Cohort Analysis Report by Customer

Cohort_Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
2018-01-01	94	9	17	22	7	12	10	18	21	13	17	18	258
2018-02-01	89	14	14	8	10	15	16	17	15	21	14		233
2018-03-01	110	24	13	17	18	10	21	17	26	19			275
2018-04-01	63	14	13	11	12	19	10	17	14				173
2018-05-01	63	9	7	10	10	9	18	13					139
2018-06-01	54	6	10	12	11	12	11						116
2018-07-01	41	8	9	3	7	5							73
2018-08-01	31	6	6	5	8								56
2018-09-01	49	9	15	13									86
2018-10-01	42	10	4										56
2018-11-01	31	5											36
2018-12-01	23												23
Total	690	114	108	101	83	82	86	82	76	53	31	18	1524

Cohort Analysis Report by Sales

Cohort_Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
2018-01-01	59767	4211	9410	4718	1717	3711	4594	13330	7384	2810	9802	7031	128486
2018-02-01	44718	4702	6171	3398	5672	10301	5784	12028	11062	7135	7896		118867
2018-03-01	60636	5046	7091	5436	10627	10288	9975	4329	21302	8324			143054
2018-04-01	21914	1927	4437	3081	9559	4123	17735	2811	4158				69745
2018-05-01	26750	5272	8723	4162	3724	3127	11669	2797					66225
2018-06-01	22384	1919	4659	10323	4128	2652	4414						50479
2018-07-01	14697	2874	4482	205	2361	841							25460
2018-08-01	24753	3215	1585	1482	2461								33496
2018-09-01	17900	3039	7471	2685									31095
2018-10-01	17480	4390	693										22563
2018-11-01	16923	2875											19798
2018-12-01	12784												12784
Total	340706	39471	54722	35490	40248	35044	54172	35295	43905	18270	17698	7031	722052

Cohort Analysis Report by Percent

Cohort_Month	1	2	3	4	5	6	7	8	9	10	11	12
2018-01-01	100%	10%	18%	23%	7%	13%	11%	19%	22%	14%	18%	19%
2018-02-01	100%	16%	16%	9%	11%	17%	18%	19%	17%	24%	16%	
2018-03-01	100%	22%	12%	15%	16%	9%	19%	15%	24%	17%		
2018-04-01	100%	22%	21%	17%	19%	30%	16%	27%	22%			
2018-05-01	100%	14%	11%	16%	16%	14%	29%	21%				
2018-06-01	100%	11%	19%	22%	20%	22%	20%					
2018-07-01	100%	20%	22%	7%	17%	12%						
2018-08-01	100%	19%	19%	16%	26%							
2018-09-01	100%	18%	31%	27%								
2018-10-01	100%	24%	10%									
2018-11-01	100%	16%										
2018-12-01	100%											