

# COHORT ANALYSIS OF SUPERSTORE

BY ABIRAMAN

793

Total customers

98.49%

Overall Retention Rate

1.51%

Overall Churn Rate

First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12	FTC
January 2014	32	3		2	2		2	4	5	3	7	5	3	32
February 2014	24	4	2	1		2	2	3	3	4	4	1		24
March 2014	65	4	2	8	7		7	5	8	6	1	2	6	65
April 2014	56	6	2	4	3	8	6	9	8	1	4	5	8	56
May 2014	56	5	5	4	10	2	12	10	4	3	4	7	2	56
June 2014	48	1	2	4	2	9	8	1	4	6	5	5	3	48
July 2014	44	6	5		5	8	2		8	2	7	7	5	44

Region

All

Category

All

Year

All

Abs Numbers

Percentage

6

avg orders per customer

\$459

average order value

\$361

Avg life time value

12%

gross margin

33

Avg customer Lifespan(month)

# Revenue Retention across Monthly Cohorts

First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12
January 2014	100.00%	1.58%		10.34%	0.34%		0.82%	6.37%	11.31%	10.38%	22.06%	79.58%	13.06%
February 2014	100.00%	14.77%	13.88%	13.42%		16.24%	24.23%	277.26%	77.89%	147.80%	5.29%	1.43%	
March 2014	100.00%	2.76%	4.62%	5.99%	5.63%		5.19%	3.33%	10.84%	4.82%	0.66%	1.11%	4.49%
April 2014	100.00%	9.76%	3.54%	9.41%	1.84%	12.93%	5.04%	27.44%	17.76%	0.03%	7.71%	5.86%	23.55%
May 2014	100.00%	9.33%	10.31%	3.62%	48.24%	2.56%	55.48%	39.55%	13.63%	4.14%	19.55%	36.57%	5.04%
June 2014	100.00%	1.22%	0.11%	2.55%	0.36%	19.10%	11.28%	0.15%	0.51%	2.26%	10.32%	14.30%	1.56%

