Cohort analysis | Definition and examples

My campaign [Daily view ▾] [Sort by installs ▾] [Cumulative revenue ▾] [Size by day ▾]

PURCHASING DATE	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11
19 October 2020 $2,358.16 • 18 SALES	$923.53 64	$923.53 64	$1191.53 104	$2383.06 127	$1191.53 104	$2383.06 127	$3602.14 184	$4213.83 265	$6954.53 362	$4213.83 265	$6954.53 362
20 October 2020 $2,459.21 • 15 SALES	$2383.06 127	$1191.53 104	$923.53 64	$3602.14 184	$2383.06 127	$3602.14 184	$4213.83 265	$2383.06 127	$3602.14 184	$6954.53 362	
21 October 2020 $2,850.27 • 22 SALES	$923.53 64	$2383.06 127	$3602.14 184	$923.53 64	$2383.06 127	$2383.06 127	$3602.14 184	$3602.14 184	$4213.83 265		
22 October 2020 $24,590.21 • 150 SALES	$2383.06 127	$923.53 64	$2383.06 127	$3602.14 184	$3602.14 184	$4213.83 265	$2383.06 127	$4213.83 265			
23 October 2020 $2,358.16 • 18 SALES	$923.53 64	$2383.06 127	$3602.14 184	$2383.06 127	$2383.06 127	$3602.14 184	$4213.83 265				
24 October 2020 $2,459.21 • 15 SALES	$2383.06 127	$3602.14 184	$1191.53 104	$3602.14 184	$3602.14 184	$3602.14 184					
25 October 2020 $2,850.27 • 22 SALES	$923.53 64	$923.53 64	$2383.06 127	$2383.06 127	$4213.83 265						
26 October 2020 $24,590.21 • 150 SALES	$1191.53 104	$3602.14 184	$2383.06 127	$2383.06 127							
27 October 2020 $2,459.21 • 15 SALES	$923.53 64	$1191.53 104	$3602.14 184								
28 October 2020	$2383.06	$2383.06									

Analyzing Customer Cohorts: From Acquisition to Drop-off

Cohort Month	New Customers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
December 2009	955	337	319	406	363	343	360	327	321	346	403	473	359	270	233	289	251	289	270	248	244	301	291	389	188
January 2010	383	79	119	117	101	115	99	88	107	122	116	66	85	68	72	58	90	76	71	75	93	74	94	22	
February 2010	376	89	84	109	92	75	72	107	95	103	43	47	57	65	46	75	60	61	54	86	86	61	22		
March 2010	443	84	102	107	103	90	109	134	122	48	51	63	89	72	89	75	77	69	78	89	94	35			
April 2010	294	57	57	48	54	66	81	77	31	32	22	41	41	46	46	46	41	44	53	66	17				
May 2010	254	40	43	44	45	65	54	32	15	21	29	34	39	39	25	32	35	42	39	12					
June 2010	270	47	51	55	62	77	34	24	22	32	29	37	40	33	30	33	36	55	14						
July 2010	186	29	34	55	54	26	21	27	27	21	25	27	25	25	36	32	44	15							
August 2010	162	33	48	52	28	19	16	20	22	21	21	20	25	30	29	32	11								
September 2010	243	55	57	30	22	25	33	24	31	32	28	24	53	40	39	13									
October 2010	377	97	55	47	33	31	49	52	40	35	40	49	72	87	26										
November 2010	325	57	30	31	25	28	42	32	28	29	36	47	83	20											
December 2010	76	7	4	7	9	5	4	7	4	2	7	15	2												
January 2011	71	12	15	14	15	11	11	9	8	15	18	8													
February 2011	124	20	19	23	27	19	19	18	18	22	7														
March 2011	179	33	39	36	40	27	37	36	43	17															
April 2011	106	27	21	21	19	25	19	27	12																
May 2011	111	26	27	18	24	23	29	13																	
June 2011	108	25	23	29	22	31	9																		
July 2011	102	22	31	28	35	16																			
August 2011	106	29	33	28	18																				
September 2011	189	51	71	28																					
October 2011	221	71	35																						
November 2011	192	27																							
December 2011	28																								
Total	**5881**	1354	1317	1333	1191	1117	1098	1054	946	898	875	951	970	795	671	685	645	651	579	576	534	471	407	411	188

