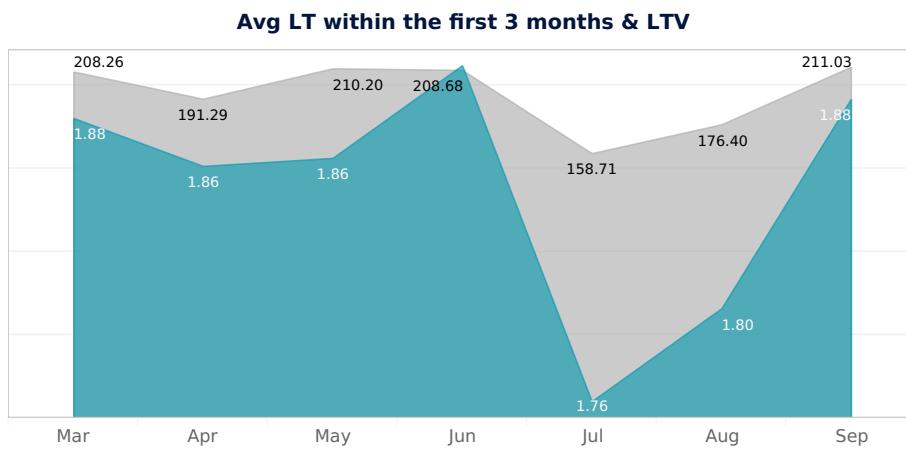


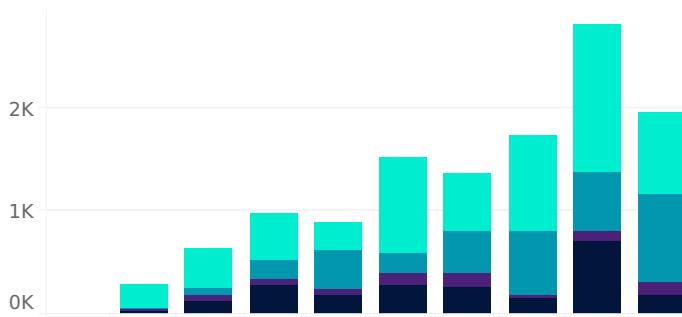
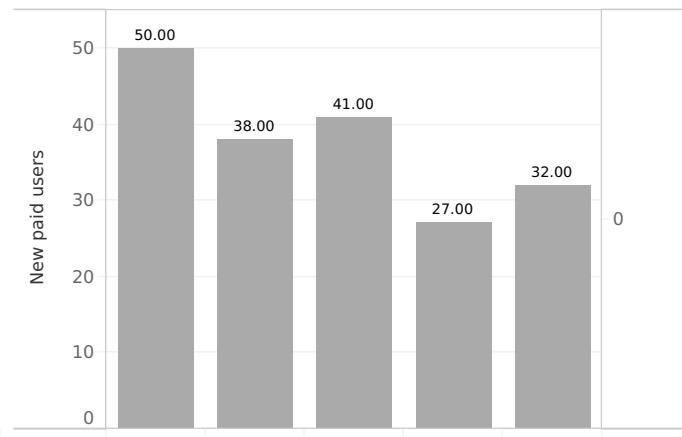
Cohort Analysis



MRR by cohort

	1	2	3	4	5	6	7	8	9	10	11	12
Mar	100.0%	74.4%	69.8%	72.1%	69.8%	58.1%	58.1%	51.2%	32.6%	32.6%		
Apr	100.0%	73.2%	65.9%	56.1%	43.9%	51.2%	43.9%	41.5%	22.0%			
May	100.0%	65.0%	67.5%	62.5%	62.5%	55.0%	52.5%	40.0%				
Jun	100.0%	77.8%	74.1%	59.3%	48.1%	48.1%	44.4%					
Jul	100.0%	61.4%	50.0%	56.8%	54.5%	52.3%						
Aug	100.0%	64.0%	56.0%	42.0%	44.0%							
Sep	100.0%	78.9%	71.1%	60.5%								
Oct	100.0%	58.5%	51.2%									
Nov	100.0%	63.0%										
Dec	100.0%											

Interactive Metrics Explorer



Retention

Pick metric or graph
New paid users

MRR
12 to 376.56

Payment month
Multiple values

Old device
All

Language
All

Game name
All

First payment month
All

Age group:
All

Pick metric
Churn revenue

Pick segment A
Age group

Pick segment B
None