

Cohort Analysis - Ecommerce Orders

(2024/01 - 2024/12)

Total Sales

156.795 \$

100 %

Total Orders

1.000

100 %

Total Customers

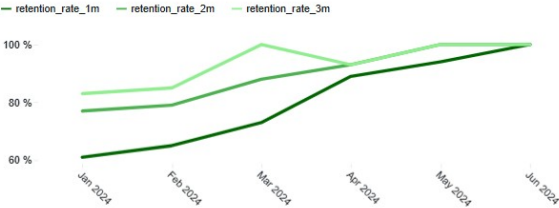
200

100 %

Cohort Picker

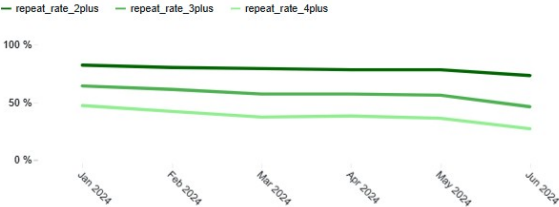
All

Retention Rates & Counts: Percentage & Counts of customers who placed a second order within 1, 2, and 3 months.



cohort_month	cohort_size	cohort_sales	retention_rate_1m	retained_1m_count	retention_rate_2m	retained_2m_count	retention_rate_3m	retained_3m_count
2024-01	66	58132 \$	61 %	40	77 %	51	83 %	55
2024-02	48	39143 \$	65 %	31	79 %	38	85 %	41
2024-03	33	23688 \$	73 %	24	88 %	29	100 %	33
2024-04	27	17175 \$	89 %	24	93 %	25	93 %	25
2024-05	16	11229 \$	94 %	15	100 %	16	100 %	16
2024-06	10	7427 \$	100 %	10	100 %	10	100 %	10

Repeat Rates & Counts: Percentage & Counts of Customers who placed at least a 2nd, 3rd, and 4th Order.



cohort_month	cohort_orders	cohort_sales	repeat_rate_2plus	repeat_count_2plus	repeat_rate_3plus	repeat_count_3plus	repeat_rate_4plus	repeat_count_4plus
2024-01	371	58132 \$	82 %	305	64 %	239	47 %	174
2024-02	243	39143 \$	80 %	195	61 %	148	42 %	102
2024-03	154	23688 \$	79 %	121	57 %	88	37 %	57
2024-04	122	17175 \$	78 %	95	57 %	69	38 %	46
2024-05	73	11229 \$	78 %	57	56 %	41	36 %	26
2024-06	37	7427 \$	73 %	27	46 %	17	27 %	10