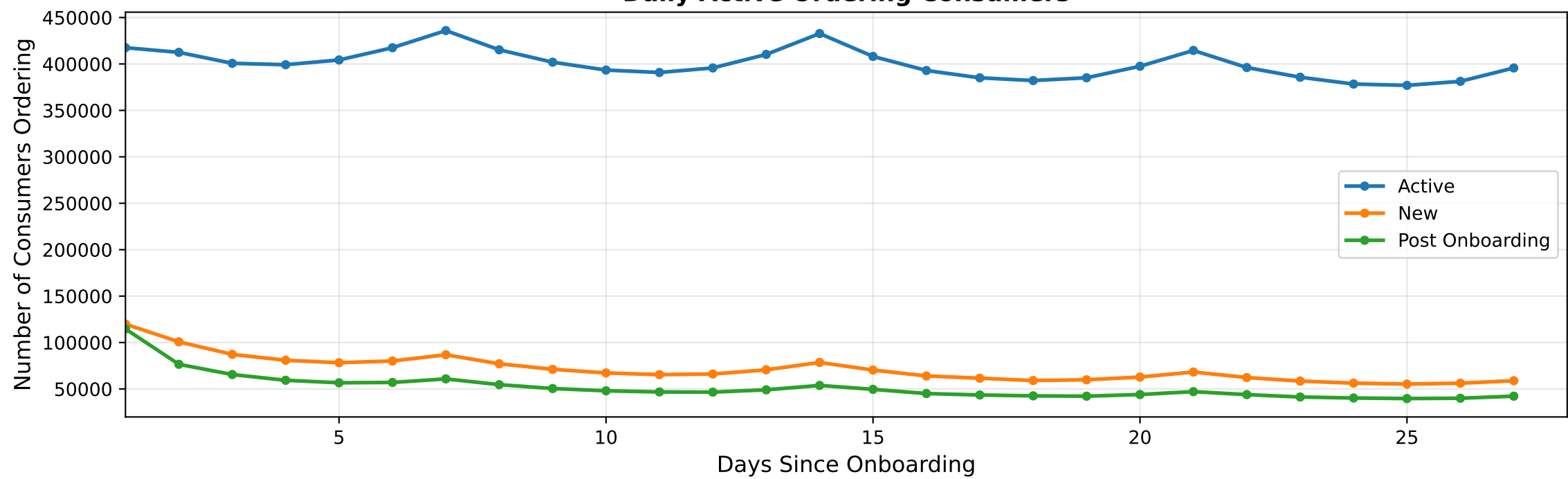
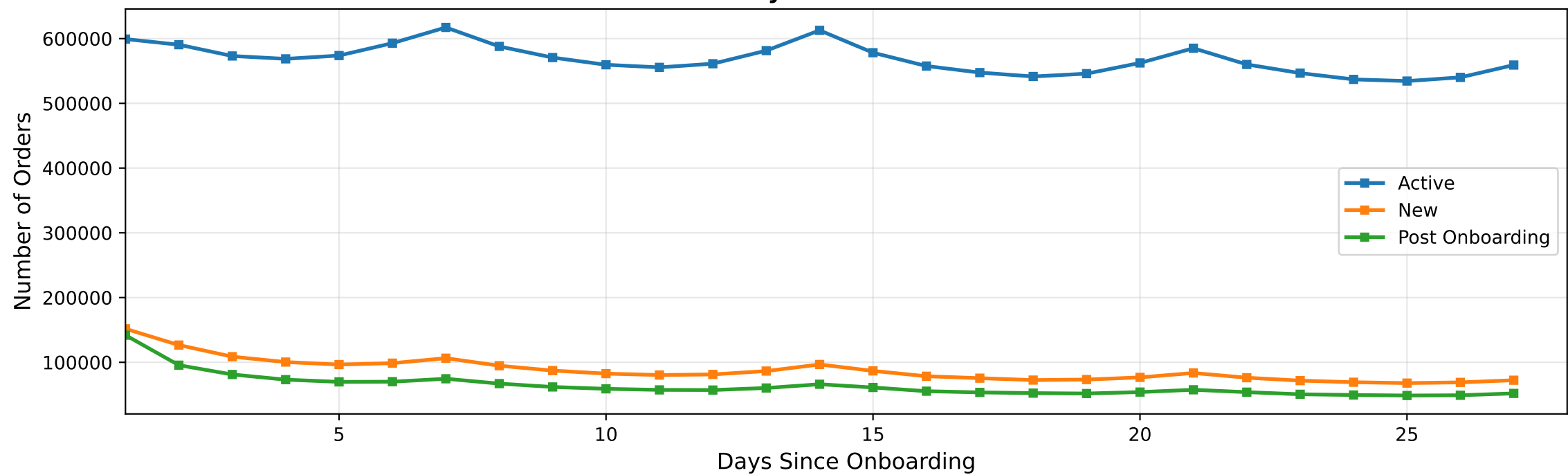