MoM Cohort Performance Dashboard

12/1/2009   12/1/2011

5881
Active Customers

5881
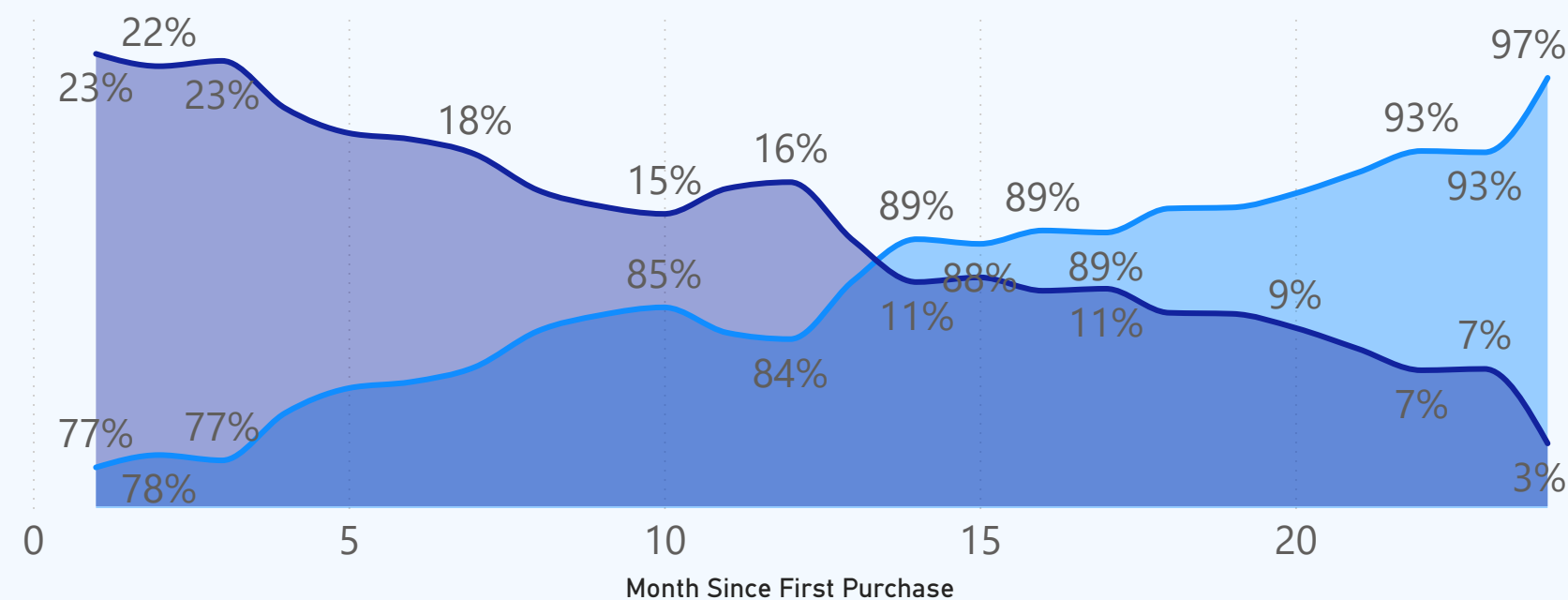New Customers

100%
(%)_New Customer

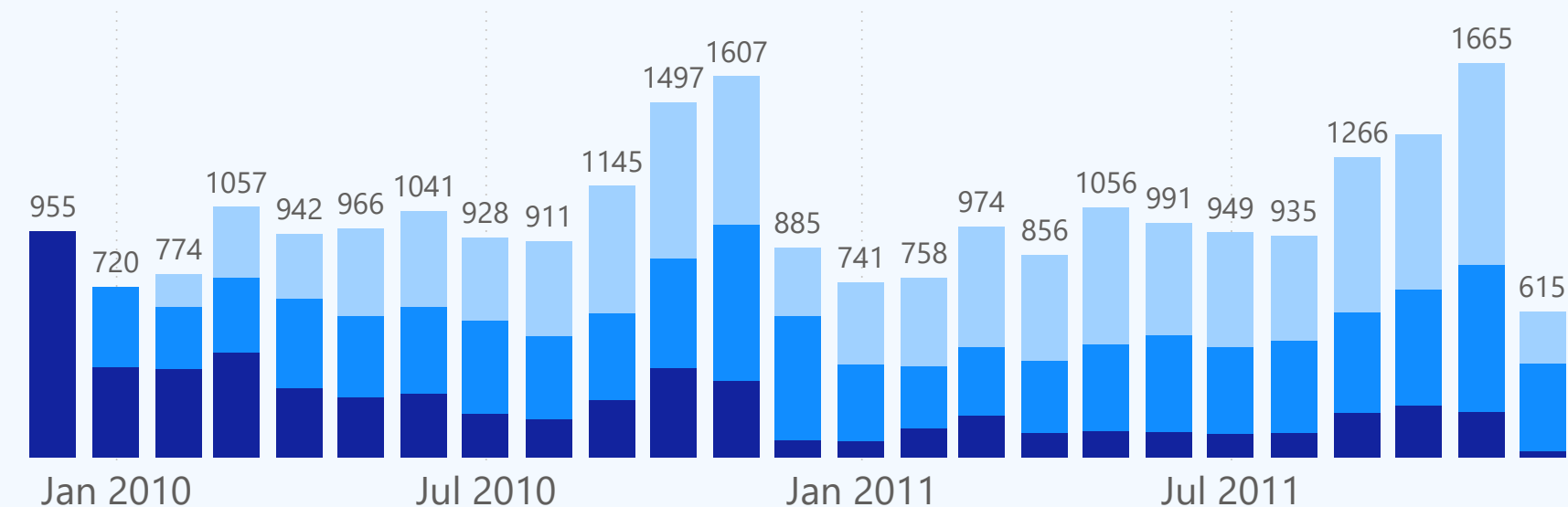## MoM Active Vs New Customers

● New Customers ● Active Customers

