

## Cohort Analysis

For details refer to General Information sheet

### Top Countries

All

### Category

All

### Count of Subscriptions by Cohort

Cohort Week	Count of user_id
2020-11-01 - 2020-11-07	20082
2020-11-08 - 2020-11-14	16246
2020-11-15 - 2020-11-21	17969
2020-11-22 - 2020-11-28	19929
2020-11-29 - 2020-12-05	22298
2020-12-06 - 2020-12-12	28545
2020-12-13 - 2020-12-19	25541
2020-12-20 - 2020-12-26	18187
2020-12-27 - 2021-01-02	17056
2021-01-03 - 2021-01-09	23283
2021-01-10 - 2021-01-16	21795
2021-01-17 - 2021-01-23	21049
2021-01-24 - 2021-01-30	19835
Total	271815

### Retention Rate in % by Weekly Cohorts

Cohort Week	0	1	2	3	4	5	6
2020-11-01 - 2020-11-07	94.25%	90.09%	87.98%	86.89%	85.69%	84.73%	84.20%
2020-11-08 - 2020-11-14	94.25%	89.47%	87.74%	86.46%	85.22%	84.62%	84.33%
2020-11-15 - 2020-11-21	94.24%	90.21%	88.28%	86.93%	86.05%	85.63%	85.50%
2020-11-22 - 2020-11-28	94.66%	90.52%	88.66%	87.48%	87.00%	86.88%	86.67%
2020-11-29 - 2020-12-05	94.88%	90.53%	88.83%	88.27%	88.06%	87.80%	87.52%
2020-12-06 - 2020-12-12	95.26%	92.21%	91.38%	91.12%	90.66%	90.42%	90.21%
2020-12-13 - 2020-12-19	95.77%	93.23%	92.94%	92.47%	92.12%	91.88%	91.58%
2020-12-20 - 2020-12-26	96.79%	95.13%	94.52%	94.06%	93.68%	93.41%	
2020-12-27 - 2021-01-02	96.88%	94.59%	93.60%	93.02%	92.47%		
2021-01-03 - 2021-01-09	96.25%	93.37%	92.25%	91.52%			
2021-01-10 - 2021-01-16	96.02%	92.89%	91.70%				
2021-01-17 - 2021-01-23	95.51%	91.59%					
2021-01-24 - 2021-01-30	94.75%						

## Key Findings

The subscriptions data is divided into **13 weekly cohorts**, with each week starting on Sunday and only full weeks included.

**Retention** and **churn rates** are analyzed for Weeks 0 to 6. While the tables may be sliced by **top countries** and **categories**, no major differences were observed across these dimensions. Below are the global findings:

- **Initial Retention:** Over **94%** of subscribers remain active by the end of the first week (Week 0).
- **Churn Trend:** The highest week-by-week churn occurs in **Weeks 0 and 1**, after which subscription losses decrease more gradually in subsequent weeks.
- **Festive Period Impact:** The number of new subscriptions drops significantly during the holiday weeks ending **December 26** and **January 2**. Alongside this, the churn rate for all cohorts decreases, and retention peaks for the December cohorts, possibly due to **seasonal inactivity** (customers being less likely to subscribe or unsubscribe during the holidays).
- **Post-Holiday Trend:** Throughout **January**, churn rates and retention rates gradually return to pre-holiday levels as typical subscription behavior resumes.

#### Next steps:

- **Check with Marketing, Product, and Retention teams** if there were actions that could have influenced the drop in churn. Learn, repeat.
- **Check data from last year or another product during the same period** to confirm seasonality.

### Week-by-week Churn Rate in % by Weekly Cohorts

Cohort Week	0	1	2	3	4	5	6
2020-11-01 - 2020-11-07	5.75%	4.41%	2.34%	1.24%	1.38%	1.13%	0.62%
2020-11-08 - 2020-11-14	5.75%	5.07%	1.93%	1.46%	1.44%	0.70%	0.35%
2020-11-15 - 2020-11-21	5.76%	4.28%	2.13%	1.53%	1.01%	0.49%	0.15%
2020-11-22 - 2020-11-28	5.34%	4.38%	2.05%	1.34%	0.54%	0.14%	0.25%
2020-11-29 - 2020-12-05	5.12%	4.58%	1.88%	0.63%	0.24%	0.30%	0.32%
2020-12-06 - 2020-12-12	4.74%	3.20%	0.89%	0.29%	0.50%	0.27%	0.23%
2020-12-13 - 2020-12-19	4.23%	2.65%	0.31%	0.50%	0.38%	0.26%	0.33%
2020-12-20 - 2020-12-26	3.21%	1.71%	0.65%	0.49%	0.40%	0.28%	
2020-12-27 - 2021-01-02	3.13%	2.36%	1.05%	0.61%	0.60%		
2021-01-03 - 2021-01-09	3.75%	2.99%	1.21%	0.79%			
2021-01-10 - 2021-01-16	3.98%	3.26%	1.27%				
2021-01-17 - 2021-01-23	4.49%	4.10%					
2021-01-24 - 2021-01-30	5.25%						

## General Information

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Database

13 weekly cohorts from 2020 11 01 to 2021 01 30

Week starts on Sunday

Only full weeks allowed

RETENTION RATE in % BY WEEKLY COHORTS = (number of subscriptions at the end of the given week)/(total number of subscriptions in the cohort)

WEEK BY WEEK CHURN RATE in % BY WEEKLY COHORTS = (number of churned subscriptions during the the given week)/(number of non-churned subscriptions in the cohort the week before the given week)