Cohort Analysis

-TheLook eCommerce-

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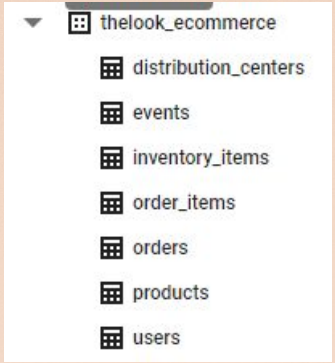
01

OVERVIEW

Overview of The Dataset

TheLook is a fictious eCommerce clothing site developed by the Looker team. The dataset contains synthetic database and provides contents for the purposes of product discovery, testing, and evaluation.



Dataset_TheLookeCommerce

02

Assignment Goals

Goals

Create monthly retention cohorts (based upon the date that a user purchased a product) and then how many of them (%) coming back for the following month in 2019 - 2022 and gain the insight.

For the query process & more info, click here

Data update : 17 June 2022 04:00 AM (GMT+7)

03
The Answer

Create monthly retention cohorts (based upon the date that a user purchased a product) and then how many of them (%) coming back for the following month in 2019 - 2022 and gain the insight

Filter Enter property name or value

Field name	Type	Mode
cohort_month	DATE	NULLABLE
cohort_size	INTEGER	NULLABLE
num_month	INTEGER	NULLABLE
total_users	INTEGER	NULLABLE
percentage	FLOAT	NULLABLE

Row	cohort_month	cohort_size	num_month	total_users	percentage
1	2019-01-01	26	0	26	1.0
2	2019-01-01	26	1	2	0.07692307692307692
3	2019-01-01	26	6	1	0.038461538461538464
4	2019-01-01	26	9	1	0.038461538461538464
5	2019-01-01	26	10	1	0.038461538461538464
6	2019-01-01	26	12	1	0.038461538461538464
7	2019-01-01	26	14	2	0.07692307692307692
8	2019-01-01	26	17	1	0.038461538461538464
9	2019-01-01	26	19	1	0.038461538461538464
10	2019-01-01	26	22	1	0.038461538461538464
11	2019-01-01	26	24	1	0.038461538461538464
12	2019-01-01	26	26	1	0.038461538461538464
13	2019-01-01	26	29	1	0.038461538461538464
14	2019-01-01	26	39	2	0.07692307692307692
15	2019-02-01	85	0	85	1.0

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SQL Syntax

For the query process & more info, click here

```sql
WITH cohort_item AS
  (SELECT
    user_id,
    MIN(DATE(DATE_TRUNC(created_at, MONTH))) AS cohort_month
  FROM bigquery-public-data.thelook_ecommerce.order_items
  GROUP BY user_id),

--- Find the size of each cohort by counting the number of ids that purchased for the first time in a month - cohort_size
cohort_size AS
  (SELECT
    cohort_month,
    COUNT(1) as num_users
  FROM cohort_item
  GROUP BY cohort_month),

--2. Measure Activity After Cohort Month
--- Find what months there's been activity after their cohort month.

user_activities AS
(SELECT
    DATE_DIFF ((DATE(DATE_TRUNC(oi.created_at, MONTH))),cohort_item.cohort_month,MONTH) AS num_month,
    oi.user_id AS user_id
    FROM bigquery-public-data.thelook_ecommerce.order_items AS oi
    LEFT JOIN cohort_item
    ON cohort_item.user_id = oi.user_id
    WHERE EXTRACT(YEAR FROM cohort_item.cohort_month) IN (2019,2020,2021,2022)
    GROUP BY 2,1),

---count how many users were retained in each month after their cohort month -- retention_table
retention_table AS
(SELECT
  c.cohort_month,
  a.num_month,
  COUNT(1) as num_users
FROM user_activities AS a
LEFT JOIN cohort_item AS c
ON a.user_id = c.user_id
GROUP BY 1, 2)

--3. FINAL
----divide the number of remaining users by the cohort size
---- (cohort_month, size, month_number, percentage)
SELECT
  r.cohort_month,
  s.num_users AS cohort_size,
  r.num_month,
  r.num_users AS total_users,
r.num_users/s.num_users AS percentage
FROM retention_table AS r
LEFT JOIN cohort_size AS s
ON r.cohort_month = s.cohort_month
WHERE r.cohort_month IS NOT NULL
ORDER BY 1,3;
```

Result Overview

The query results a monthly retention cohorts based upon the first date of a user's purchase and the following months in 2019 - 2022.

