



# User Retention Cohort Analysis

**Google Analytics 4 Report**



# Report Overview

This Report Analyses the User Retention through Cohort Exploration to determine the behaviour Cohorts over a long period of time and identify Key Patterns.





# Reports Used

As this is a Cohort Analysis of User Journey I have created 3 reports to generate more effective insights.

**01.** Normal Cohort Analysis Report

**02.** Cohort Exploration with Segments of Mobile vs Desktop Users

**03.** Cohort Exploration with Gender breakdown





# Business Questions Addressed

1. In which week did the Highest number of New Users get Acquired.
2. How does the number of active users change from week 1 to week 3?
3. Which week shows the biggest drop in active users compared to the previous week?
4. Which gender group has highest user numbers in week1?
5. Does male or female retention drop faster after week 1.
6. Which week shows the biggest drop for desktop users compared to mobile users>



# Report 1 Insights

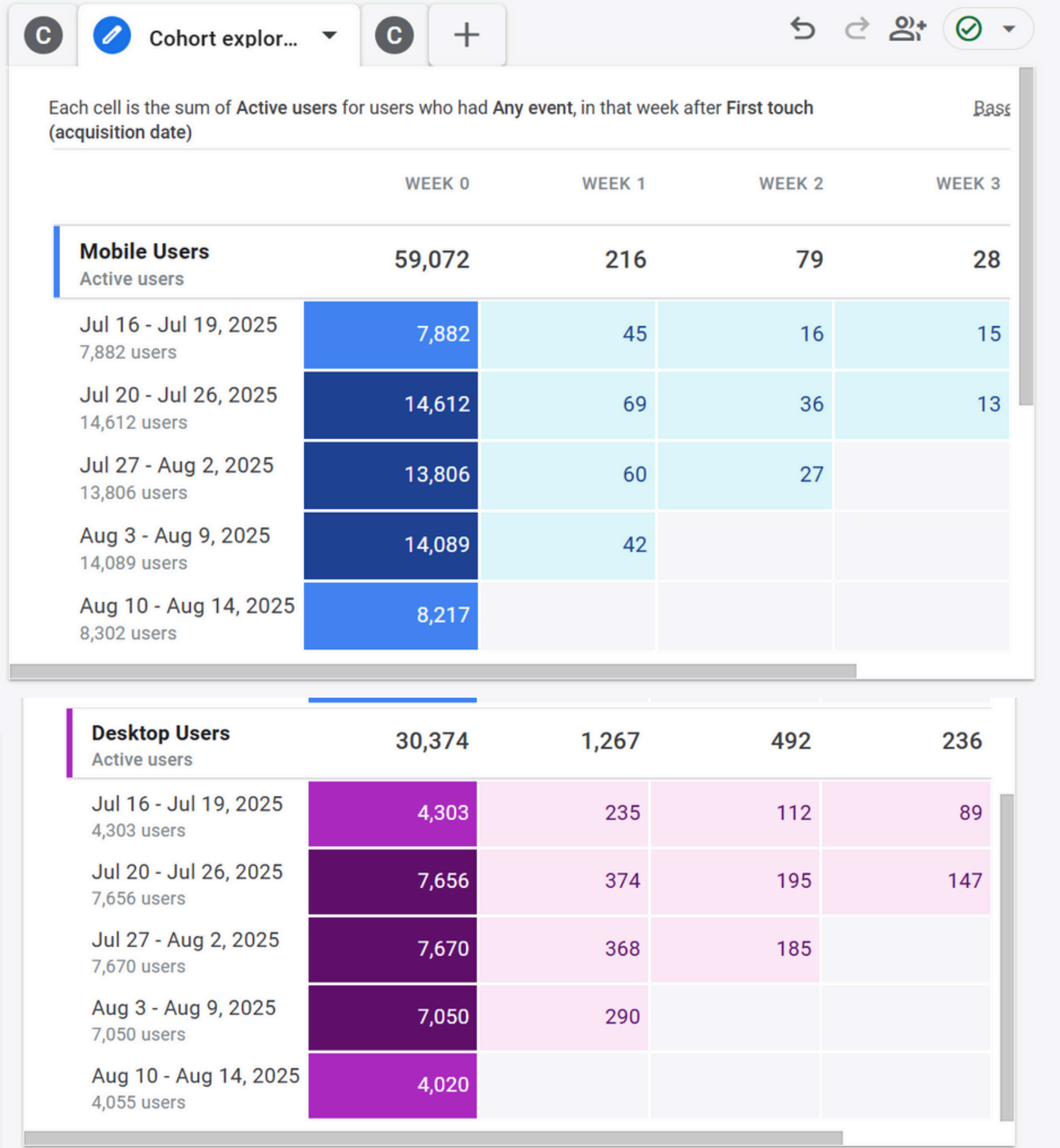
Cohort explor...

Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)

	WEEK 0	WEEK 1	WEEK 2	WEEK 3
<b>All Users</b> Active users	86,521	1,326	507	240
Jul 16 - Jul 19, 2025 11,683 users	11,683	245	113	89
Jul 20 - Jul 26, 2025 21,264 users	21,264	389	198	151
Jul 27 - Aug 2, 2025 20,736 users	20,736	382	196	
Aug 3 - Aug 9, 2025 20,429 users	20,429	310		
Aug 10 - Aug 14, 2025 12,185 users	12,031			

- Week Jul.20-Jul.26 2025 brought in the highest amount of new users (21,264)
- We can witness a steady decline of Users from Week 1 to Week 3 ( 1,326 to 240 )
- Week 0 to Week 1 shows the highest amount of drop of in active Users.





# Report 2 Insights

- Desktop Users segment are retaining more Users compared to Mobile Users.
- Week1 shows the biggest drop for Active Users for Desktop segment compared to Mobile Segment.

# Report 3

Cohort explorer...				
Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)				
	WEEK 0	WEEK 1	WEEK 2	WEEK 3
All Users Active users	86,521	1,326	507	240
Jul 16 - Jul 19, 2025 11,735 users	11,683	245	113	89
female 674 users	674	54	29	18
male 1,066 users	1,066	72	44	25
unknown 9,995 users	9,995	119	40	46

Jul 20 - Jul 26, 2025 21,286 users	21,264	389	198
female 1,266 users	1,266	83	32
male 2,204 users	2,204	122	73
unknown 17,816 users	17,816	184	93

Jul 27 - Aug 2, 2025 20,701 users	20,736	382	196
female 1,306 users	1,306	65	42
male 2,055 users	2,055	131	77
unknown 17,340 users	17,340	186	77


Aug 3 - Aug 9, 2025 20,338 users	20,429	310	0	0
female 1,207 users	1,207	70		
male 1,888 users	1,888	86		
unknown 17,243 users	17,243	154		
Aug 10 - Aug 14, 2025 12,220 users	12,031	0	0	0
female 684 users	684			
male 1,114 users	1,114			
unknown 10,422 users	10,309			

# Report 3

## Insights

- Male Users have more higher user numbers in Week 1 then females.
- There is a steady decline in Users after Week 1 for both genders.





# Thank you very much!

[darshilbhatt.business@gmail.com](mailto:darshilbhatt.business@gmail.com)