28-Day Order Analysis by Cohort

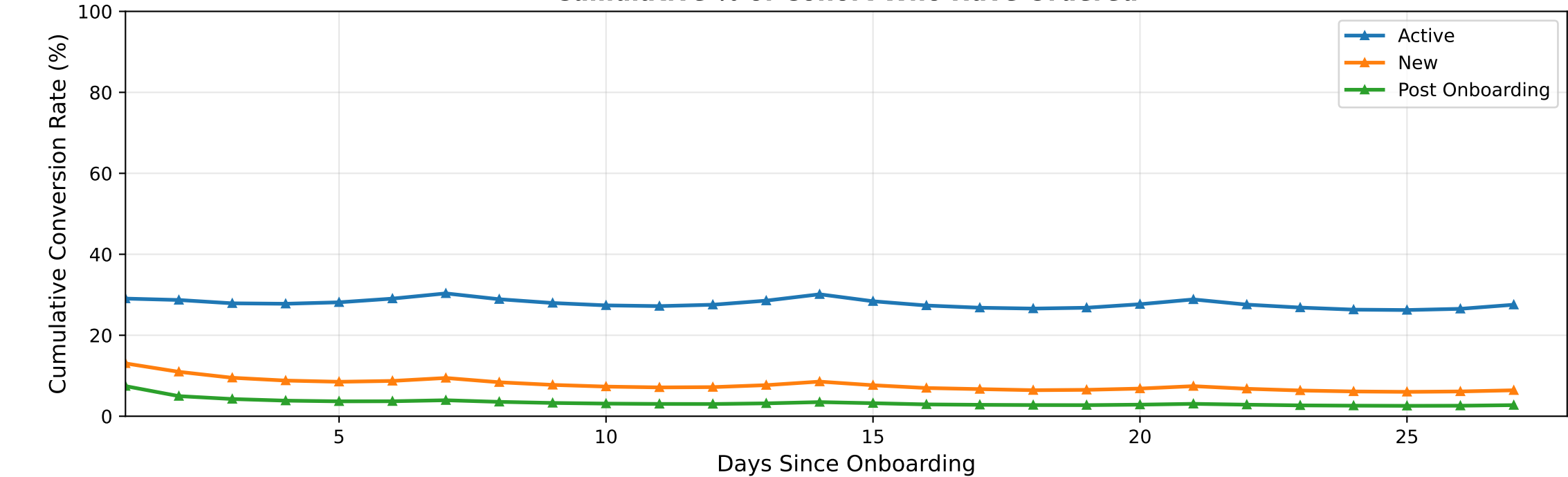
Daily Active Ordering Consumers



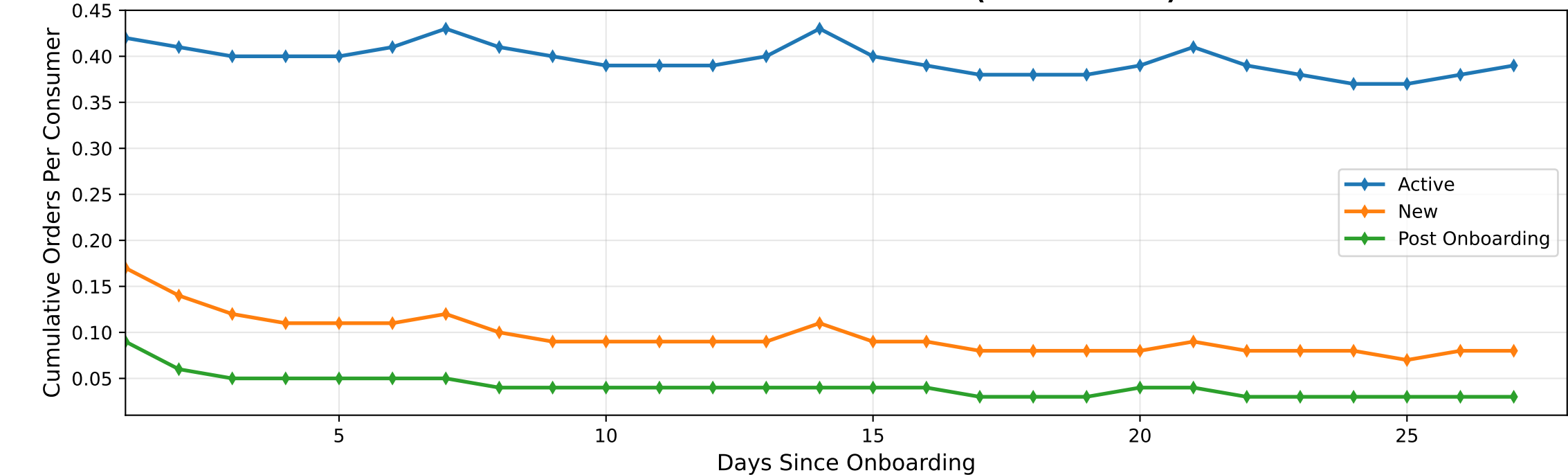
