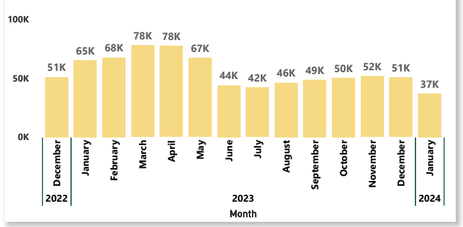
REPEAT INMONTH ACTIVE CUSTOMERS

Total Active Customers	Total Repeat InMonth Active Customer	%Repeat InMonth-Active Inmonth
300K	204K	68%

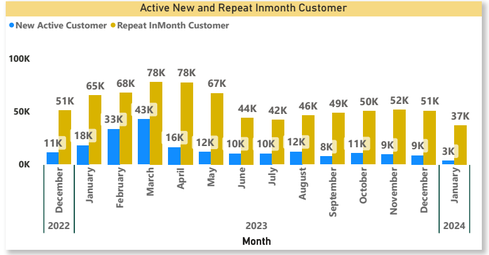
Customer Category: New Signup | Old Customer

Select Date: 1/1/2022 – 12/31/2025

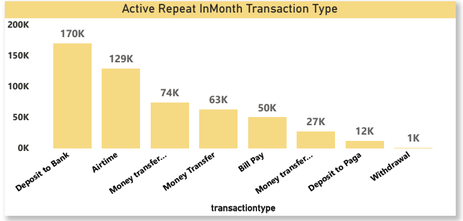
Active Repeat InMonth



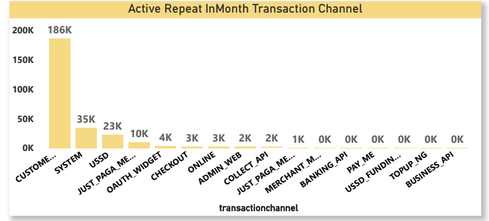
