

Cohort Analysis

Cohort Analysis - Ecommerce Orders

Total Sales

\$157K

100%

Total Orders

1K

100%

Total Customers

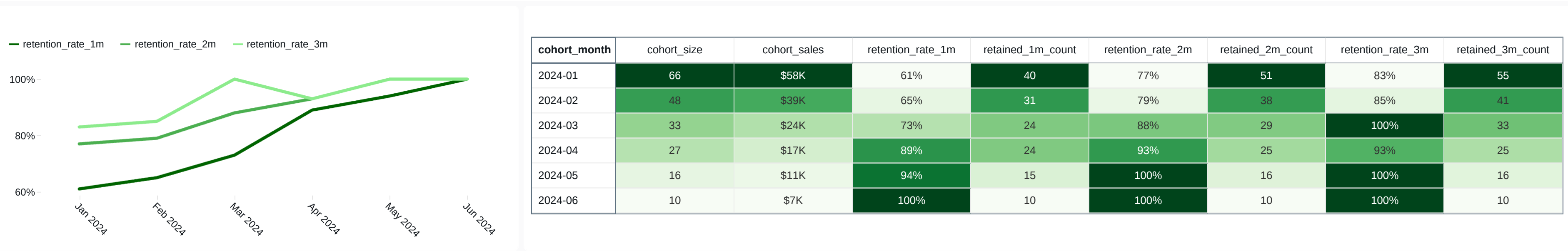
200

100%

Cohort Picker

All

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



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

