

	Cohort_Age							
First_Purchas_Month	1	2	3	4				
2020-09	12.50%	6.25%	0.00%	3.13%				
2020-10	7.49%	3.74%	0.53%	0.53%				
2020-11	5.46%	2.94%	0.42%	0.00%				
2020-12	4.43%	2.96%	0.00%	0.00%				
2021-01	6.87%	0.00%	0.00%	0.00%				
2021-02	0.00%	0.00%	0.00%	0.00%				

Cohort Retention % Each Month

- 1 Month
- 2 Month
- 3 Month
- 4 Month