Active New and Repeat Inmonth Customer



Active Repeat InMonth Transaction Type

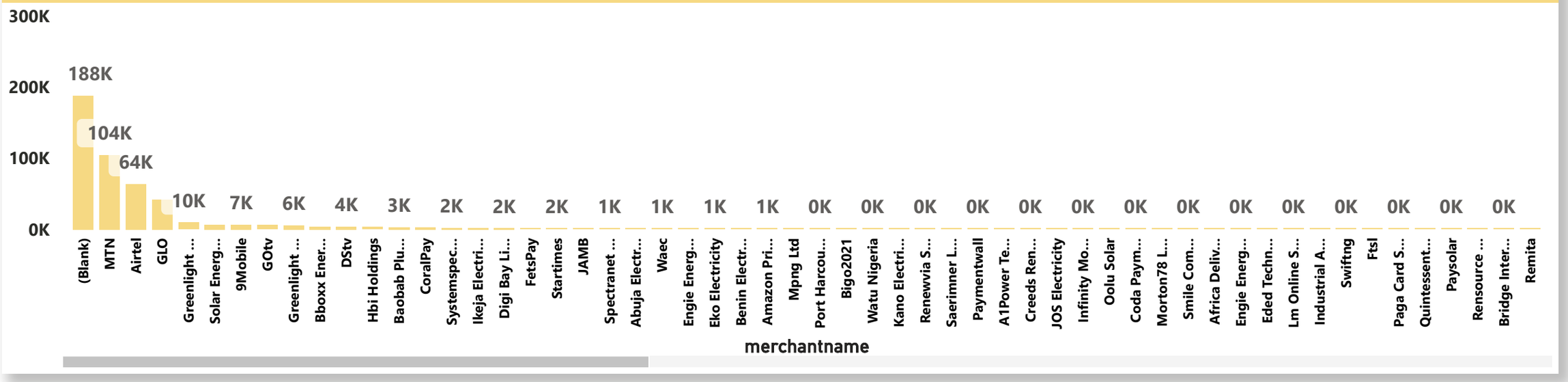


Active Repeat InMonth Transaction Channel

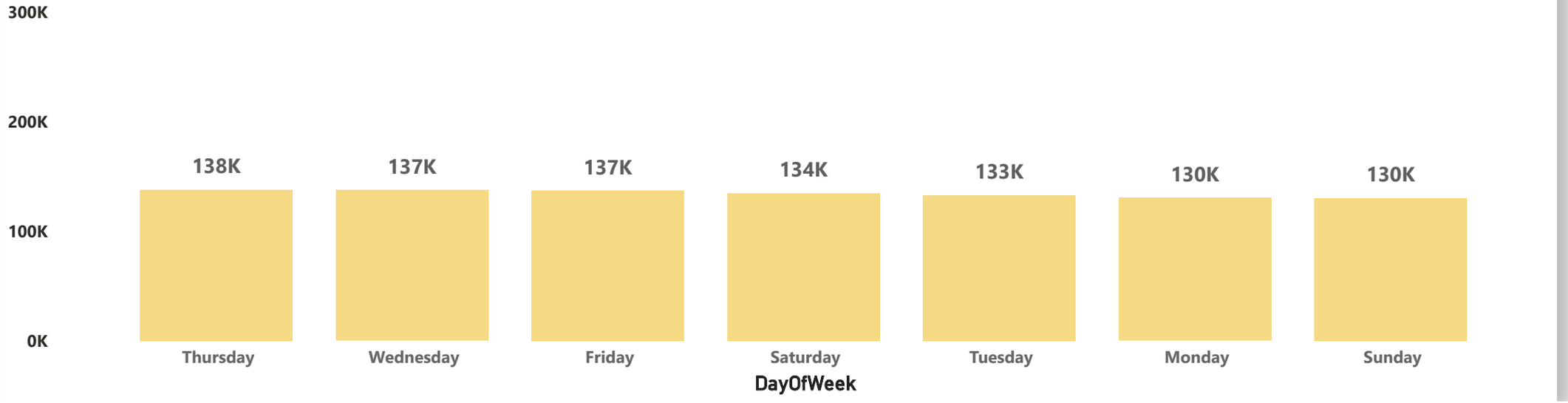


REPEAT INMONTH CUSTOMERS' TRANSACTION PATTERN

Active Repeat InMonth Transaction By Merchant



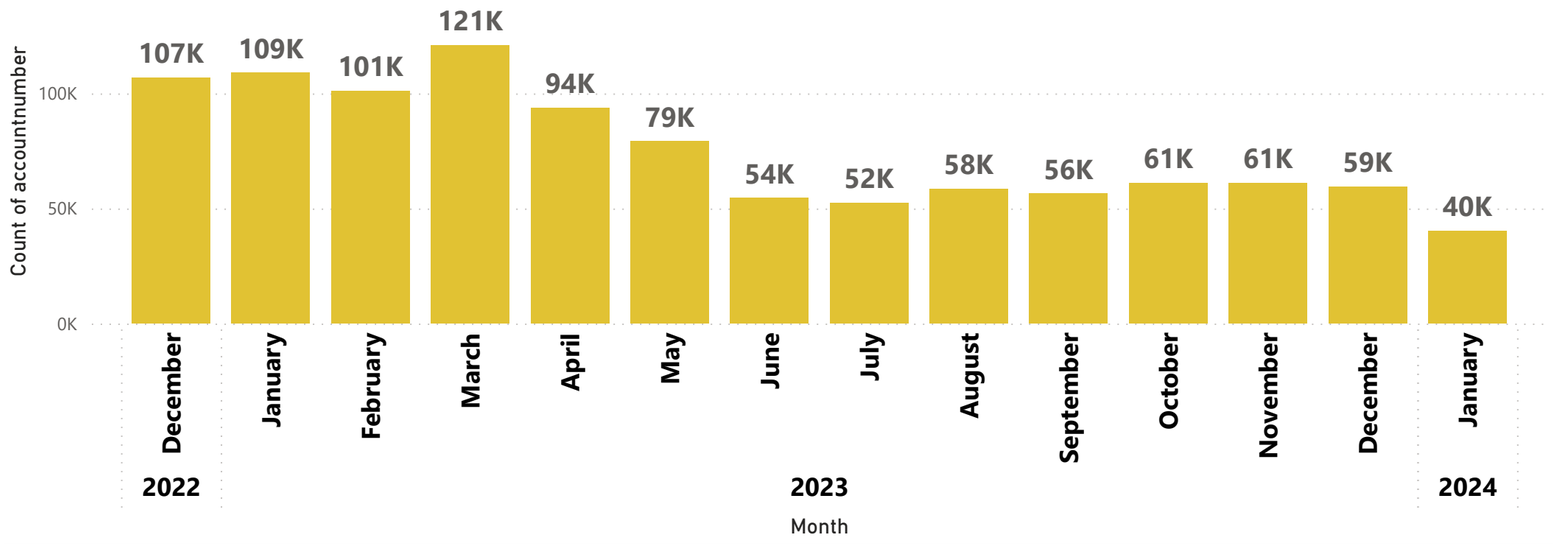
Active Repeat InMonth Transaction Pattern Day in Week



