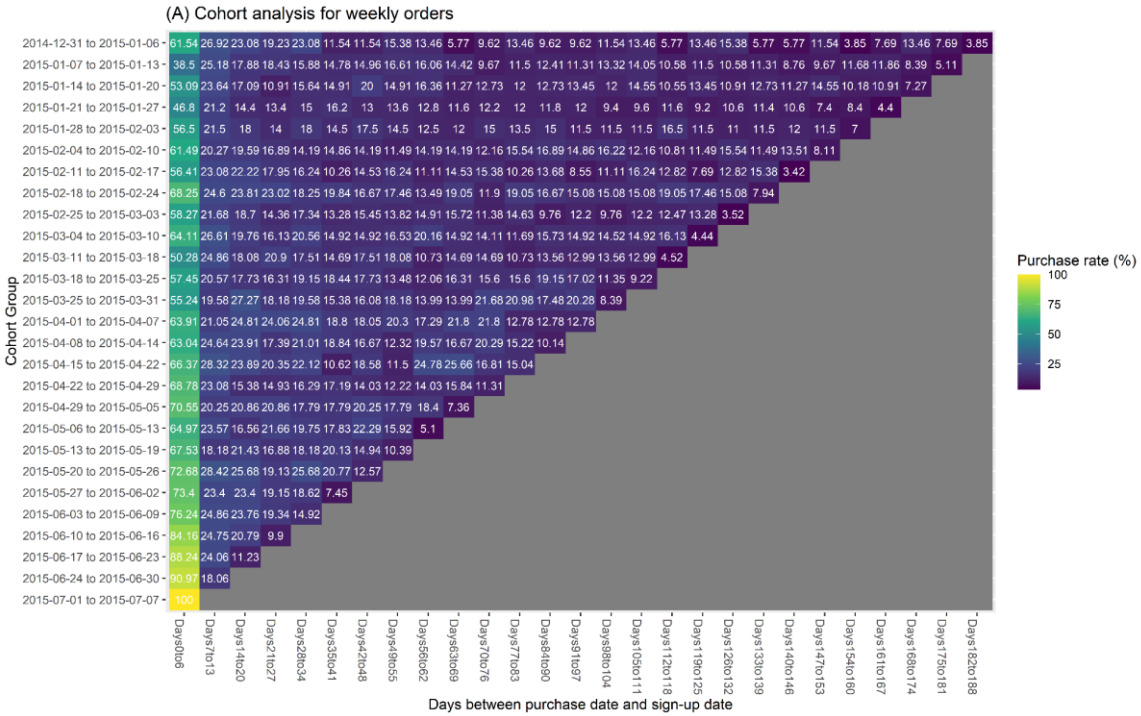

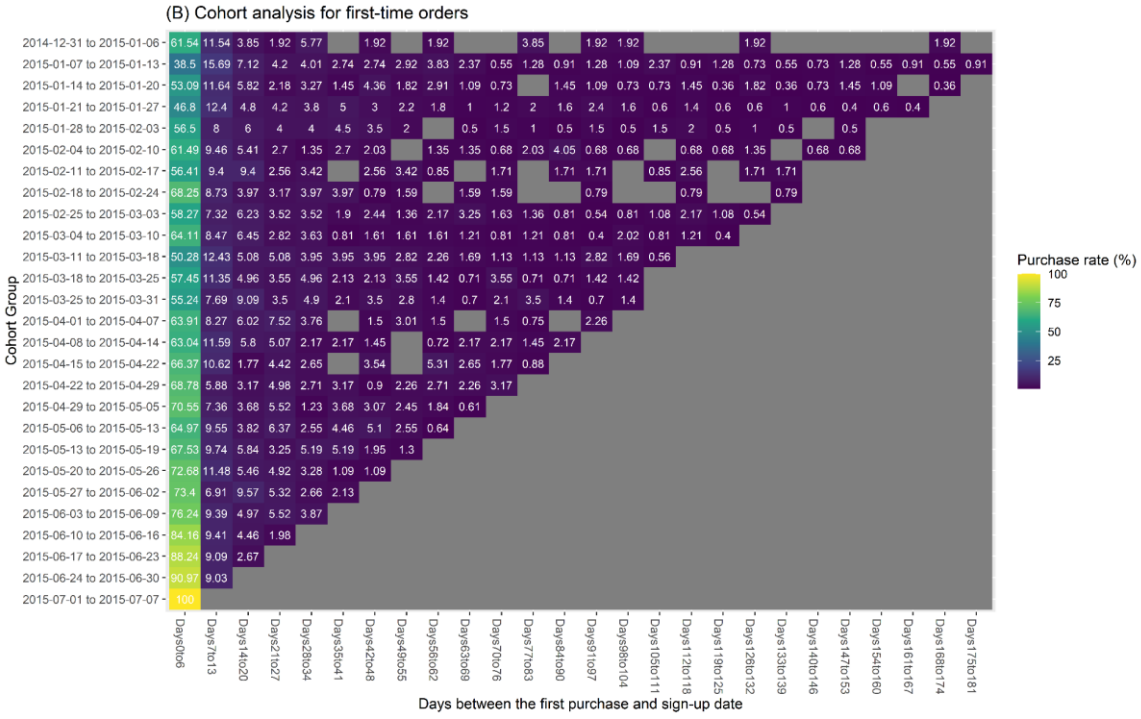

Heatmap for week-long cohort groups and their weekly purchase rates for (A) all weekly orders, and (B) first-time orders. Y axis represents customers that signed up in a specific week (*e.g.*, first row = customers that signed up between 2014-12-31 to 2015-01-06). X axis indicates the number of days between purchase date and customers' sign-up date. The color gradient of grids correspond to purchase rate (%), with bright yellow indicating 100% purchase rate, and dark purple correspond to 0%. Percentage of purchase rate is indicated within each grid.