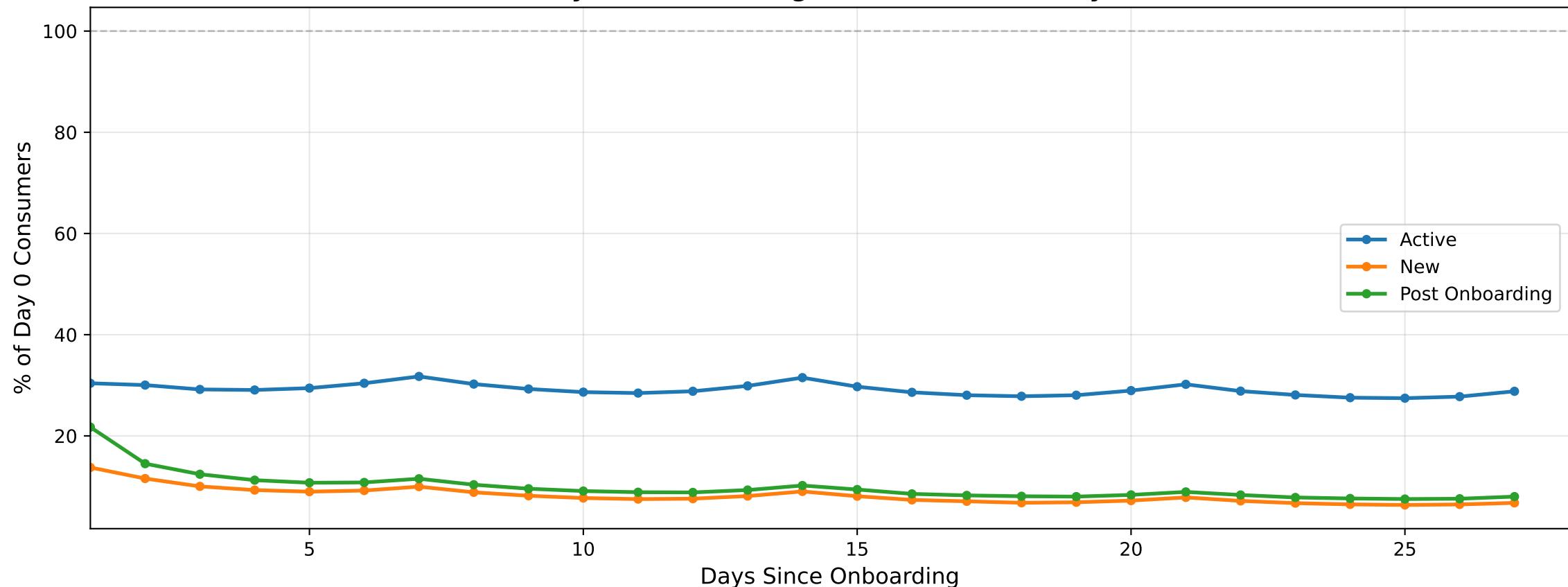
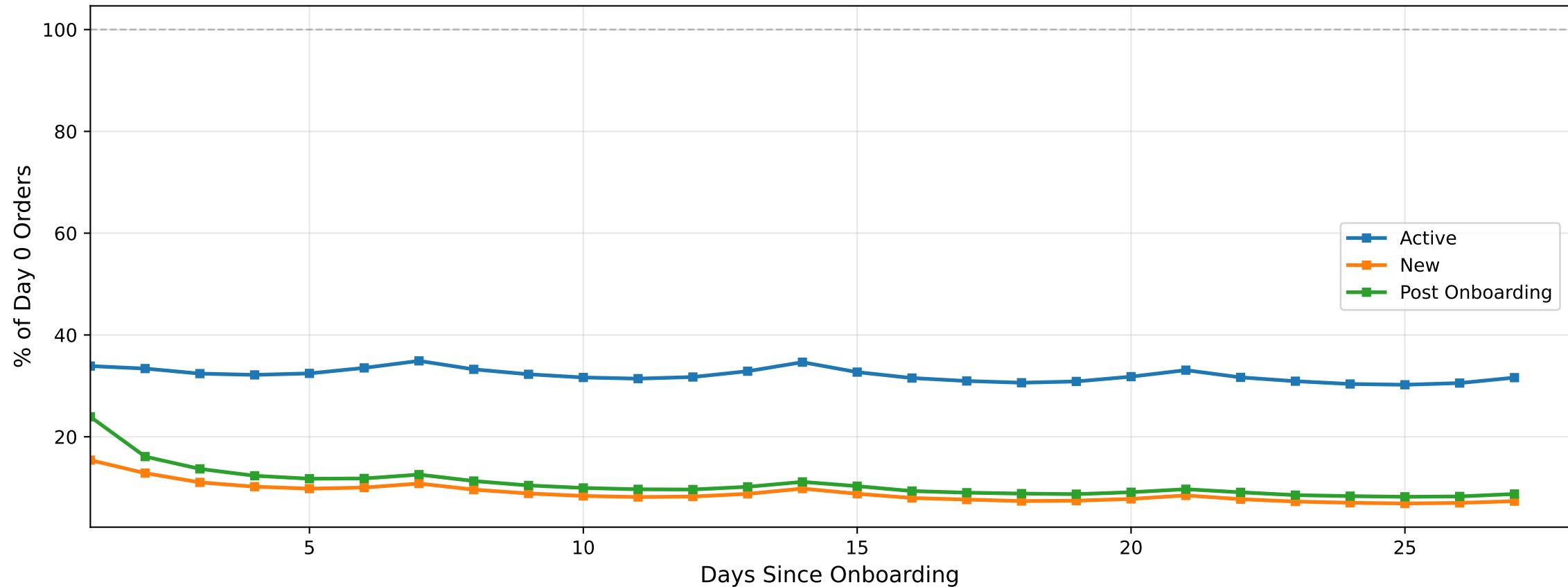


