

# Cohort analysis

‘SkyCinema’

Performed by

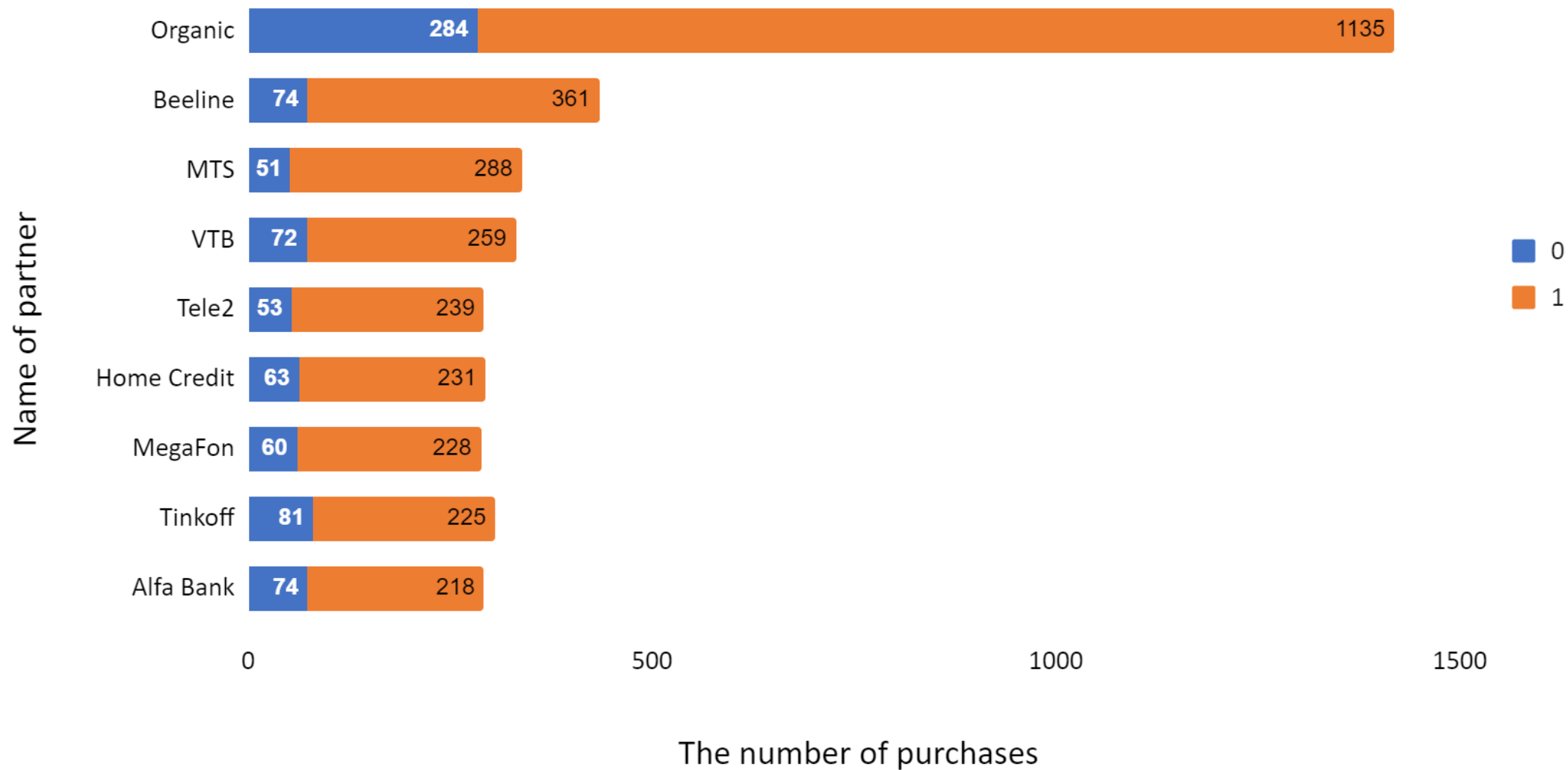
Tamara Kirdiasheva

# Tasks and targets

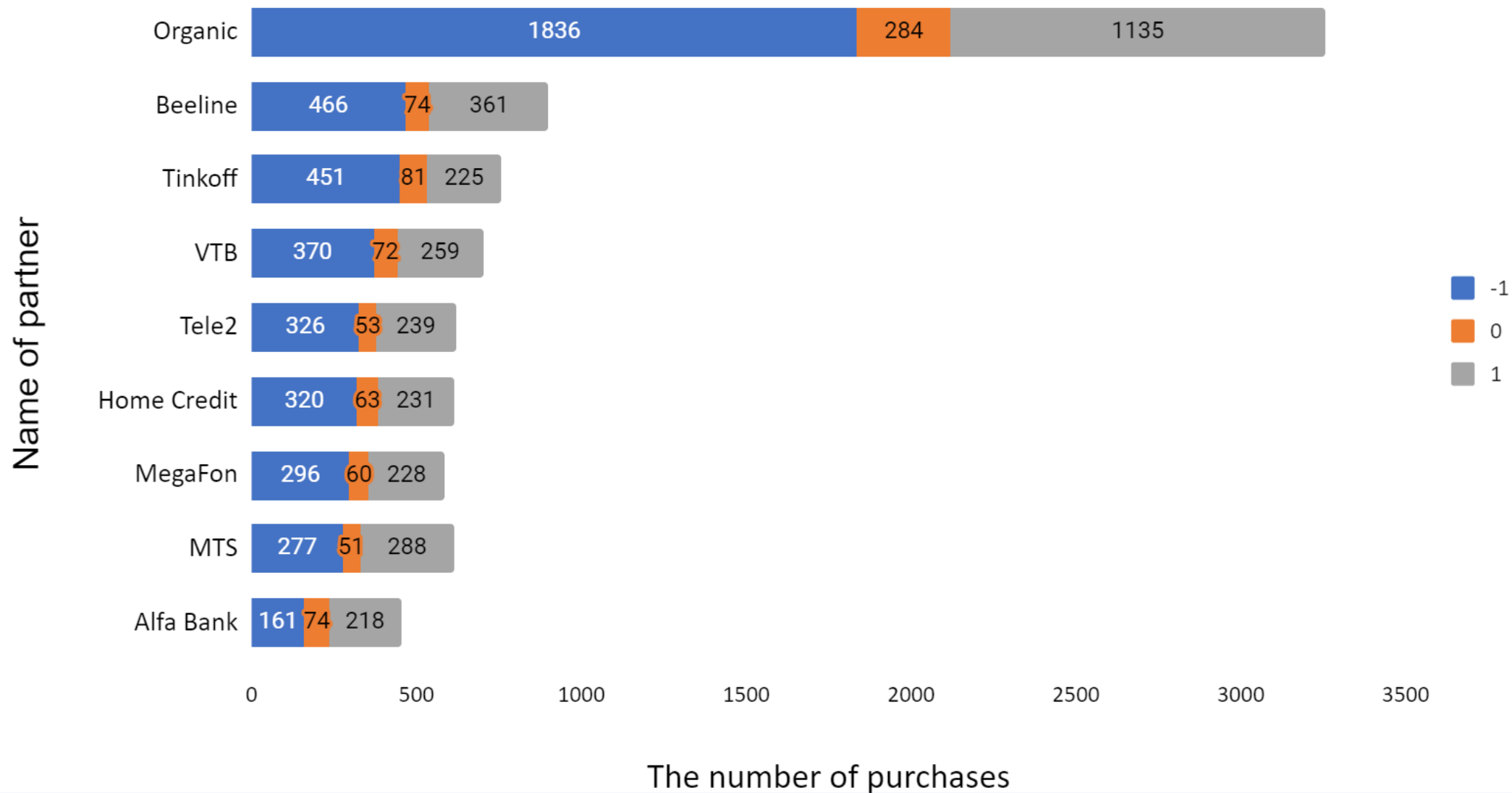
Task: analyzing customer lifetime value (LTV) based on retention rates, financial performance metrics like LTR (Customer Lifetime Retention) and ARPU (Average Revenue Per User) for each cohort. By comparing LTV data across different channels of customer acquisition, you can identify the most effective ways of attracting customers in terms of long-term profitability.

Goals: Identify channels in which the costs of attracting customers are more effective, based on Retention, LTR and APRU, using cohort analysis.