But for the further analysis we'll analyze the time frame of the latest 1 year (2021-2022) to measure our user engagement for the next marketing strategy.

Cohort Analysis

AVERAGE of pe	num_month												
cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	100.00%	6.74%	4.43%	4.18%	4.63%	4.47%	5.17%	4.51%	3.72%	5.42%	4.63%	4.59%	2.44%	11.92%
2021-07-01	100.00%	7.15%	4.61%	4.81%	5.54%	5.61%	5.61%	4.46%	5.57%	4.58%	5.38%	2.42%		12.98%
2021-08-01	100.00%	6.46%	4.68%	5.48%	6.17%	5.62%	5.30%	5.88%	4.75%	5.62%	2.87%			13.89%
2021-09-01	100.00%	7.18%	5.76%	5.37%	5.51%	5.08%	5.55%	5.37%	5.76%	3.09%				14.87%
2021-10-01	100.00%	8.21%	7.04%	6.15%	5.66%	6.41%	6.45%	6.18%	3.01%					16.57%
2021-11-01	100.00%	8.08%	6.56%	6.79%	7.83%	6.28%	7.13%	3.30%						18.25%
2021-12-01	100.00%	10.78%	6.94%	8.35%	7.48%	7.63%	4.38%							20.79%
2022-01-01	100.00%	9.07%	9.21%	8.75%	8.43%	4.58%								23.34%
2022-02-01	100.00%	12.99%	9.74%	9.19%	5.01%									27.39%
2022-03-01	100.00%	13.70%	11.76%	5.63%										32.77%
2022-04-01	100.00%	16.88%	8.17%											41.68%
2022-05-01	100.00%	14.88%												57.44%
2022-06-01	100.00%													100.00%
Grand Total	**100.00%**	**10.18%**	**7.17%**	**6.47%**	**6.25%**	**5.71%**	**5.66%**	**4.95%**	**4.56%**	**4.68%**	**4.29%**	**3.51%**	**2.44%**	**19.79%**

SUM of total_us	num_month												
cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	2418	163	107	101	112	108	125	109	90	131	112	111	59	3746
2021-07-01	2601	186	120	125	144	146	146	116	145	119	140	63		4051
2021-08-01	2756	178	129	151	170	155	146	162	131	155	79			4212
2021-09-01	2813	202	162	151	155	143	156	151	162	87				4182
2021-10-01	3056	251	215	188	173	196	197	189	92					4557
2021-11-01	3154	255	207	214	247	198	225	104						4604
2021-12-01	3330	359	231	278	249	254	146							4847
2022-01-01	3736	339	344	327	315	171								5232
2022-02-01	3634	472	354	334	182									4976
2022-03-01	4335	594	510	244										5683
2022-04-01	4787	808	391											5986
2022-05-01	5839	869												6708
2022-06-01	5672													5672
Grand Total	**48131**	**4676**	**2770**	**2113**	**1747**	**1371**	**1141**	**831**	**620**	**492**	**331**	**174**	**59**	**64456**

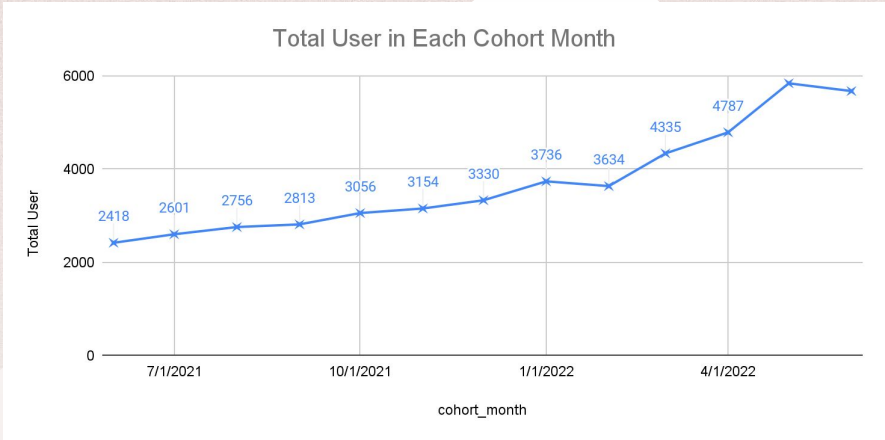
For further analysis process, click here