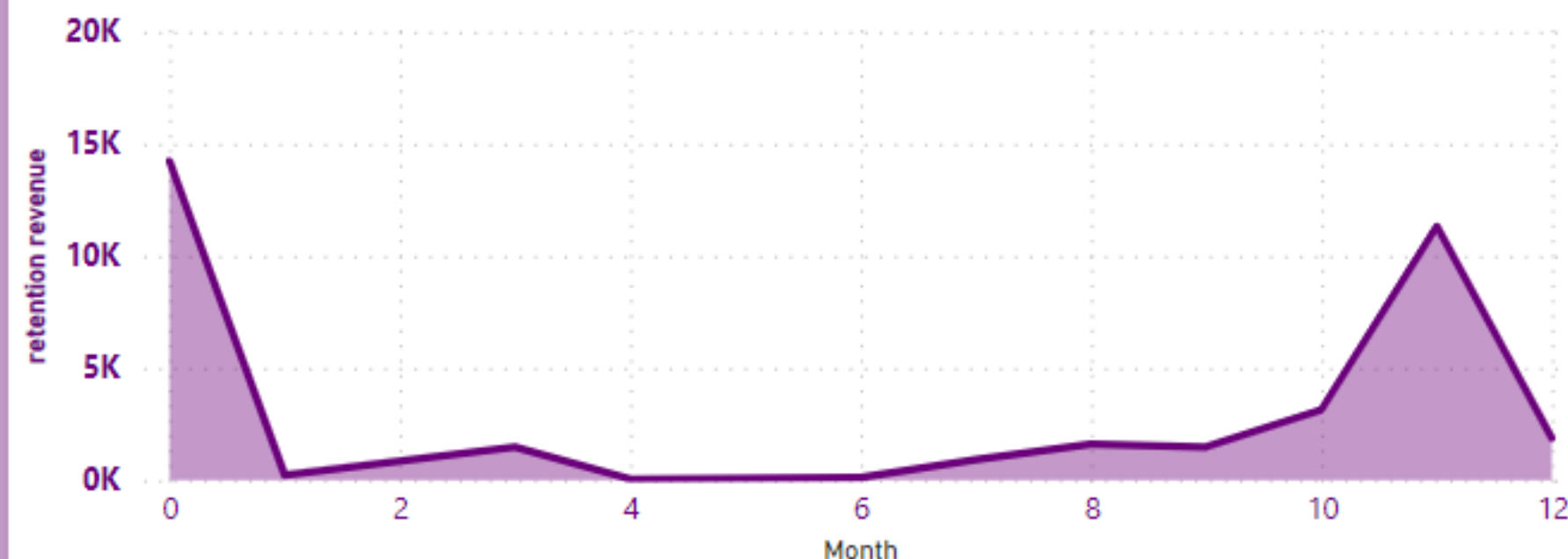
Monthly Cohorts

All

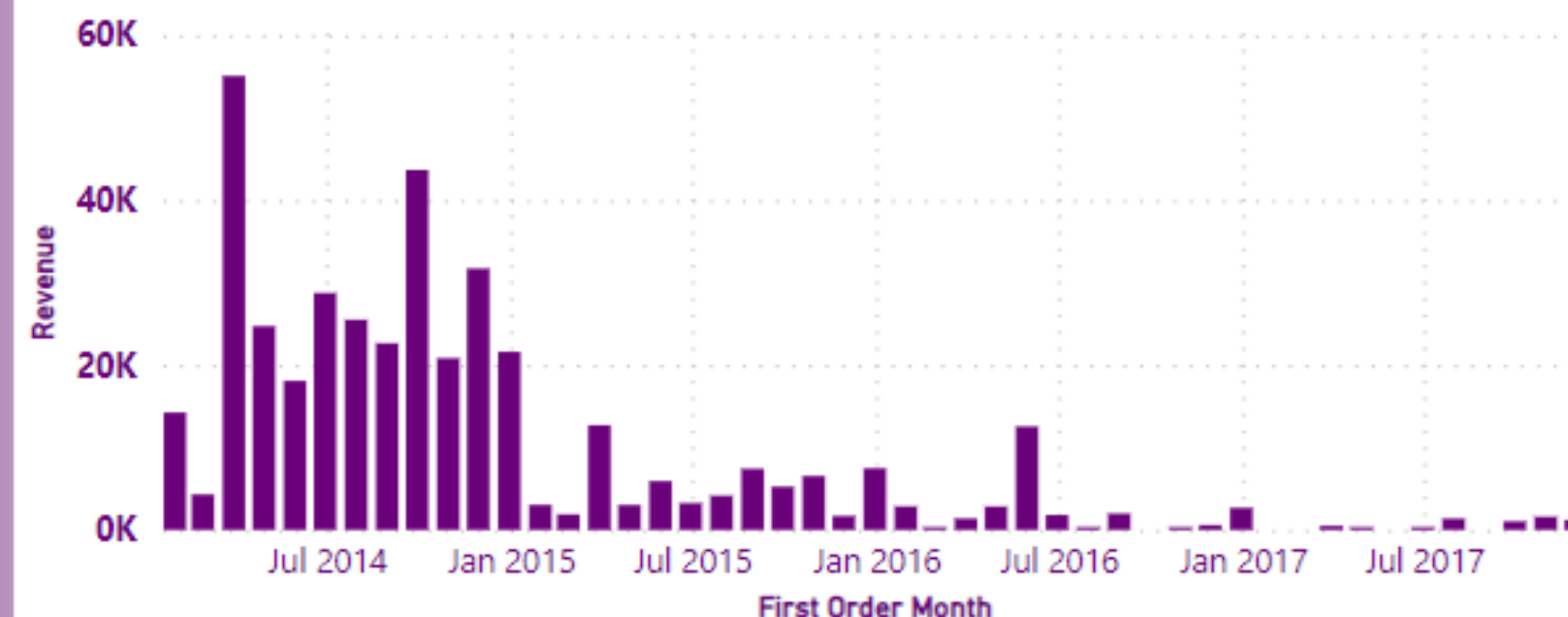
Retention Revenue

Retention Revenue  
Percentage

Retention Revenue by Cohorts Over Months



Initial Cohort Revenue



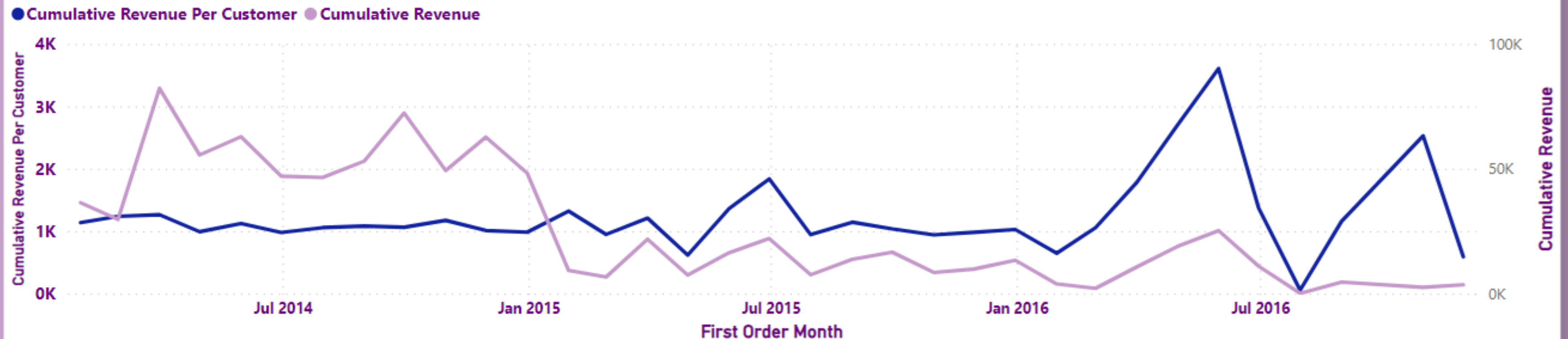
# Cumulative Revenue Generated by Each Cohorts

Cumulative Revenue

Cumulative Revenue  
per customer

First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12
January 2014	444.90	451.94	451.94	497.95	499.45	499.45	503.08	531.44	581.75	627.92	726.09	1,080.12	1,138.24
February 2014	178.94	205.37	230.22	254.23	254.23	283.29	326.64	822.78	962.16	1,226.65	1,236.12	1,238.68	1,238.68
March 2014	847.03	870.40	909.53	960.28	1,007.99	1,007.99	1,051.99	1,080.20	1,172.02	1,212.87	1,218.47	1,227.87	1,265.88
April 2014	441.20	484.25	499.88	541.41	549.52	606.58	628.82	749.88	828.22	828.34	862.36	888.22	992.14
May 2014	322.68	352.78	386.04	397.70	553.37	561.64	740.65	868.27	912.26	925.63	988.70	1,106.69	1,122.94
June 2014	598.66	605.98	606.63	621.92	624.09	738.45	805.98	806.89	809.94	823.48	885.24	970.87	980.19

