



Segment Analysis

Cohort Analysis

Hi, Welcome to your Dashboard! 🙌

Total users

Record Count
674

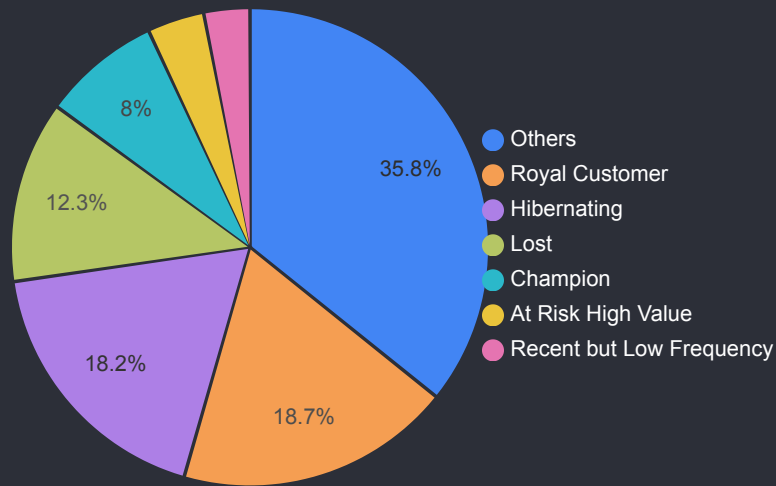
Total Purchases

Record count
7,929

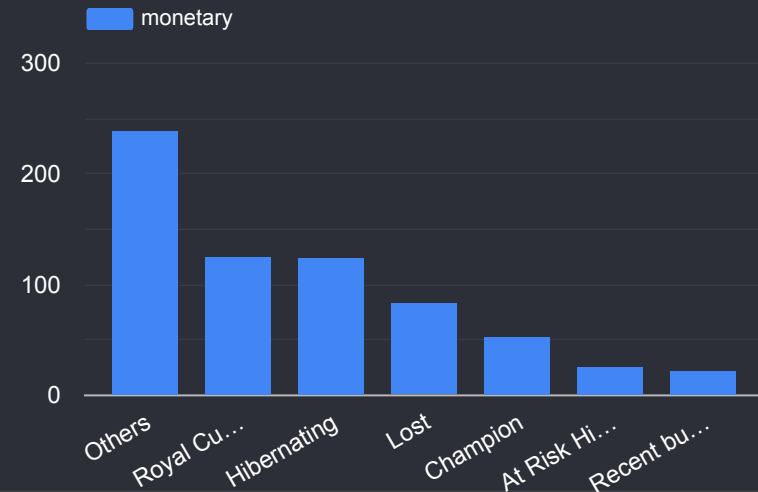
Select date range

segment

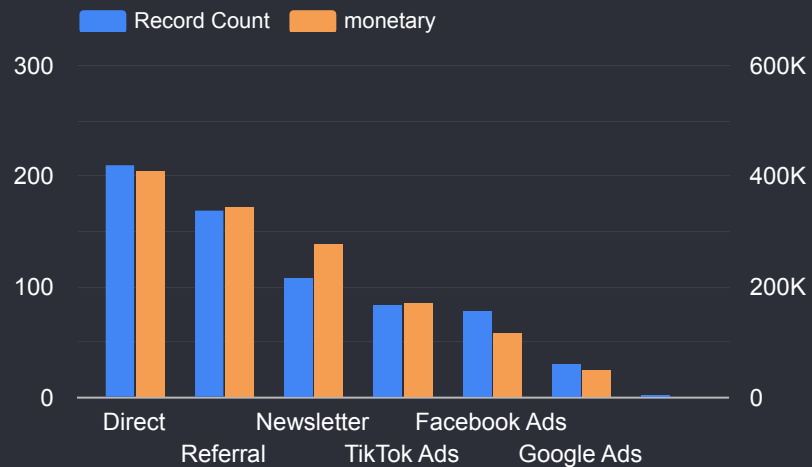
RFM Segments Overview



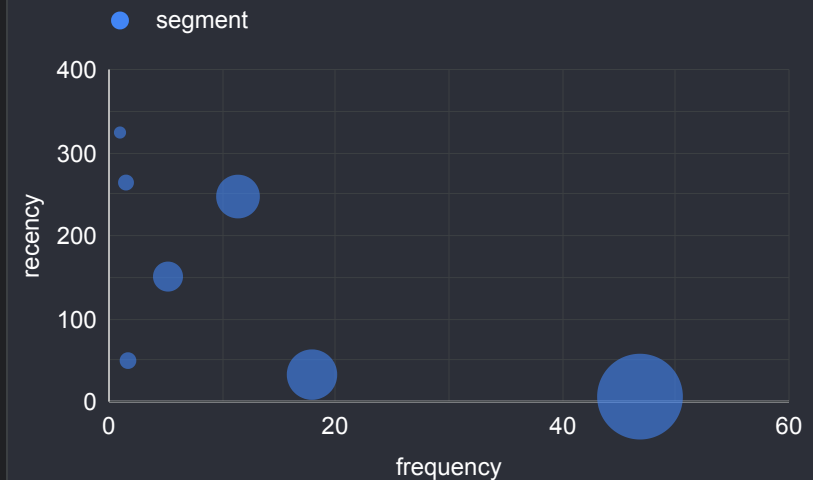
RFM Segments Overview



Acquisition Channel Effectiveness



Average Distribution RFM



KROTOS

Cohorts Retention Matrix

	Cohort ^	month 1	month 2	month 3	month 4	month 5	month 6	month 7	month 8	month 9	month 10	month 11
1.	2018-03	56.80%	62.84%	51.96%	51.36%	38.07%	41.99%	46.22%	39.88%	39.88%	36.25%	34.14%
2.	2018-04	0.00%	38.04%	47.83%	39.13%	21.74%	27.17%	28.26%	28.26%	31.52%	30.43%	20.65%
3.	2018-05	0.00%	0.00%	25.56%	34.44%	24.44%	26.67%	15.56%	24.44%	14.44%	14.44%	11.11%
4.	2018-06	0.00%	0.00%	0.00%	21.57%	9.80%	21.57%	23.53%	19.61%	9.80%	13.73%	9.80%
5.	2018-07	0.00%	0.00%	0.00%	0.00%	25.00%	27.50%	35.00%	25.00%	15.00%	12.50%	15.00%
6.	2018-08	0.00%	0.00%	0.00%	0.00%	0.00%	22.22%	27.78%	38.89%	27.78%	5.56%	11.11%
7.	2018-09	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.50%	12.50%	6.25%	6.25%	0.00%
8.	2018-10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	25.00%	25.00%	0.00%	0.00%
9.	2018-11	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	40.00%	20.00%	20.00%
10.	2018-12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	40.00%	20.00%
11.	2019-01	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
12.	2019-02	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%