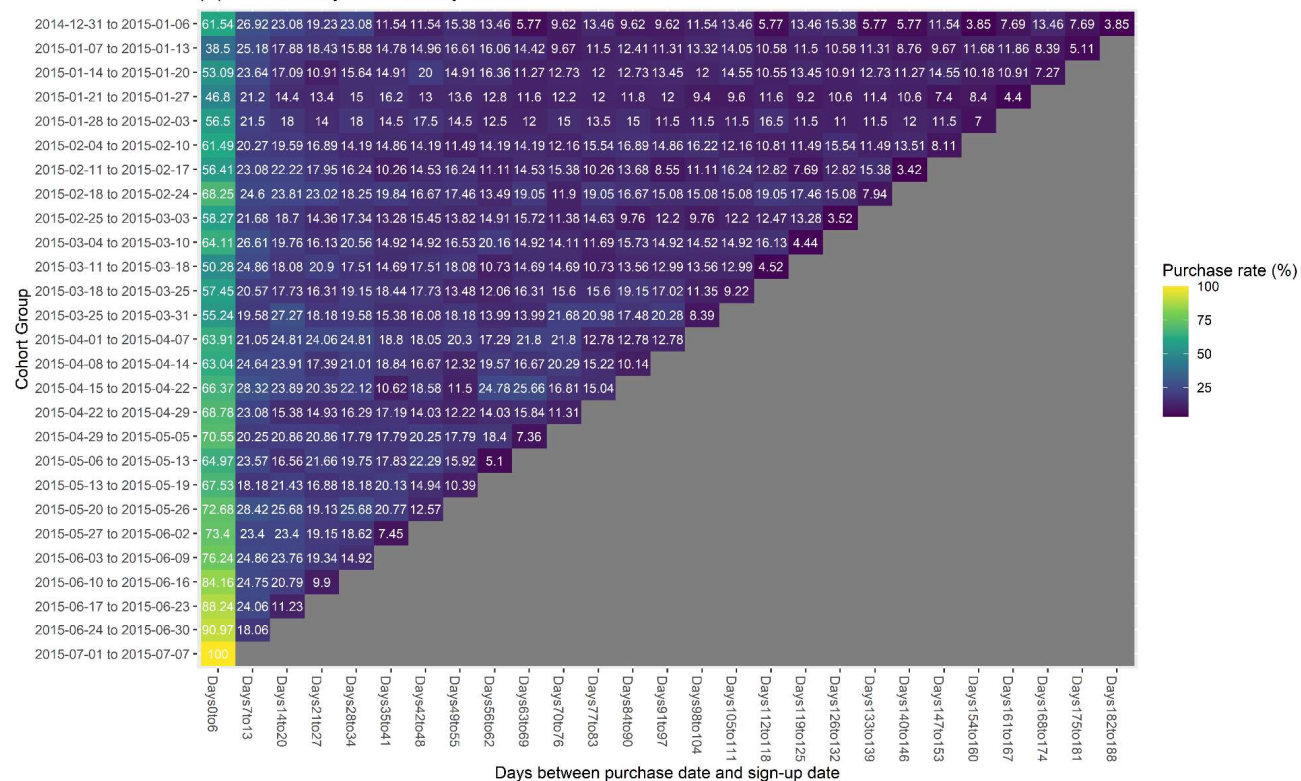
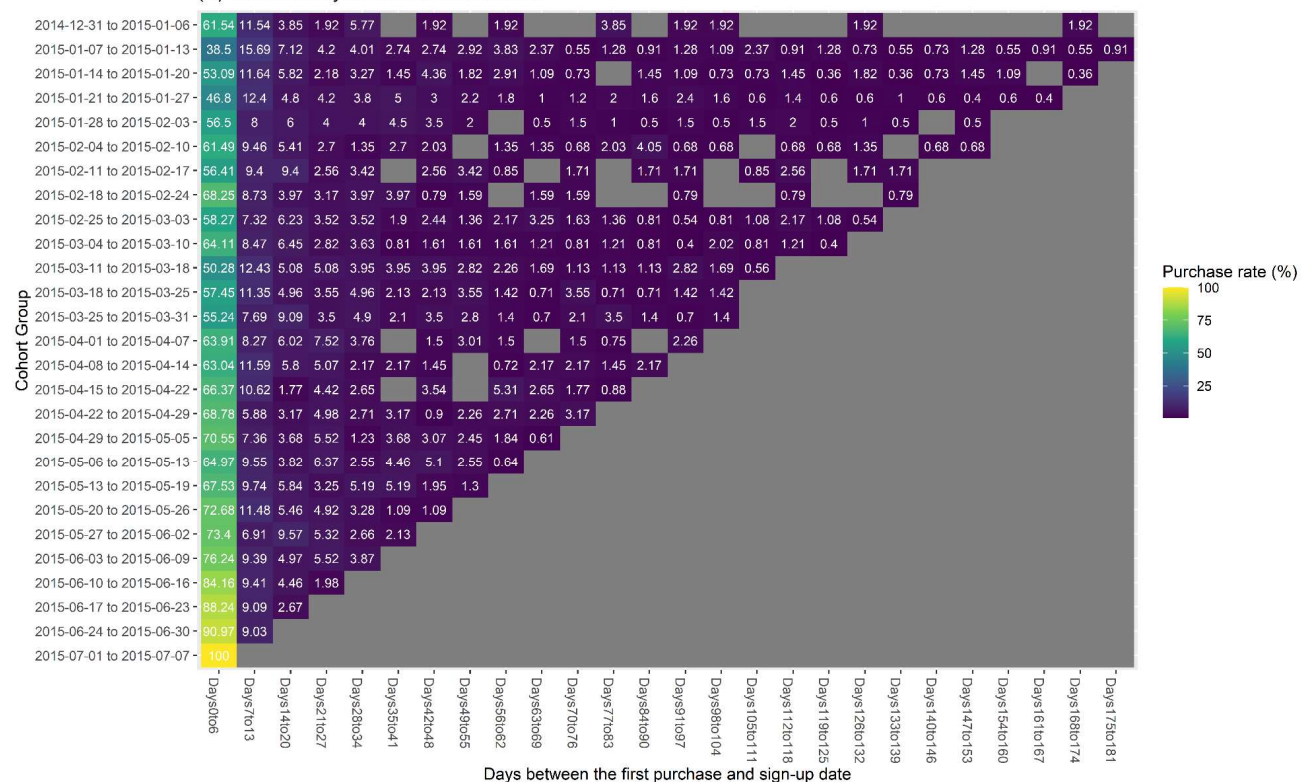


(A) Cohort analysis for weekly orders



(B) Cohort analysis for first-time orders



Heatmap for week-long cohort groups and their weekly purchase rates for (A) all weekly orders, and (B) first-time orders.

Y axis represents customers that signed up in a specific week (*e.g.*, first row = customers that signed up between 2014