MONTHLY RETENTION COHORT ANALYSIS

Period
1/1/2022 12/1/2025

Unique Inmonth Customers Dec 22-Jan 24



Amazon Prime Monthly Retention Analysis

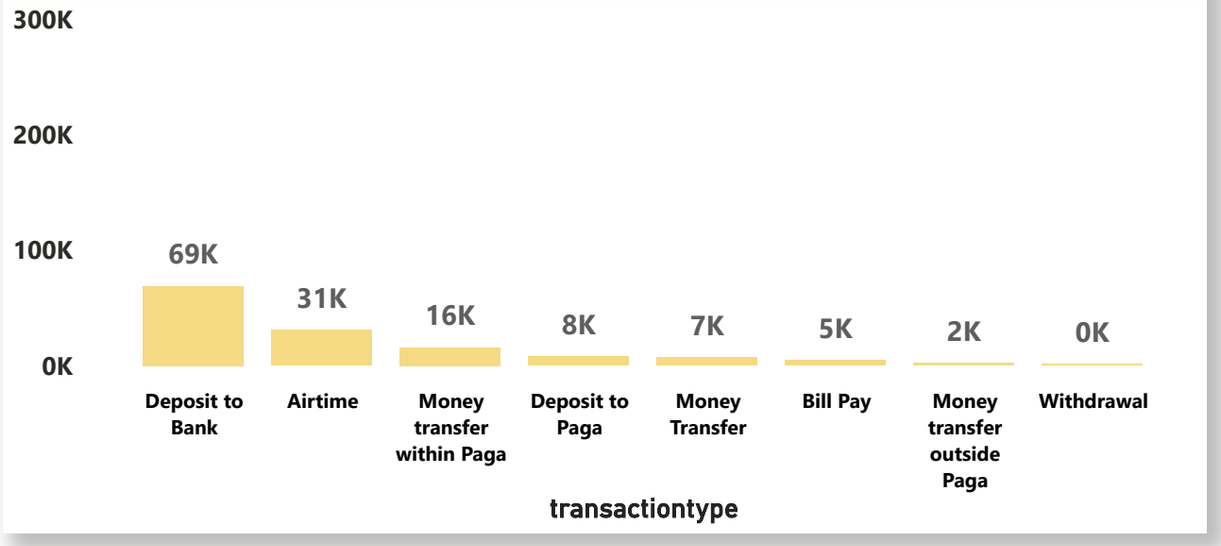
MonthlyRetention	MonthlyChurnedCustomers
MonthlyRetentionRate	MonthlyChurnrate

Monthly Cohort Retention Analysis || No of Month

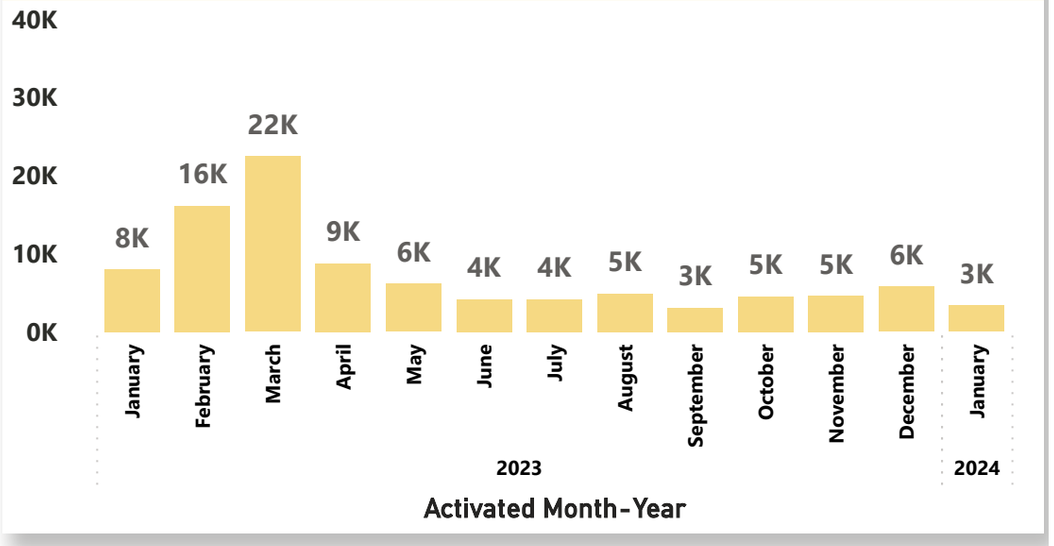
Month Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13
December 2022	106755	60265	44716	41180	34244	29749	19879	17466	17673	16807	16647	15733	14765	11039
January 2023	48603	14103	10457	7731	6258	3607	3012	3094	2880	2819	2672	2514	1634	
February 2023	42296	19506	12205	9274	4936	4182	4268	4092	4057	3803	3457	2249		
March 2023	49645	20137	12600	5912	4716	4695	4454	4377	4059	3753	2493			
April 2023	19441	7263	3730	3035	2819	2673	2532	2299	2094	1413				
May 2023	13990	4819	3454	3071	2858	2789	2552	2261	1525					
June 2023	11568	5399	4134	3573	3304	3033	2669	1852						
July 2023	11187	5311	4038	3596	3308	2910	1932							