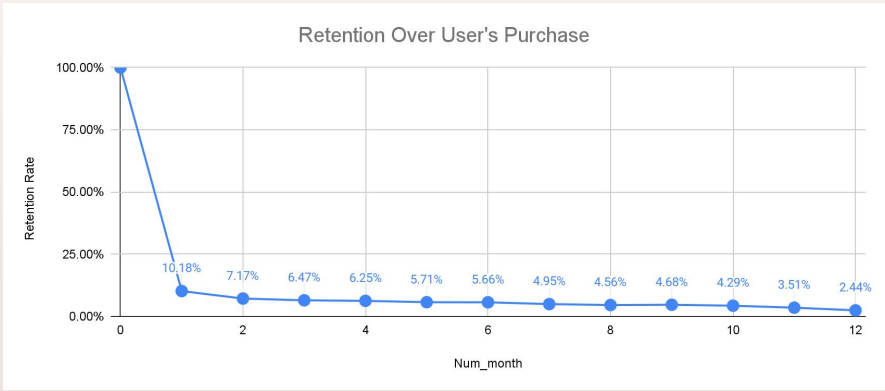
Cohort Analysis

The **total user in each cohort month** shows an **upward trend** in a year (number of user increasing over time).

The retention curve shows the retention of the cohorts over time, out of all new users during the time range (48131 users), **10.18%** are retained on **1** month after, **5.66%** on **6** months after, and **2.44%** on **12** months after.

Overall, in the time frame of **6** months, the user who come back to purchase in the marketplace is decreasing around **50%.**





For further analysis process, click here

Hypothesis

1. Decreasing activity in Active users in the same cohort within a year;
2. Decreasing activity in non-active users in the same cohort within a year;
3. The total user who completed their orders has decreased within a year.

Hypothesis 1 :
Decreasing activity in Active users in the same cohort within a year

Filter Enter property name or value

Field name	Type	Mode
cohort_month	DATE	NULLABLE
cohort_size	INTEGER	NULLABLE
num_month	INTEGER	NULLABLE
total_users	INTEGER	NULLABLE
percentage	FLOAT	NULLABLE

question7_addition_activeuser QUERY SHARE COPY SNAPSHOT DELETE EXPORT

SCHEMA DETAILS PREVIEW

Row	cohort_month	cohort_size	num_month	total_users	percentage
1	2022-01-01	269	1	50	0.18587360594795538
2	2022-01-01	269	2	53	0.19702602230483271
3	2022-01-01	269	3	49	0.18215613382899629
4	2022-01-01	269	4	43	0.15985130111524162
5	2022-01-01	269	5	29	0.10780669144981413
6	2022-01-01	269	0	269	1.0
7	2022-02-01	272	1	59	0.21691176470588236
8	2022-02-01	272	2	53	0.19485294117647059
9	2022-02-01	272	3	59	0.21691176470588236
10	2022-02-01	272	4	33	0.12132352941176471
11	2022-02-01	272	0	272	1.0
12	2019-01-01	26	0	26	1.0
13	2019-01-01	26	6	1	0.038461538461538464
14	2019-01-01	26	9	1	0.038461538461538464
15	2019-01-01	26	10	1	0.038461538461538464