# 28-Day Order Analysis by Cohort (% of Day 0)

## Daily Active Ordering Consumers (% of Day 0)

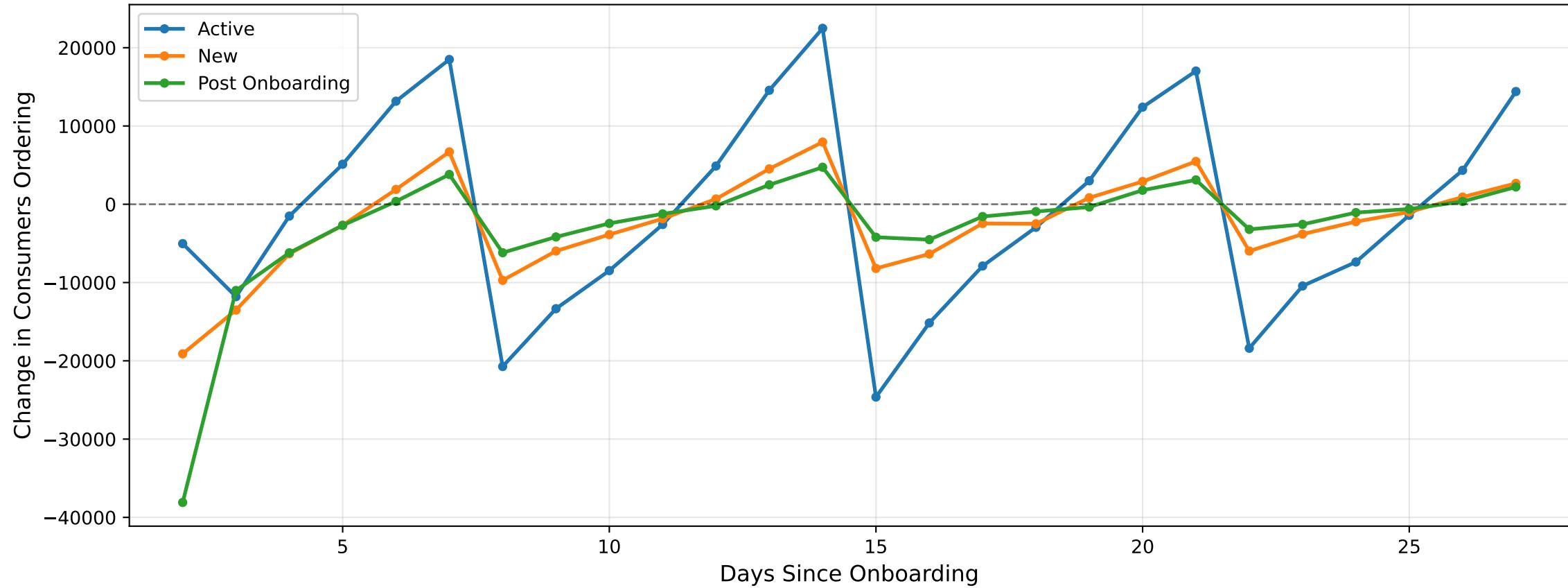


## Daily Order Volume (% of Day 0)

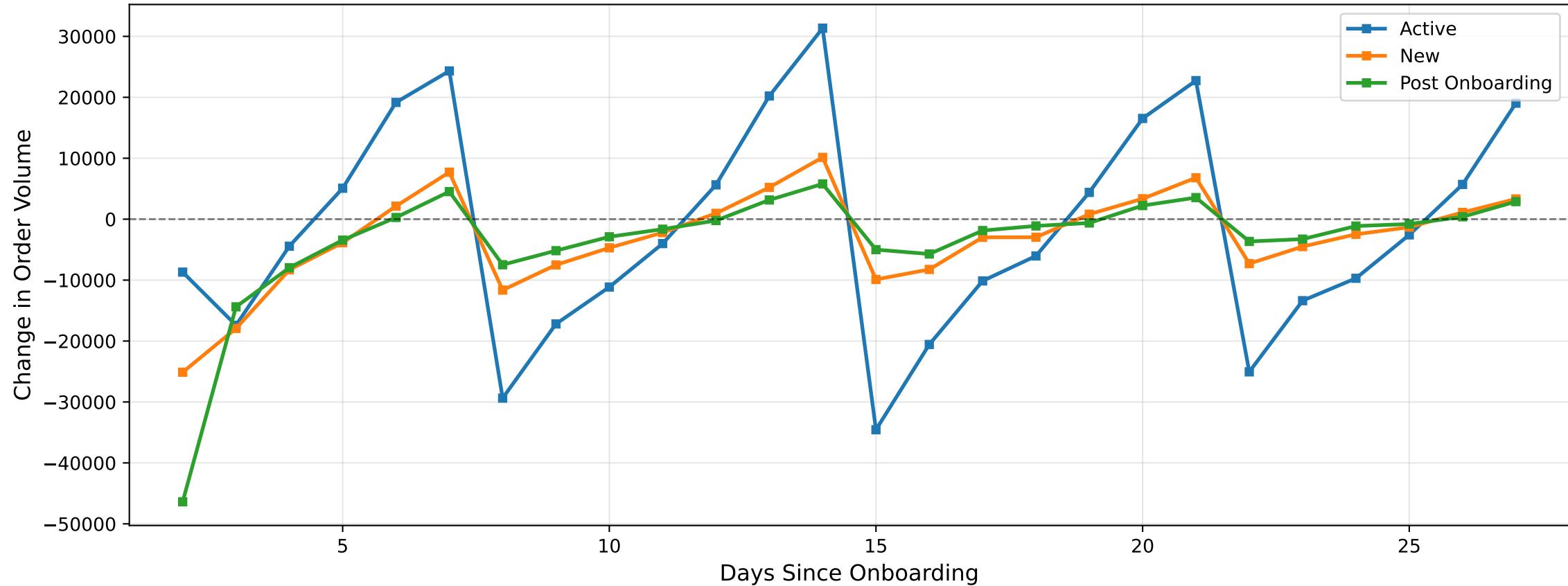


# Day-over-Day Changes in Ordering Behavior

## Day-over-Day Change in Active Ordering Consumers



## Day-over-Day Change in Order Volume



## 28-Day Order Analysis

Generated: 2025-10-29 15:47:40

Analysis includes:

1. Daily active ordering consumers (% of Day 0)
2. Daily order volume (% of Day 0)
3. Day-over-day changes in consumers
4. Day-over-day changes in orders

Baseline: All metrics expressed as % of Day 0 values

Time Period: Days 1-28 since onboarding

Cohorts: Active, New, Post Onboarding

Data Source: proddb.fionafan.july\_cohort\_deliveries\_28d