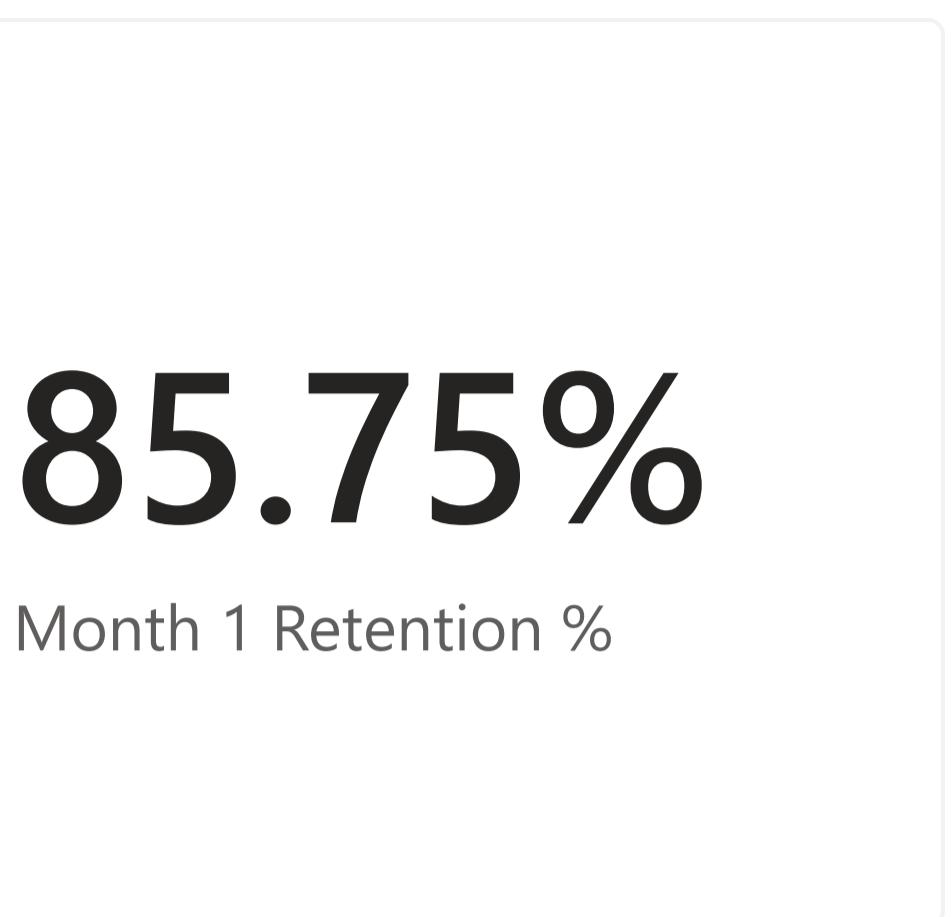
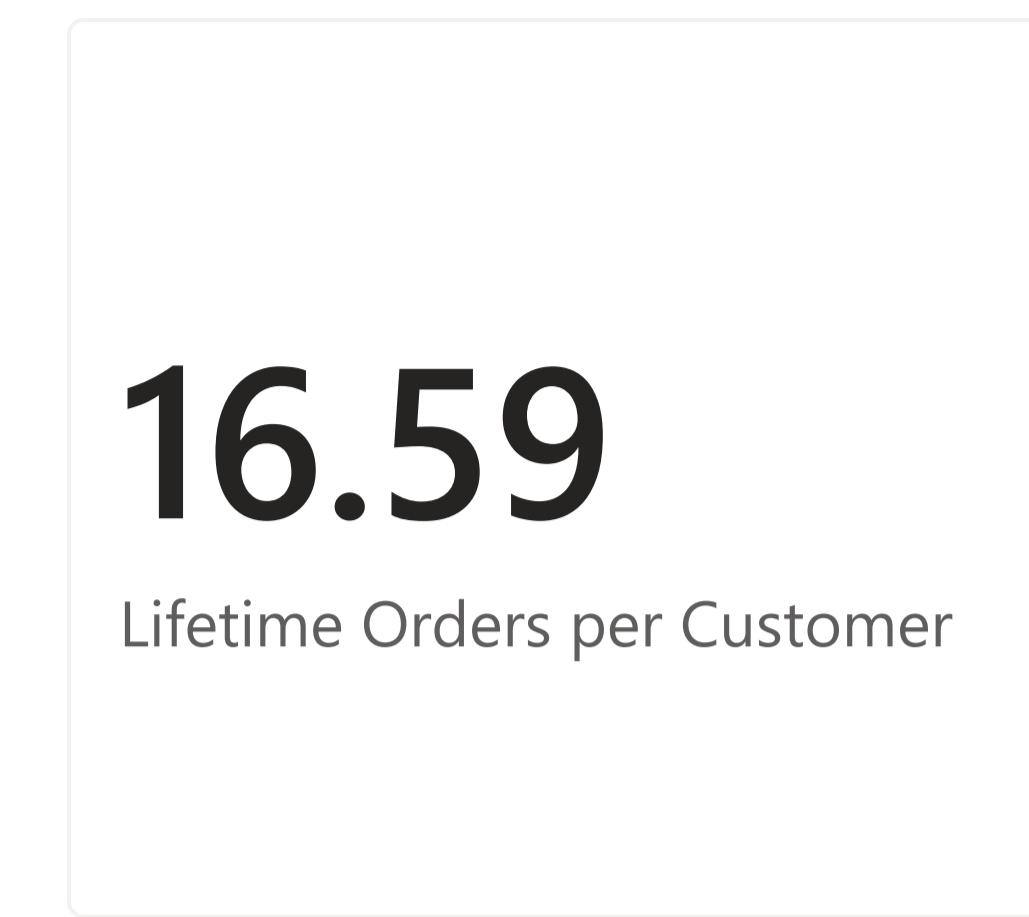