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Active users

Cohort month = registered date

Hypothesis 1 - SQL Syntax

For the query process & more info, click here

```sql
#Addition for Question 7 - Measure the activities of Active Users (cohort month = registered date) throughout the period
WITH cohort_items_temp AS
  (SELECT
    user_id,
    MIN(DATE(DATE_TRUNC(created_at, MONTH))) AS cohort_month
  FROM bigquery-public-data.thelook_ecommerce.order_items
  GROUP BY user_id),

cohort_item AS
(SELECT cohort_items_temp.*,
from cohort_items_temp
left join bigquery-public-data.thelook_ecommerce.users AS user
ON cohort_items_temp.user_id = user.id
WHERE cohort_month = date(date_trunc(user.created_at,MONTH))),

--- Find the size of each cohort by counting the number of unique ids that purchased for the first time in a month - cohort_size
cohort_size AS
  (SELECT
    cohort_month,
    COUNT(1) as num_users
  FROM cohort_item
  GROUP BY cohort_month),

--2. Measure Activity After Cohort Month
--- Find what months there's been activity after their cohort month.

user_activities AS
(SELECT
    DATE_DIFF ((DATE(DATE_TRUNC(oi.created_at, MONTH))),cohort_item.cohort_month,MONTH) AS num_month,
    oi.user_id AS user_id
    FROM bigquery-public-data.thelook_ecommerce.order_items AS oi
    LEFT JOIN cohort_item
    ON cohort_item.user_id = oi.user_id
    WHERE EXTRACT(YEAR FROM cohort_item.cohort_month) IN (2019,2020,2021,2022)
    GROUP BY 1, 2),

---count how many users were retained in each month after their cohort month -- retention_table
retention_table AS
(SELECT
  c.cohort_month,
  a.num_month,
  COUNT(1) as num_users
FROM user_activities AS a
LEFT JOIN cohort_item AS c
ON a.user_id = c.user_id
GROUP BY 1, 2)

--3. FINAL
----divide the number of remaining users by the cohort size
---- (cohort_month, size, month_number, percentage)
SELECT
  r.cohort_month,
  s.num_users AS cohort_size,
  r.num_month,
  r.num_users AS total_users,
r.num_users/s.num_users AS percentage
FROM retention_table AS r
LEFT JOIN cohort_size AS s
ON r.cohort_month = s.cohort_month
WHERE r.cohort_month IS NOT NULL
ORDER BY 1,3;
```

Hypothesis 1 :
Decreasing activity in Active users in the same cohort within a year

AVERAGE of pe num_month

cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	100.00%	12.77%	6.38%	6.38%	7.45%	8.51%	5.32%	4.26%	4.26%	11.70%	7.45%	9.57%	4.26%	14.48%
2021-07-01	100.00%	11.71%	13.51%	3.60%	11.71%	8.11%	10.81%	7.21%	16.22%	9.91%	9.01%	1.80%		16.97%
2021-08-01	100.00%	12.50%	3.13%	10.00%	7.50%	10.63%	8.13%	9.38%	6.25%	6.88%	3.13%			16.14%
2021-09-01	100.00%	14.50%	12.98%	6.87%	9.92%	4.58%	10.69%	7.63%	9.92%	7.63%				18.47%
2021-10-01	100.00%	17.54%	12.87%	11.11%	11.70%	13.45%	8.77%	12.28%	9.36%					21.90%
2021-11-01	100.00%	17.19%	9.90%	10.94%	13.54%	12.50%	15.63%	7.81%						23.44%
2021-12-01	100.00%	20.41%	19.18%	15.92%	15.51%	12.65%	8.57%							27.46%
2022-01-01	100.00%	15.81%	23.50%	17.95%	20.51%	10.68%								31.41%
2022-02-01	100.00%	26.95%	26.60%	22.70%	12.06%									37.66%
2022-03-01	100.00%	29.00%	24.50%	12.00%										41.38%
2022-04-01	100.00%	39.40%	22.20%											53.87%
2022-05-01	100.00%	38.19%												69.10%
2022-06-01	100.00%													100.00%
Grand Total	**100.00%**	**21.33%**	**15.89%**	**11.75%**	**12.21%**	**10.14%**	**9.70%**	**8.09%**	**9.20%**	**9.03%**	**6.53%**	**5.69%**	**4.26%**	**24.98%**

SUM of total_use num_month

cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	94	12	6	6	7	8	5	4	4	11	7	9	4	177
2021-07-01	111	13	15	4	13	9	12	8	18	11	10	2		226
2021-08-01	160	20	5	16	12	17	13	15	10	11	5			284
2021-09-01	131	19	17	9	13	6	14	10	13	10				242
2021-10-01	171	30	22	19	20	23	15	21	16					337
2021-11-01	192	33	19	21	26	24	30	15						360
2021-12-01	245	50	47	39	38	31	21							471
2022-01-01	234	37	55	42	48	25								441
2022-02-01	282	76	75	64	34									531
2022-03-01	400	116	98	48										662
2022-04-01	599	236	133											968
2022-05-01	1029	393												1422
2022-06-01	2901													2901
Grand Total	**6549**	**1035**	**492**	**268**	**211**	**143**	**110**	**73**	**61**	**43**	**22**	**11**	**4**	**9022**