## Cumulative Revenue Per Customer and Cumulative Revenue by Monthly Cohorts

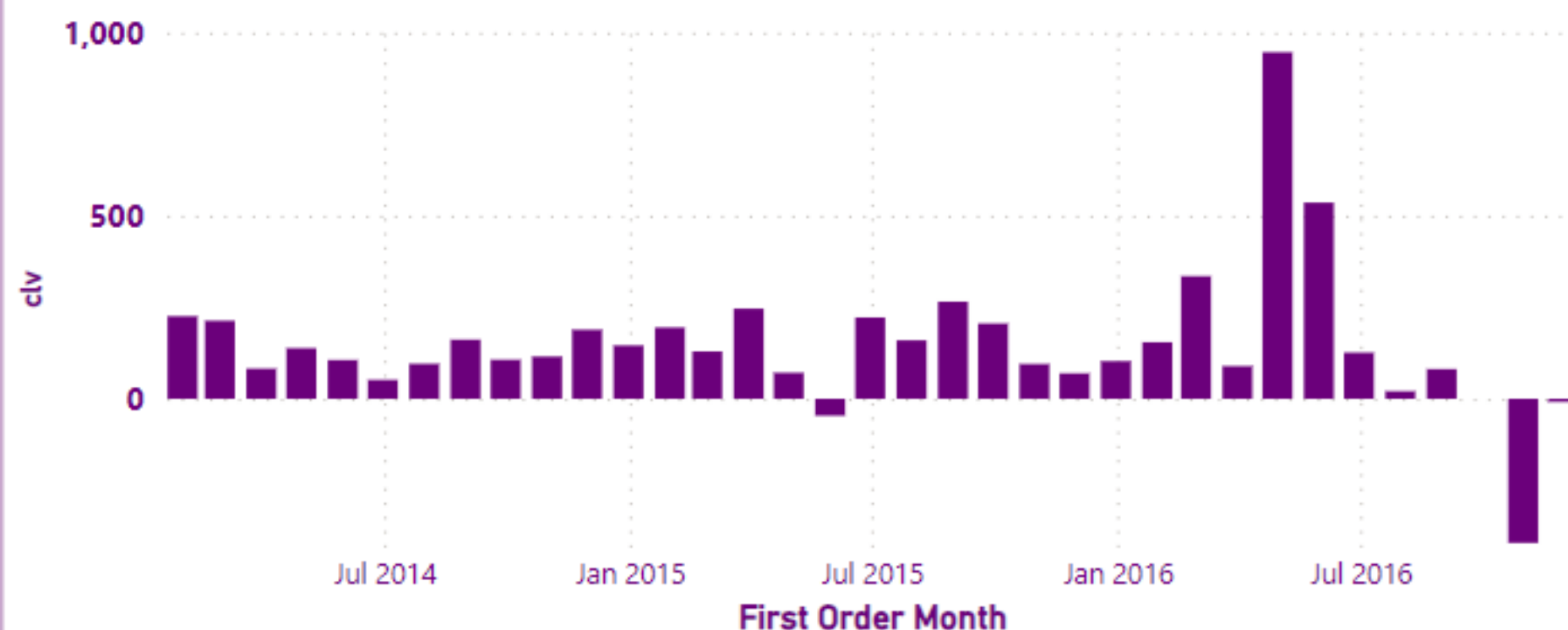




# Customer Lifetime Value by Each Cohorts

First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12
January 2014	88.19	89.58	89.58	98.70	99.00	99.00	99.72	105.34	115.31	124.47	143.92	214.10	225.62
February 2014	30.81	35.36	39.64	43.77	43.77	48.78	56.24	141.67	165.67	211.21	212.84	213.28	213.28
March 2014	55.14	56.66	59.21	62.51	65.62	65.62	68.48	70.32	76.30	78.95	79.32	79.93	82.41
April 2014	61.49	67.49	69.67	75.46	76.59	84.54	87.64	104.52	115.43	115.45	120.19	123.80	138.28
May 2014	30.45	33.29	36.43	37.53	52.23	53.01	69.90	81.94	86.10	87.36	93.31	104.45	105.98
June 2014	31.57	31.96	31.99	32.80	32.91	38.94	42.50	42.55	42.71	43.43	46.68	51.20	51.69
July 2014	52.37	56.86	59.01	59.01	61.72	70.47	76.14	76.14	85.55	86.25	89.88	91.50	95.61
August 2014	68.91	93.44	94.27	105.86	109.65	123.08	130.95	131.45	134.67	135.90	144.69	158.10	161.50

Customer Lifetime value after first year



Cohorts	CLV \$
January 2014	572.73
February 2014	541.40
March 2014	209.18
April 2014	351.02
May 2014	269.02
June 2014	131.21
July 2014	242.70
August 2014	409.97
September 2014	270.99
October 2014	292.79
November 2014	478.98
December 2014	369.80
January 2015	494.54
February 2015	228.20

Average CLV \$



406.25

To Triple the profit CAC



134.06

## Most Valuable Customers

Customer ID	Customer Name	CLV \$	Sales
RB-19360	Raymond Buch	17,531.91	15,117.34
SC-20095	Sanjit Chand	13,306.81	14,142.33
CC-12370	Christopher Conant	5,422.52	12,129.07
TS-21370	Todd Sumrall	2,627.30	11,891.75
GT-14710	Greg Tran	4,210.30	11,820.12
TB-21400	Tom Boeckenhauer	6,348.03	9,133.99
CM-12385	Christopher Martinez	7,388.02	8,954.02
AB-10060	Adam Bellavance	3,240.92	7,755.62
JM-15865	John Murray	3,593.96	7,625.08
FH-14365	Fred Hopkins	3,749.84	6,987.20
NM-18445	Nathan Mautz	5,807.47	6,459.34
DM-13015	Darrin Martin	2,888.89	6,345.10
RM-19675	Robert Marley	2,430.21	5,979.10
MW-18220	Mitch Webber	3,003.81	5,341.90
DW-13480	Dianna Wilson	2,432.67	5,271.63
MW-18235	Mitch Willingham	2,682.82	5,253.88
PO-19180	Philisse Overcash	2,493.49	4,893.04
CB-14575	Cynthia B. B. B.	2,270.26	4,716.20

## Top 10 Profitable Products

Product Name	Product ID	Profit
Canon imageCLASS 2200 Advanced Copier	TEC-CO-10004722	25,199.93
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	OFF-BI-10003527	7,753.04
Hewlett Packard LaserJet 3310 Copier	TEC-CO-10001449	6,983.88
Canon PC1060 Personal Laser Copier	TEC-CO-10003763	4,570.93
HP Designjet T520 Inkjet Large Format Printer - 24" Color	TEC-MA-10001127	4,094.98
Ativa V4110MDD Micro-Cut Shredder	TEC-MA-10003979	3,772.95
3D Systems 3D Printer	TEC-MA-10001047	3,717.07