

	cohort_week	cohort_size	retention_week_1_pct	retention_week_2_pct	retention_week_3_pct	retention_week_4_pct	retention_week_5_pct	retention_week_6_pct
	2020-11-01	20,078	91.20	88.93	87.31	86.17	85.15	84.43
	2020-11-08	16,244	90.53	88.30	86.88	85.71	84.84	84.39
	2020-11-15	17,924	91.16	88.86	87.45	86.37	85.83	85.63
	2020-11-22	19,911	91.47	89.47	87.98	87.22	87.00	86.79
	2020-11-29	22,278	91.43	89.41	88.47	88.19	87.93	87.67
	2020-12-06	28,490	92.82	91.59	91.27	90.94	90.57	90.38
	2020-12-13	25,533	93.58	93.08	92.72	92.28	92.00	91.73
	2020-12-20	18,101	95.54	94.85	94.36	93.92	93.65	93.54
	2020-12-27	17,059	95.13	93.98	93.34	92.69	92.44	92.44
	2021-01-03	23,290	93.96	92.61	91.83	91.47	91.47	91.47
	2021-01-10	21,793	93.68	92.19	91.66	91.66	91.66	91.66
	2021-01-17	21,052	92.55	91.54	91.54	91.54	91.54	91.54
	2021-01-24	19,977	93.92	93.92	93.92	93.92	93.92	93.92
			churn_w1	churn_w2	churn_w3	churn_w4	churn_w5	churn_w6
			8.80	2.28	1.62	1.14	1.03	0.72
			9.47	2.23	1.42	1.17	0.87	0.44
			8.84	2.29	1.41	1.08	0.54	0.20
			8.53	2.00	1.49	0.75	0.23	0.21
			8.57	2.02	0.94	0.28	0.26	0.26
			7.18	1.22	0.32	0.32	0.38	0.19
			6.42	0.50	0.36	0.44	0.28	0.27
			4.46	0.70	0.49	0.44	0.28	0.11
			4.87	1.15	0.64	0.65	0.25	0.00
			6.04	1.35	0.78	0.36	0.00	0.00
			6.32	1.49	0.54	0.00	0.00	0.00
			7.45	1.02	0.00	0.00	0.00	0.00
			6.08	0.00	0.00	0.00	0.00	0.00
			0	0	0	0	0	0