955
1057
1041
1607
974
1056
1665
720   443   911   741   856   935   615
376   270   377   179   102   221
254   162   71   28
Jan 2010   Jul 2010   Jan 2011   Jul 2011
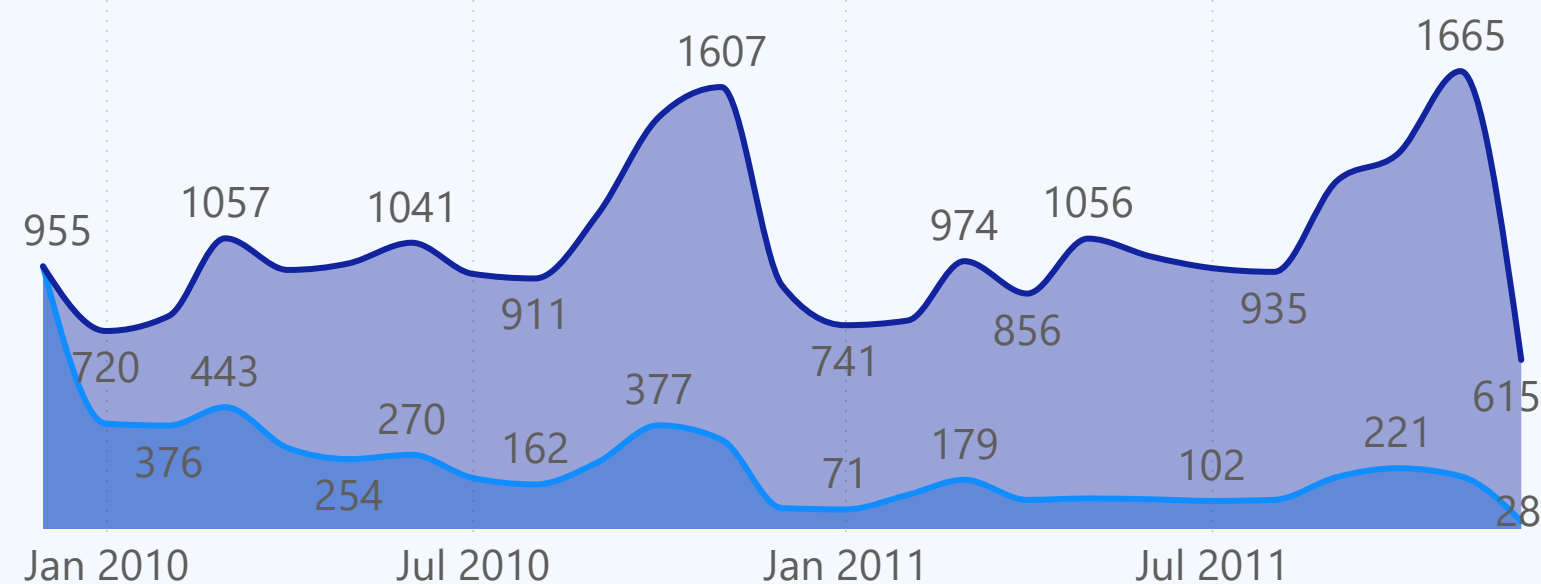
MoM Retention Rate Vs Churn Rate

