%									
October 2010	0.0%	74.3%	85.4%	87.5%	91.2%	91.8%	87.0%	86.2%	89.4%	90.7%	89.4%	87.0%	80.9%	76.9%	93.1%										
November 2010	0.0%	82.5%	90.8%	90.5%	92.3%	91.4%	87.1%	90.2%	91.4%	91.1%	88.9%	85.5%	74.5%	93.8%											
December 2010	0.0%	90.8%	94.7%	90.8%	88.2%	93.4%	94.7%	90.8%	94.7%	97.4%	90.8%	80.3%	97.4%												
January 2011	0.0%	83.1%	78.9%	80.3%	78.9%	84.5%	84.5%	87.3%	88.7%	78.9%	74.6%	88.7%													
February 2011	0.0%	83.9%	84.7%	81.5%	78.2%	84.7%	84.7%	85.5%	85.5%	82.3%	94.4%														
March 2011	0.0%	81.6%	78.2%	79.9%	77.7%	84.9%	79.3%	79.9%	76.0%	90.5%															
April 2011	0.0%	74.5%	80.2%	80.2%	82.1%	76.4%	82.1%	74.5%	88.7%																
May 2011	0.0%	76.6%	75.7%	83.8%	78.4%	79.3%	73.9%	88.3%																	
June 2011	0.0%	76.9%	78.7%	73.1%	79.6%	71.3%	91.7%																		
July 2011	0.0%	78.4%	69.6%	72.5%	65.7%	84.3%																			
August 2011	0.0%	72.6%	68.9%	73.6%	83.0%																				
September 2011	0.0%	73.0%	62.4%	85.2%																					
October 2011	0.0%	67.9%	84.2%																						
November 2011	0.0%	85.9%																							
December 2011	0.0%																								



GitHub



in



fi

Tracking New Customer Retention: Monthly Cohort Analysis

Cohort Performance

Churned Customer

Churned rate

Retention Rate

Cohort	Retention Rate	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
December 2009	100.0%	35.3%	33.4%	42.5%	38.0%	35.9%	37.7%	34.2%	33.6%	36.2%	42.2%	49.5%	37.6%	28.3%	24.4%	30.3%	26.3%	30.3%	28.3%	26.0%	25.5%	31.5%	30.5%	40.7%	19.7%
January 2010	100.0%	20.6%	31.1%	30.5%	26.4%	30.0%	25.8%	23.0%	27.9%	31.9%	30.3%	17.2%	22.2%	17.8%	18.8%	15.1%	23.5%	19.8%	18.5%	19.6%	24.3%	19.3%	24.5%	5.7%	
February 2010	100.0%	23.8%	22.5%	29.1%	24.6%	20.1%	19.3%	28.6%	25.4%	27.5%	11.5%	12.6%	15.2%	17.4%	12.3%	20.1%	16.0%	16.3%	14.4%	23.0%	23.0%	16.3%	5.9%		
March 2010	100.0%	19.0%	23.0%	24.2%	23.3%	20.3%	24.6%	30.2%	27.5%	10.8%	11.5%	14.2%	20.1%	16.3%	20.1%	16.9%	17.4%	15.6%	17.6%	20.1%	21.2%	7.9%			
April 2010	100.0%	19.4%	19.4%	16.3%	18.4%	22.4%	27.6%	26.2%	10.5%	10.9%	7.5%	13.9%	13.9%	15.6%	15.6%	15.6%	13.9%	15.0%	18.0%	22.4%	5.8%				
May 2010	100.0%	15.7%	16.9%	17.3%	17.7%	25.6%	21.3%	12.6%	5.9%	8.3%	11.4%	13.4%	15.4%	15.4%	9.8%	12.6%	13.8%	16.5%	15.4%	4.7%					
June 2010	100.0%	17.4%	18.9%	20.4%	23.0%	28.5%	12.6%	8.9%	8.1%	11.9%	10.7%	13.7%	14.8%	12.2%	11.1%	12.2%	13.3%	20.4%	5.2%						
July 2010	100.0%	15.6%	18.3%	29.6%	29.0%	14.0%	11.3%	14.5%	14.5%	11.3%	13.4%	14.5%	13.4%	13.4%	19.4%	17.2%	23.7%	8.1%							
August 2010	100.0%	20.4%	29.6%	32.1%	17.3%	11.7%	9.9%	12.3%	13.6%	13.0%	13.0%	12.3%	15.4%	18.5%	17.9%	19.8%	6.8%								
September 2010	100.0%	22.6%	23.5%	12.3%	9.1%	10.3%	13.6%	9.9%	12.8%	13.2%	11.5%	9.9%	21.8%	16.5%	16.0%	5.3%									
October 2010	100.0%	25.7%	14.6%	12.5%	8.8%	8.2%	13.0%	13.8%	10.6%	9.3%	10.6%	13.0%	19.1%	23.1%	6.9%										
November 2010	100.0%	17.5%	9.2%	9.5%	7.7%	8.6%	12.9%	9.8%	8.6%	8.9%	11.1%	14.5%	25.5%	6.2%											
December 2010	100.0%	9.2%	5.3%	9.2%	11.8%	6.6%	5.3%	9.2%	5.3%	2.6%	9.2%	19.7%	2.6%												
January 2011	100.0%	16.9%	21.1%	19.7%	21.1%	15.5%	15.5%	12.7%	11.3%	21.1%	25.4%	11.3%													
February 2011	100.0%	16.1%	15.3%	18.5%	21.8%	15.3%	15.3%	14.5%	14.5%	17.7%	5.6%														
March 2011	100.0%	18.4%	21.8%	20.1%	22.3%	15.1%	20.7%	20.1%	24.0%	9.5%															
April 2011	100.0%	25.5%	19.8%	19.8%	17.9%	23.6%	17.9%	25.5%	11.3%																
May 2011	100.0%	23.4%	24.3%	16.2%	21.6%	20.7%	26.1%	11.7%																	
June 2011	100.0%	23.1%	21.3%	26.9%	20.4%	28.7%	8.3%																		
July 2011	100.0%	21.6%	30.4%	27.5%	34.3%	15.7%																			
August 2011	100.0%	27.4%	31.1%	26.4%	17.0%																				
September 2011	100.0%	27.0%	37.6%	14.8%																					
October 2011	100.0%	32.1%	15.8%																						
November 2011	100.0%	14.1%																							
December 2011	100.0%																								



GitHub



in



fi