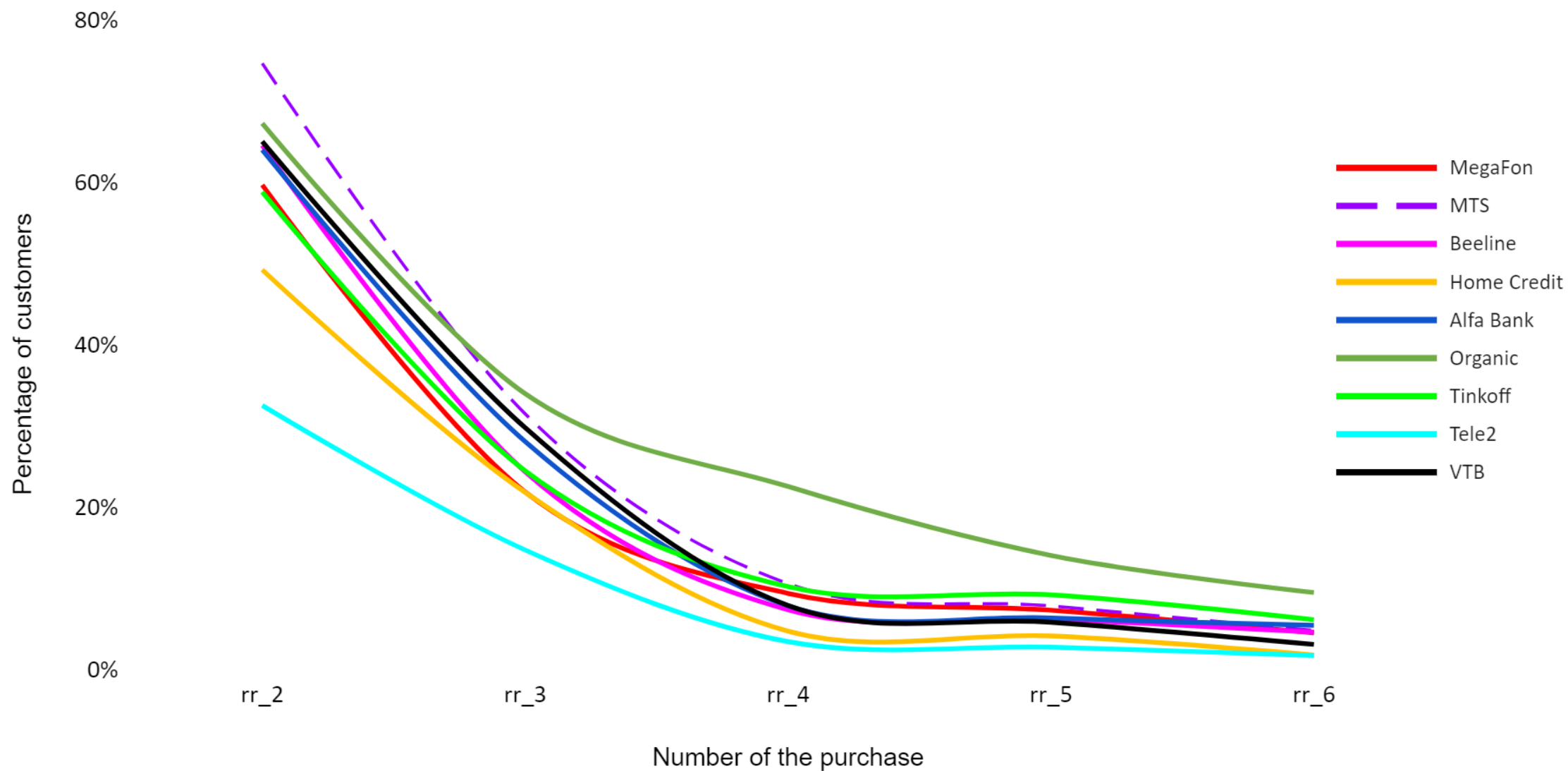
## Distribution of first customer purchases



## The distribution of the number of purchases



## Vintage customer lifetime value by partners



# Conclusion

The cohort analysis results show that users who joined the platform in the first quarter demonstrated the highest retention and conversion rates.

However, over time, retention and conversion rates decline for all user cohorts.

These findings highlight areas of concern in interacting with the platform and suggest focusing efforts on improving the user experience to enhance conversion and retention of new users.