For further analysis process, click here

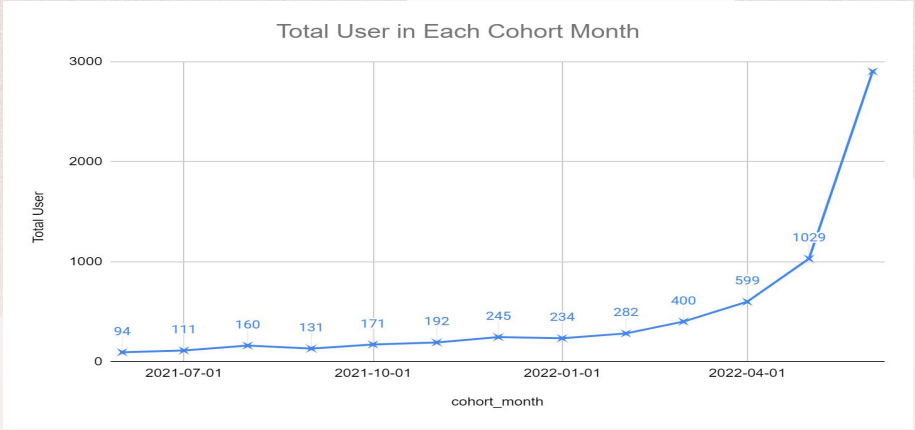
Hypothesis 1 :
Decreasing activity in Active users in the same cohort within a year

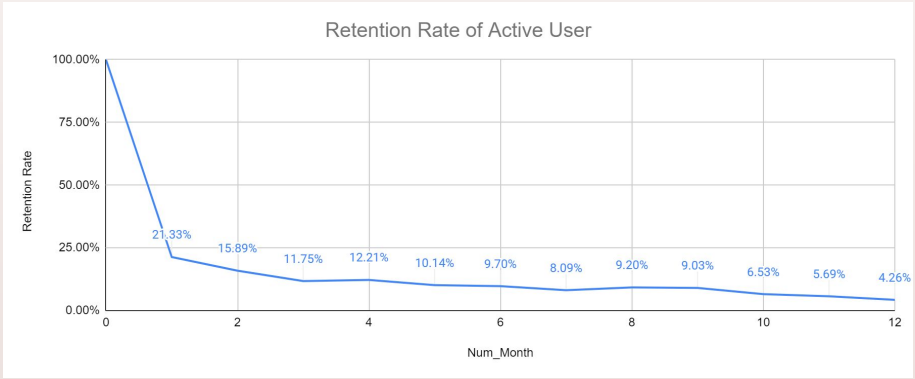
The total of active users in each cohort month shows an **upward exponential trend** in a year because of the high rise up in the 12 months after.

The retention curve shows the retention of the cohorts over time, out of all new active users during the time range **(6549 users)**, **21.33%** are retained on **1 month after**, **9.70%** on **6 months after**, and **4.26% on 12 months after**.

In summary, in the time frame of **6 months**, the active user who come back to purchase in the marketplace is **decreasing around 50%** (the same as our main cohort analysis)

For further analysis process, click here





Hypothesis 2 :
Decreasing activity in non-active users in the same cohort within a year

Filter Enter property name or value

Field name	Type	Mode
cohort_month	DATE	NULLABLE
cohort_size	INTEGER	NULLABLE
num_month	INTEGER	NULLABLE
total_users	INTEGER	NULLABLE
percentage	FLOAT	NULLABLE

question7_addition_nonactiveuser QUERY SHARE COPY SNAPSHOT DELETE EXPORT

SCHEMA DETAILS PREVIEW

Row	cohort_month	cohort_size	num_month	total_users	percentage
1	2019-02-01	58	11	5	0.086206896551724144
2	2019-02-01	58	31	4	0.068965517241379309
3	2019-02-01	58	0	58	1.0
4	2019-02-01	58	1	3	0.051724137931034482
5	2019-02-01	58	5	3	0.051724137931034482
6	2019-02-01	58	7	3	0.051724137931034482
7	2019-02-01	58	18	3	0.051724137931034482
8	2019-02-01	58	26	3	0.051724137931034482
9	2019-02-01	58	29	3	0.051724137931034482
10	2019-02-01	58	2	1	0.017241379310344827
11	2019-02-01	58	6	1	0.017241379310344827
12	2019-02-01	58	8	1	0.017241379310344827
13	2019-02-01	58	10	1	0.017241379310344827
14	2019-02-01	58	15	1	0.017241379310344827
15	2019-02-01	58	17	1	0.017241379310344827