NEWLY ACTIVATED 1 MONTH ACTIVE CUSTOMERS' TRANSACTION PATTERN

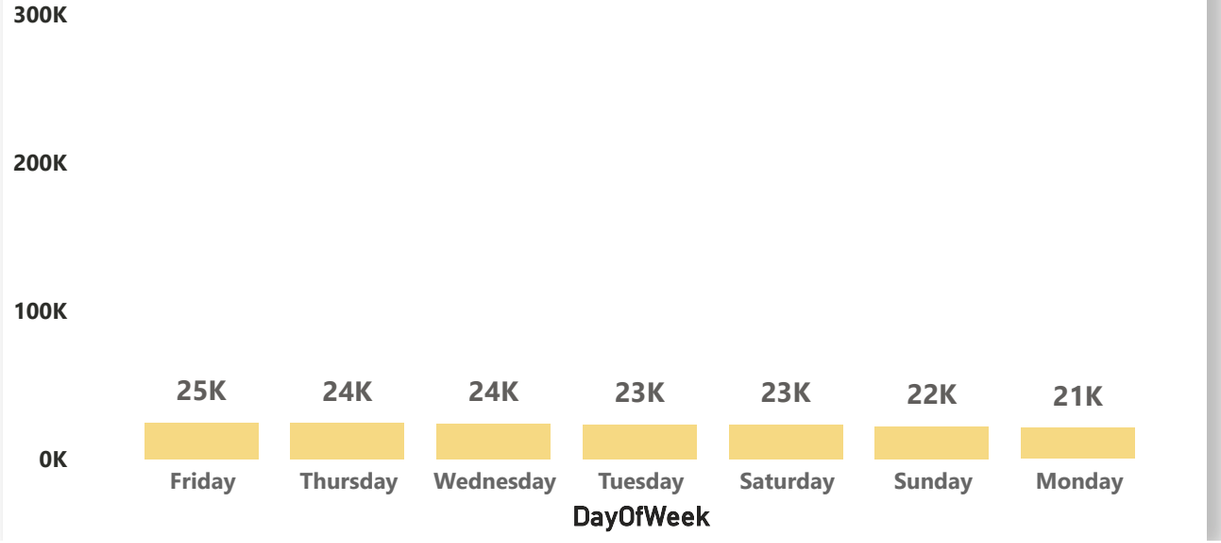
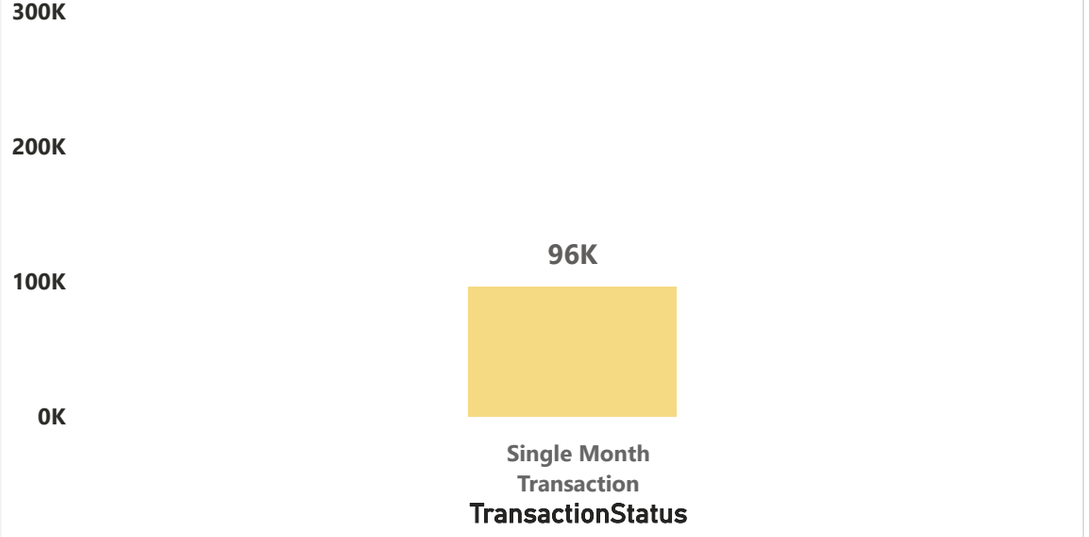
Newly Activated Member with Only 1 Month Active Dec'22-Jan 24



Activation Month-Year



Newly Activated 1 Month Active Customer Weekly Pattern



Click The Chart To View The Customers Details