

Date  
Sep 16, 2025 - Oct 26, 2025

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General reten...

Each cell is the sum of **Active users** divided by cohort size, for users who had **Any event**, in that week after login

Based on device data only

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
<div><div>Firebase app</div><div>Active users</div></div>	99.41%	0.88%	0.33%	0.19%	0.23%	0%	0%
Sep 16 - Sep 20, 2025 21 users	100%	0%	0%	0%	0%	0%	0%
Sep 21 - Sep 27, 2025 442 users	100%	1.13%	0.45%	0.23%	0.23%	0%	
Sep 28 - Oct 4, 2025 1,192 users	100%	0.92%	0.17%	0.17%	0%		
Oct 5 - Oct 11, 2025 1,058 users	100%	1.32%	0.47%	0.19%			
Oct 12 - Oct 18, 2025 1,759 users	100%	0.91%	0%				
Oct 19 - Oct 25, 2025 1,716 users	100%	0.47%					
Oct 26 - Oct 26, 2025 290 users	100%						