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Non-Active users

Cohort month > registered date

Hypothesis 2 - SQL Syntax

For the query process & more info, click here

```sql
#Addition for Question 7 - Measure the activities of Non-Active Users (cohort month > registered date) throughout the period
WITH cohort_items_temp AS
  (SELECT
    user_id,
    MIN(DATE(DATE_TRUNC(created_at, MONTH))) AS cohort_month
  FROM bigquery-public-data.thelook_ecommerce.order_items
  GROUP BY user_id),

cohort_item AS
(SELECT cohort_items_temp.*,
from cohort_items_temp
left join bigquery-public-data.thelook_ecommerce.users AS user
ON cohort_items_temp.user_id = user.id
WHERE cohort_month > date(date_trunc(user.created_at,MONTH))),

--- Find the size of each cohort by counting the number of unique ids that purchased for the first time in a month - cohort_size
cohort_size AS
  (SELECT
    cohort_month,
    COUNT(1) as num_users
  FROM cohort_item
  GROUP BY cohort_month),

--2. Measure Activity After Cohort Month
--- Find what months there's been activity after their cohort month.

user_activities AS
(SELECT
    DATE_DIFF ((DATE(DATE_TRUNC(oi.created_at, MONTH))),cohort_item.cohort_month,MONTH) AS num_month,
    oi.user_id AS user_id
    FROM bigquery-public-data.thelook_ecommerce.order_items AS oi
    LEFT JOIN cohort_item
    ON cohort_item.user_id = oi.user_id
    WHERE EXTRACT(YEAR FROM cohort_item.cohort_month) IN (2019,2020,2021,2022)
    GROUP BY 1, 2),

---count how many users were retained in each month after their cohort month -- retention_table
retention_table AS
(SELECT
  c.cohort_month,
  a.num_month,
  COUNT(1) as num_users
FROM user_activities AS a
LEFT JOIN cohort_item AS c
ON a.user_id = c.user_id
GROUP BY 1, 2)

--3. FINAL
----divide the number of remaining users by the cohort size
---- (cohort_month, size, month_number, percentage)
SELECT
  r.cohort_month,
  s.num_users AS cohort_size,
  r.num_month,
  r.num_users AS total_users,
r.num_users/s.num_users AS percentage
FROM retention_table AS r
LEFT JOIN cohort_size AS s
ON r.cohort_month = s.cohort_month
WHERE r.cohort_month IS NOT NULL
ORDER BY 1,3;
```

Hypothesis 2 :
Decreasing activity in non-active users in the same cohort within a year

AVERAGE of pe num_month

cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	100.00%	6.50%	4.35%	4.09%	4.52%	4.30%	5.16%	4.52%	3.70%	5.16%	4.52%	4.39%	2.37%	11.81%
2021-07-01	100.00%	6.95%	4.22%	4.86%	5.26%	5.50%	5.38%	4.34%	5.10%	4.34%	5.22%	2.45%		12.80%
2021-08-01	100.00%	6.09%	4.78%	5.20%	6.09%	5.32%	5.12%	5.66%	4.66%	5.55%	2.85%			13.76%
2021-09-01	100.00%	6.82%	5.41%	5.29%	5.29%	5.11%	5.29%	5.26%	5.56%	2.87%				14.69%
2021-10-01	100.00%	7.66%	6.69%	5.86%	5.30%	6.00%	6.31%	5.82%	2.63%					16.25%
2021-11-01	100.00%	7.49%	6.35%	6.52%	7.46%	5.87%	6.58%	3.00%						17.91%
2021-12-01	100.00%	10.02%	5.96%	7.75%	6.84%	7.23%	4.05%							20.26%
2022-01-01	100.00%	8.62%	8.25%	8.14%	7.62%	4.17%								22.80%
2022-02-01	100.00%	11.81%	8.32%	8.05%	4.42%									26.52%
2022-03-01	100.00%	12.15%	10.47%	4.98%										31.90%
2022-04-01	100.00%	13.66%	6.16%											39.94%
2022-05-01	100.00%	9.90%												54.95%
2022-06-01	100.00%													100.00%
Grand Total	**100.00%**	**8.97%**	**6.45%**	**6.07%**	**5.87%**	**5.44%**	**5.42%**	**4.77%**	**4.33%**	**4.48%**	**4.20%**	**3.42%**	**2.37%**	**19.38%**

