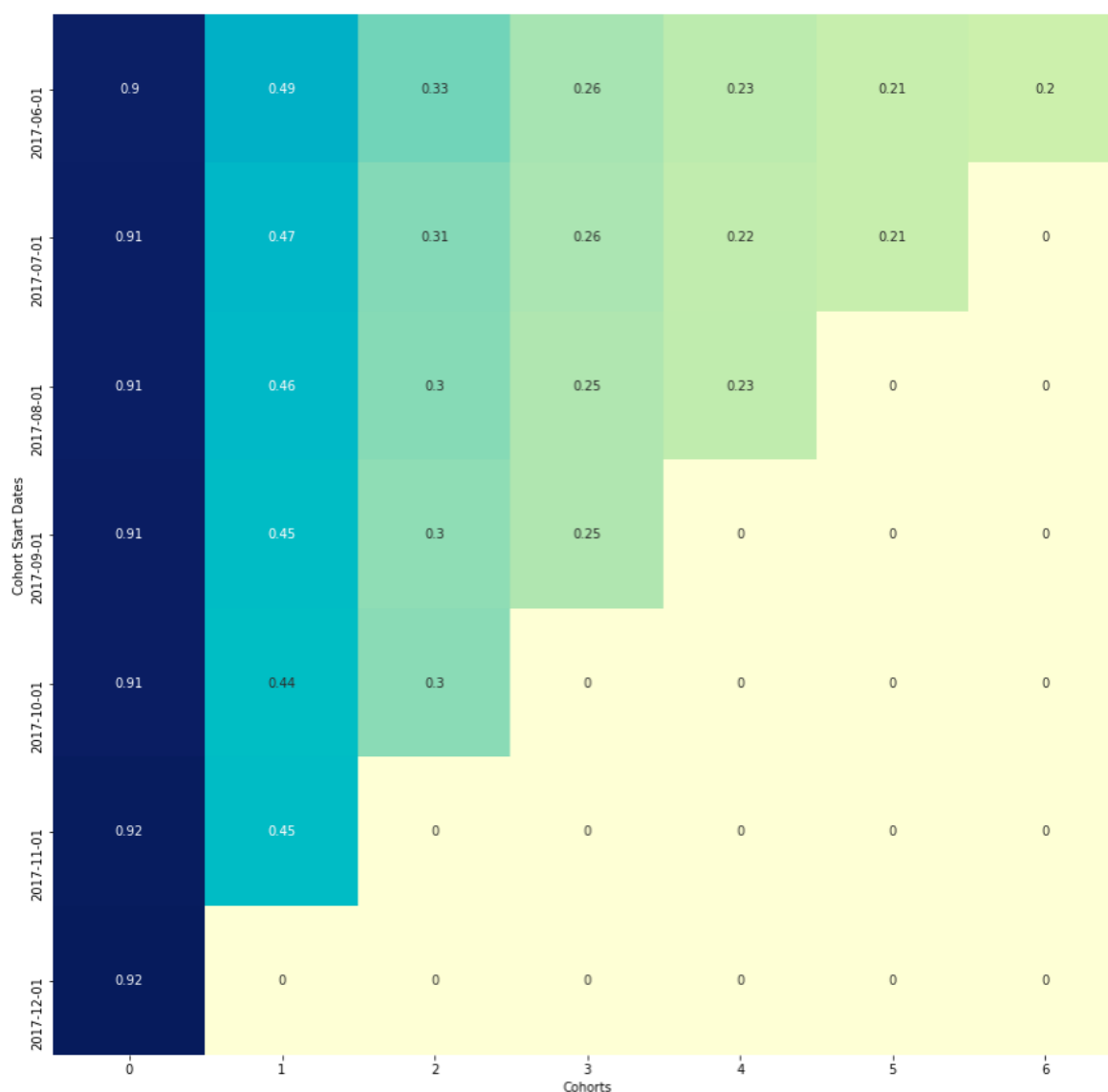


# Business Health

## How does the Retention curve look like?

Cohorts Analysis of 26 Days for an observation period of

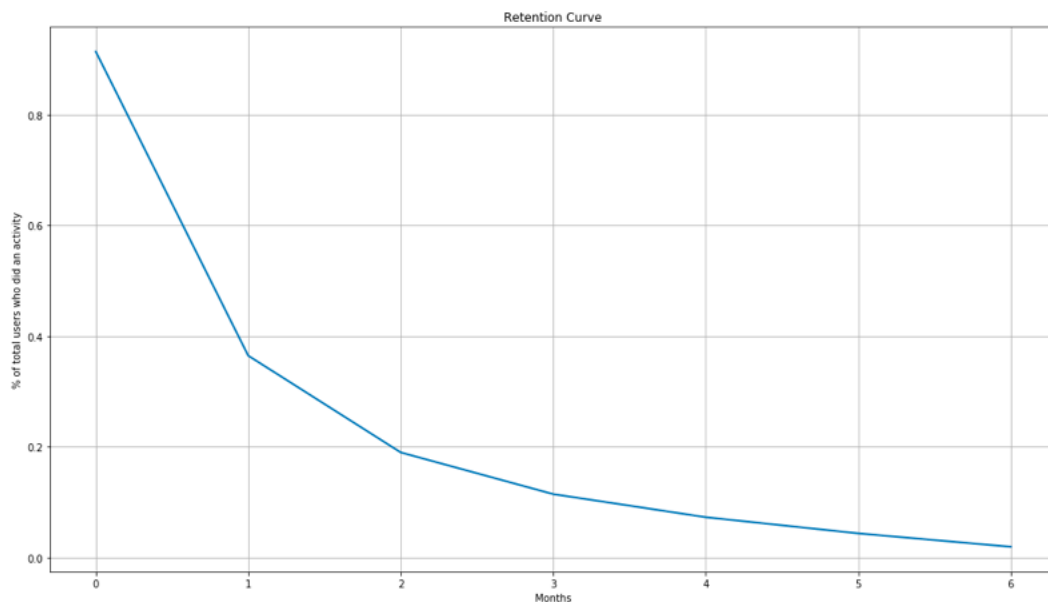
June 1st, 2017 to Feb 1st 2018



# Retention Curve

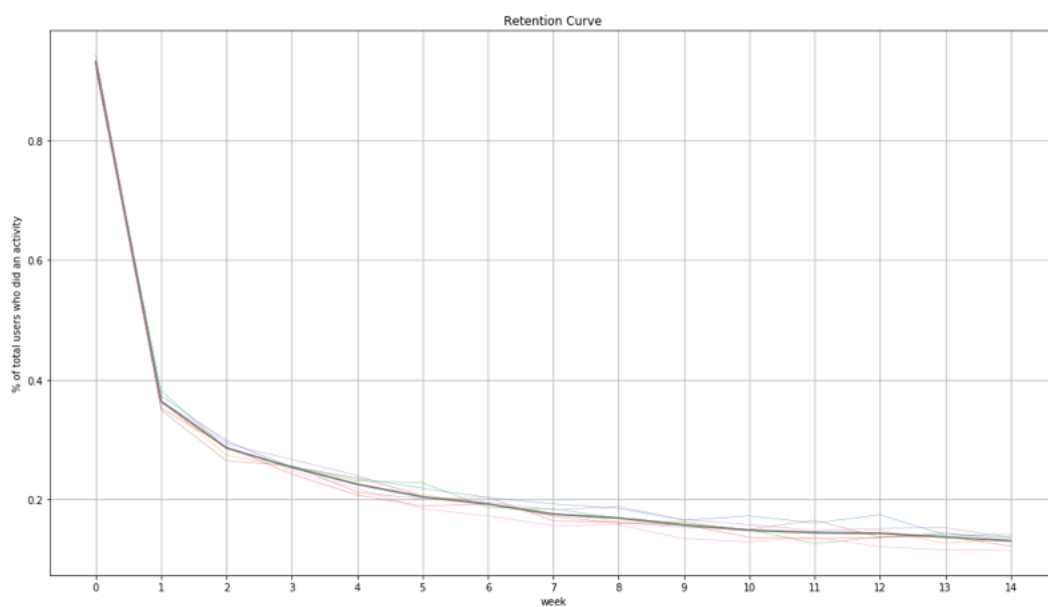
Observation Period

June 1st, 2017 to Feb 1st 2018



Interval length:  
26 Days

The retention curve was formed with the weighted mean of percentage users who posted in each interval of 26 days in the cohort analysis.



Interval length:  
7 Days

The retention curve was formed with the weighted mean of percentage users who posted in each interval of 7 days in the cohort analysis for 60 days.