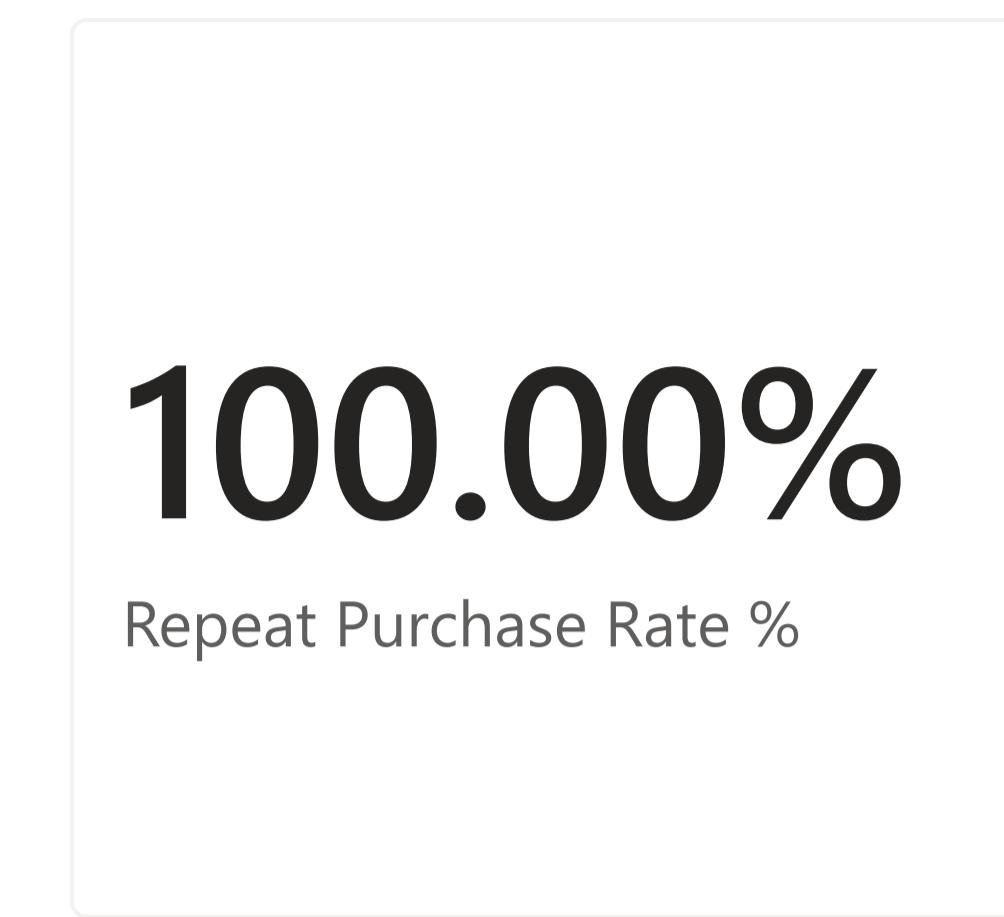
Month-1 Retention



Lifetime Orders



Repeat Purchase Rate



Cohort Month

cohort_month

1/1/2017

1/1/2017



Cohort Retention Heatmap

cohort_month	Sum of month_0	Sum of month_1	Sum of month_2	Sum of month_3	Sum of month_4	Sum of month_5	Sum of month_6	Sum of month_7	Sum of month_8	Sum of month_9	Sum of month_10	Sum of month_11	Sum of month_12
1/1/2017 12:00:00 AM	100.00	85.75	89.35	74.67	61.20	50.07	41.50	33.79	27.15	21.37	15.80	10.62	0.7
Total	100.00	85.75	89.35	74.67	61.20	50.07	41.50	33.79	27.15	21.37	15.80	10.62	0.7

Customer Retention Decay Over Time