SUM of total_us num_month

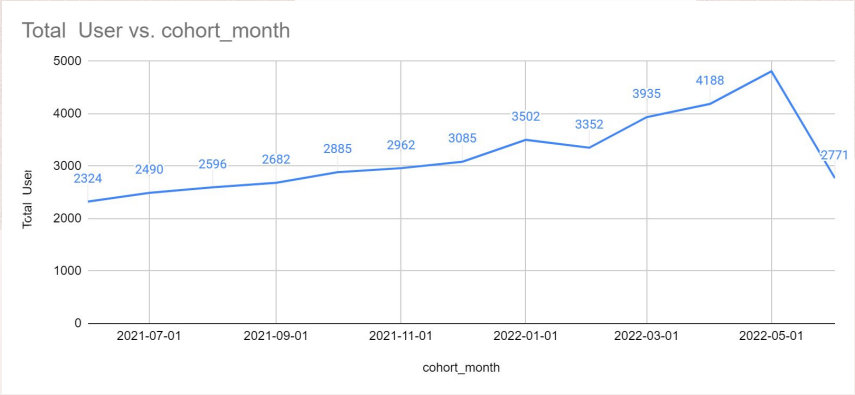
cohort_month	0	1	2	3	4	5	6	7	8	9	10	11	12	Grand Total
2021-06-01	2324	151	101	95	105	100	120	105	86	120	105	102	55	3569
2021-07-01	2490	173	105	121	131	137	134	108	127	108	130	61		3825
2021-08-01	2596	158	124	135	158	138	133	147	121	144	74			3928
2021-09-01	2682	183	145	142	142	137	142	141	149	77				3940
2021-10-01	2885	221	193	169	153	173	182	168	76					4220
2021-11-01	2962	222	188	193	221	174	195	89						4244
2021-12-01	3085	309	184	239	211	223	125							4376
2022-01-01	3502	302	289	285	267	146								4791
2022-02-01	3352	396	279	270	148									4445
2022-03-01	3935	478	412	196										5021
2022-04-01	4188	572	258											5018
2022-05-01	4810	476												5286
2022-06-01	2771													2771
Grand Total	**41582**	**3641**	**2278**	**1845**	**1536**	**1228**	**1031**	**758**	**559**	**449**	**309**	**163**	**55**	**55434**

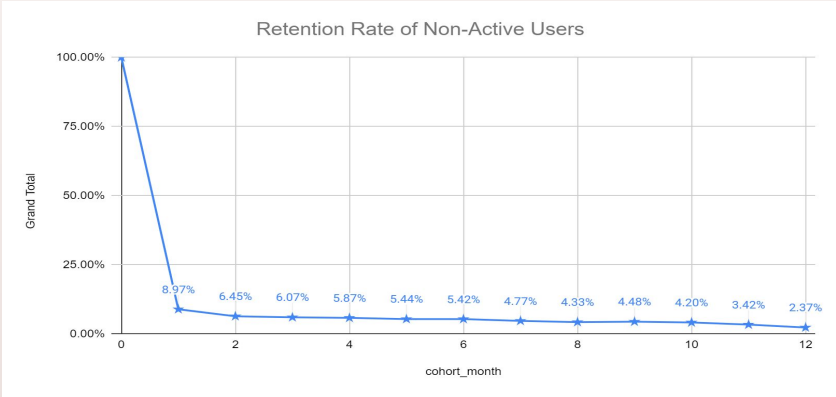
For further analysis process, click here

Hypothesis 2 :
Decreasing activity in Non-Active users in the same cohort within a year

The total of non-active users in each cohort month shows **an upward trend until 11 months** after and **a large drop occurs in the 12 months after.**

The retention curve shows the retention of the cohorts over time, out of all new active users during the time range **(41582 users), 8.97%** are retained on **1 month** after, **5.42%** on **6 months after**, and **2.37% on 12 months after**.





