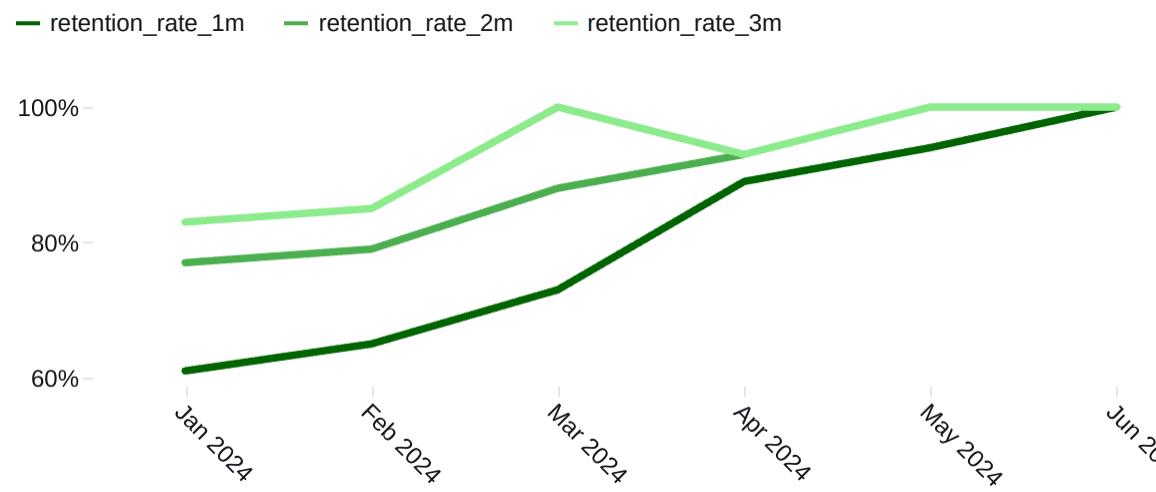


Cohort Analysis

Cohort Analysis - Ecommerce Orders

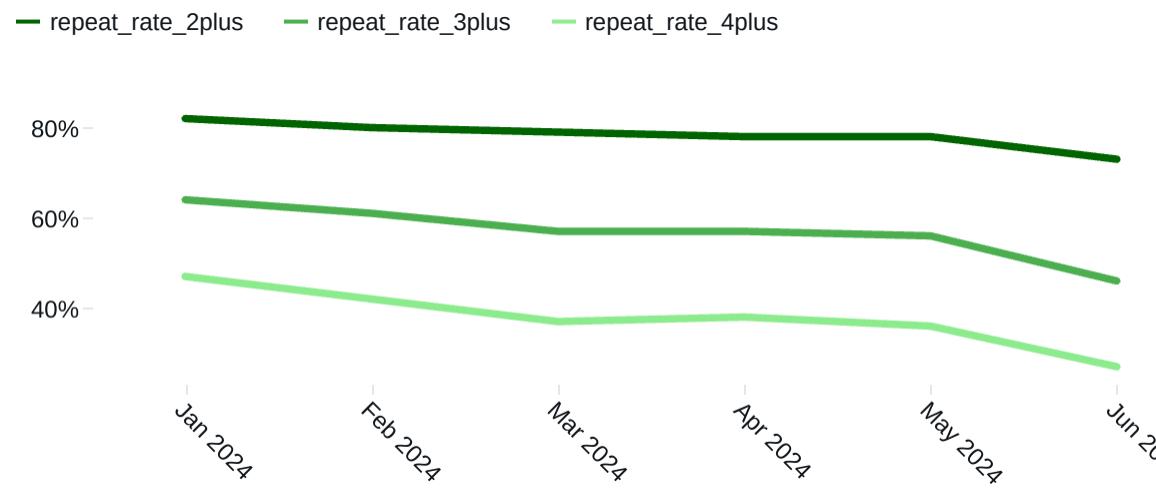
Total Sales	Total Orders	Total Customers	Cohort Picker
\$157K 100%	1K 100%	200 100%	All

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	\$58K	61%	40	77%	51	83%	55
2024-02	48	\$39K	65%	31	79%	38	85%	41
2024-03	33	\$24K	73%	24	88%	29	100%	33
2024-04	27	\$17K	89%	24	93%	25	93%	25
2024-05	16	\$11K	94%	15	100%	16	100%	16
2024-06	10	\$7K	100%	10	100%	10	100%	10

Repeat Rates & Counts: Percentage & Counts of Orders from Customers with at least 2, 3, and 4 Orders



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	\$58K	82%	305	64%	239	47%	174
2024-02	243	\$39K	80%	195	61%	148	42%	102
2024-03	154	\$24K	79%	121	57%	88	37%	57
2024-04	122	\$17K	78%	95	57%	69	38%	46
2024-05	73	\$11K	78%	57	56%	41	36%	26
2024-06	37	\$7K	73%	27	46%	17	27%	10