● Churn Rate (%) ● Retention Rate (%)

22%
23%   23%
18%
15%   16%   89%   89%   93%   97%
85%   88%   89%   93%
84%   11%   11%   9%
77%   77%   7%   7%
78%   3%
0   5   10   15   20
Month Since First Purchase

MoM Customer Breakdown- New, Retained & Ressurected

● New Customers ● Retained Customers ● Ressurected Customers

955   720   774   1057   942   966   1041   928   911   1145   1497   1607   885   741   758   974   856   1056   991   949   935   1266   1665   615
Jan 2010   Jul 2010   Jan 2011   Jul 2011

MoM Lost Vs Resurrected Customers

● Lost Customers ● Ressurected Customers

618   679   1083   1294
657   670   577   646   777   851
458   300   403   505   446   488   742
270   350   546   468   441   510
136   285   216
Jan 2010   Apr 2010   Jul 2010   Oct 2010   Jan 2011   Apr 2011   Jul 2011   Oct 2011
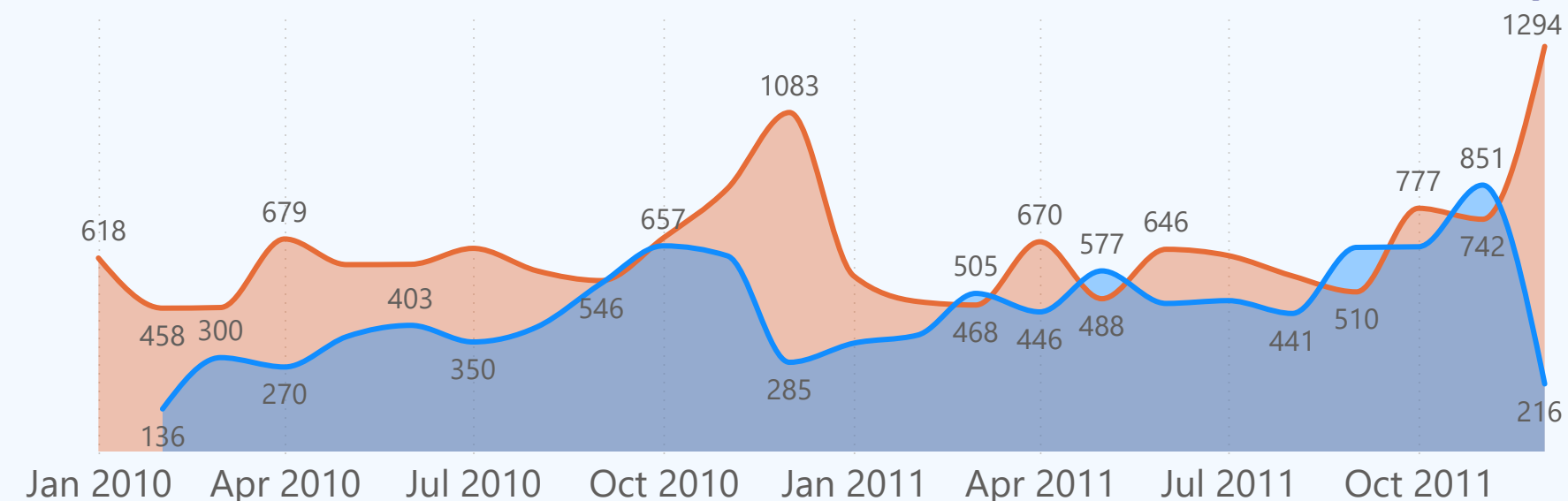
New Customers, Lost Customers and Retained Customers by Start of Month

● New Customers ● Lost Customers ● Retained Customers

955   618   679   1083   1294
657   670   646   777
458   443   378   392   468   410   742
387   345   270   546   377   304   365   510   622
376   254   351   179   488   221   371
262   162   71   262   106   102   28
Jan 2010   Jul 2010   Jan 2011   Jul 2011