Daily Order Volume



Cumulative % of Cohort Who Have Ordered

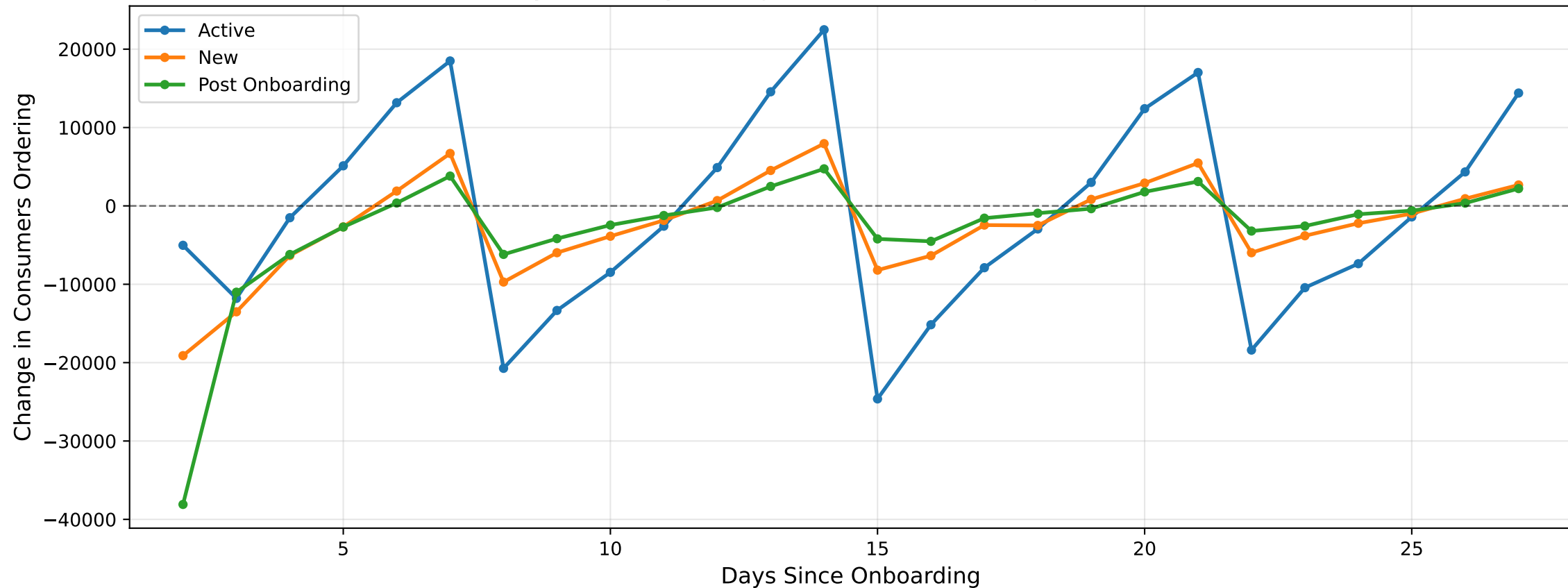


Cumulative Orders Per Consumer (Entire Cohort)