For further analysis process, click here

Hypothesis 3 :
The total user who completed their orders has decreased within a year

Filter Enter property name or value

Field name	Type	Mode
purchased_month	DATE	NULLABLE
total_user_purchased	INTEGER	NULLABLE
total_user_completed_orders	INTEGER	NULLABLE
total_user_cancelled_orders	INTEGER	NULLABLE
total_user_returned_orders	INTEGER	NULLABLE

question7_addition_purchasedstatus QUERY SHARE COPY SNAPSHOT DELETE EXPORT

SCHEMA DETAILS PREVIEW

Row	purchased_month	total_user_purchased	total_user_completed_orders	total_user_cancelled_orders	total_user_returned_orders
1	2019-01-01	26	7	8	1
2	2019-02-01	87	22	12	6
3	2019-03-01	157	42	23	15
4	2019-04-01	228	59	40	24
5	2019-05-01	349	79	56	41
6	2019-06-01	387	92	49	43
7	2019-07-01	497	136	77	55
8	2019-08-01	553	132	73	63
9	2019-09-01	658	178	113	53
10	2019-10-01	695	173	99	70
11	2019-11-01	819	202	132	80
12	2019-12-01	924	242	137	100
13	2020-01-01	1054	267	155	125
14	2020-02-01	1080	287	163	99
15	2020-03-01	1378	347	212	147

Results per page: 50 1 – 42 of 42

Hypothesis 3 - SQL Syntax

For the query process & more info, click here

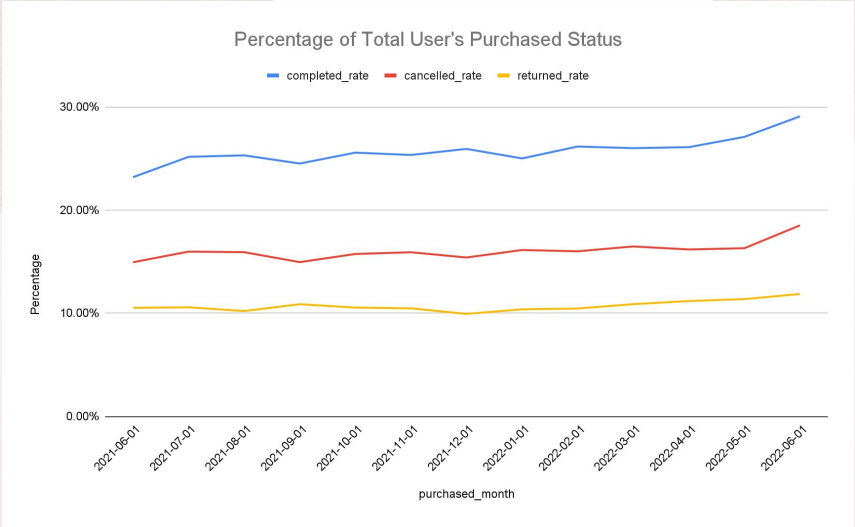
```
#Addition for Question 7 - user's purchased status (completed orders, cancelled orders, and returned orders)
throughout the period
WITH obs AS
(SELECT
  DATE(DATE_TRUNC(created_at, MONTH)) AS purchased_month,
  COUNT (DISTINCT user_id) AS total_user_purchased,
  COUNT (DISTINCT CASE WHEN status = 'Complete'then user_id END) AS total_user_completed_orders,
  COUNT (DISTINCT CASE WHEN status ='Cancelled'then user_id END) AS total_user_cancelled_orders,
  COUNT (DISTINCT CASE WHEN status ='Returned'then user_id END) AS total_user_returned_orders
FROM bigquery-public-data.thelook_ecommerce.order_items
WHERE EXTRACT (YEAR FROM created_at) IN (2019,2020,2021,2022)
GROUP BY 1
)

SELECT *
FROM obs
```

Hypothesis 3 :
The total user who completed their orders has decreased within a year

The percentage of total user who completed their orders within a year shows stationary trend and tend to slightly showing an uptrend in 2022.

So, the total user who completed their order hasn't decreased in a year.



For further analysis process, click here

Insight & Recommendation

As the overall of **total user in each cohort month is increasing** over time within the year, we can conclude that they have a **good onboarding experience.**

However, **as the retention curve indicates that users aren't getting quickly engaged** to the marketplace, resulting in **drop-offs.**
TheLook eCommerce needs to improve the user's engagement as quickly as possible, so it can b**oost the retention.**

For further analysis process, click here

Thanks!