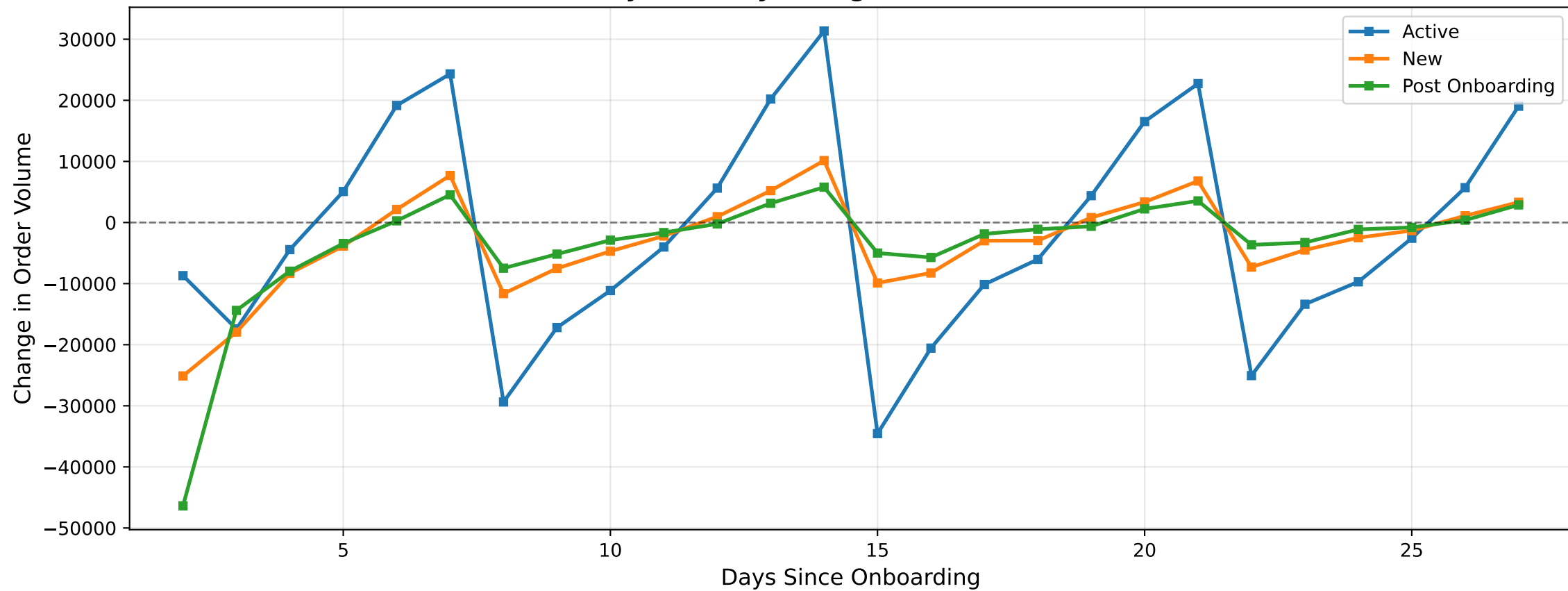


Day-over-Day Changes in Ordering Behavior

Day-over-Day Change in Active Ordering Consumers



Day-over-Day Change in Order Volume



28-Day Order Analysis

Generated: 2025-10-29 15:45:01

Analysis includes:

1. Daily active ordering consumers
2. Daily order volume
3. Cumulative conversion rate (%)
4. Cumulative orders per consumer
5. Day-over-day changes

Time Period: Days 1-28 since onboarding

Cohorts: Active, New, Post Onboarding

Data Source: proddb.fionafan.july_cohort_deliveries_28d