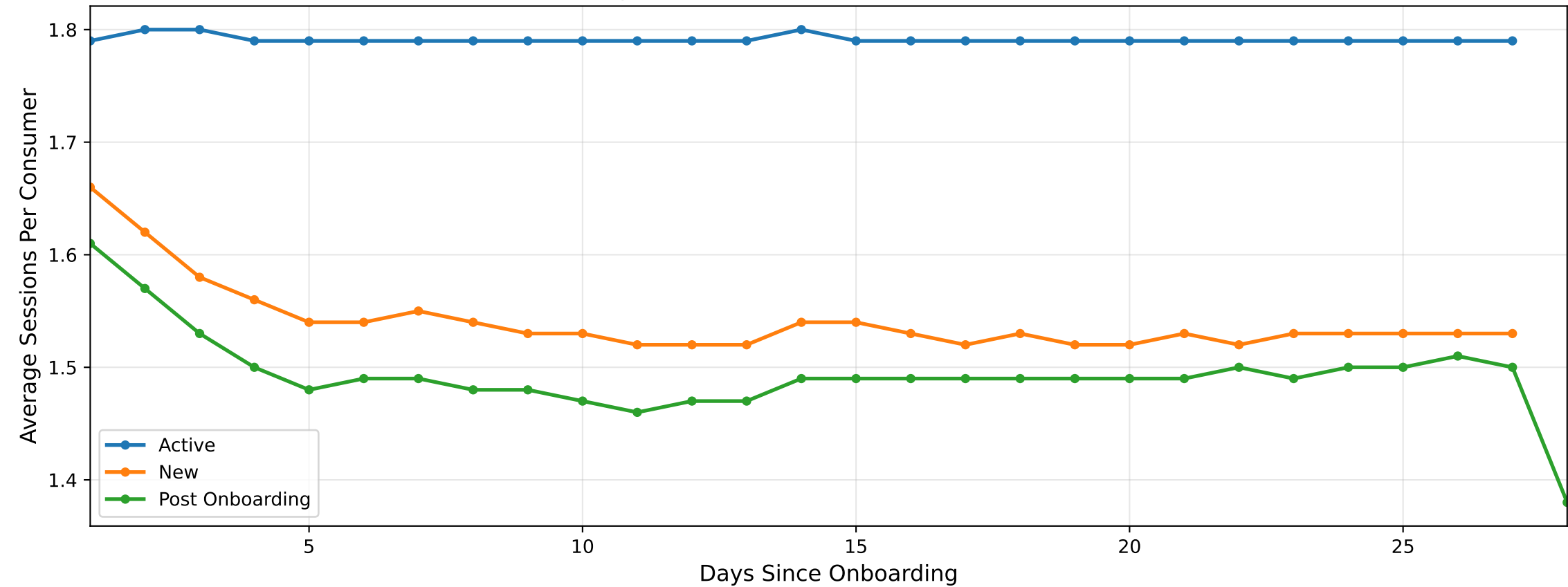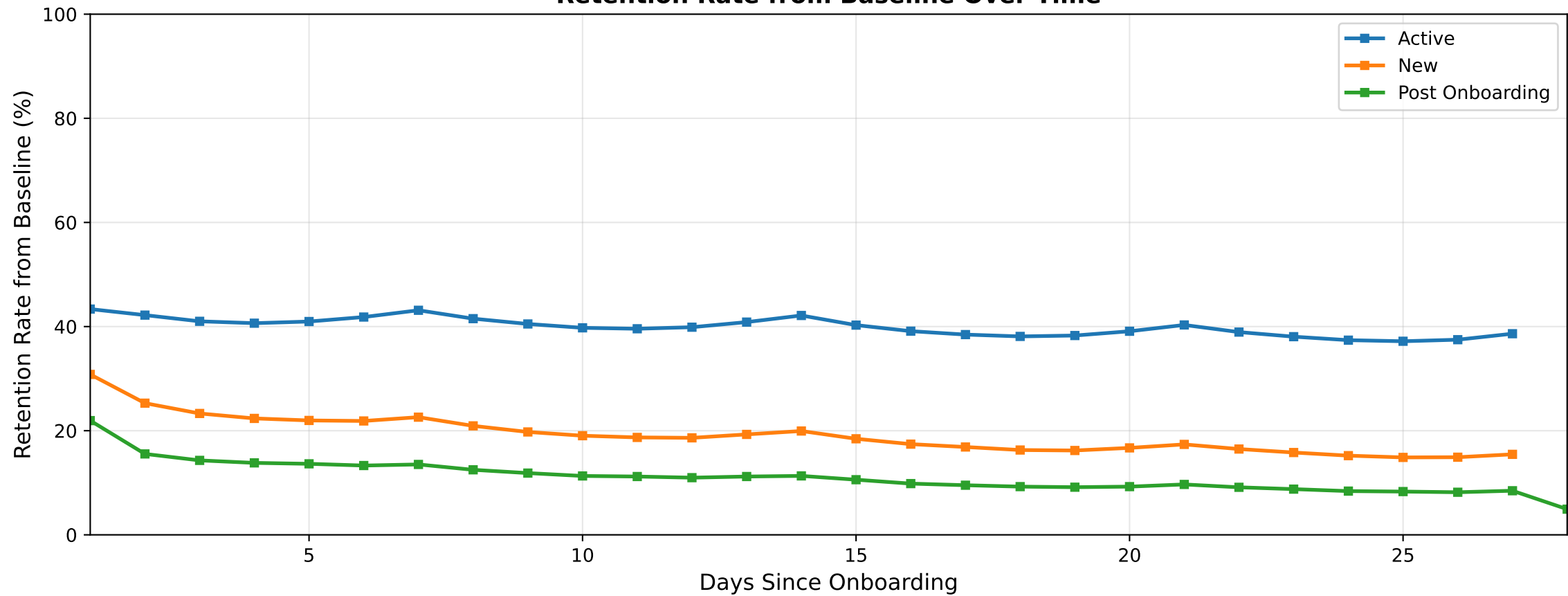**Session and Retention Analysis - Overall (All Days)**

Average Sessions Per Consumer Over Time
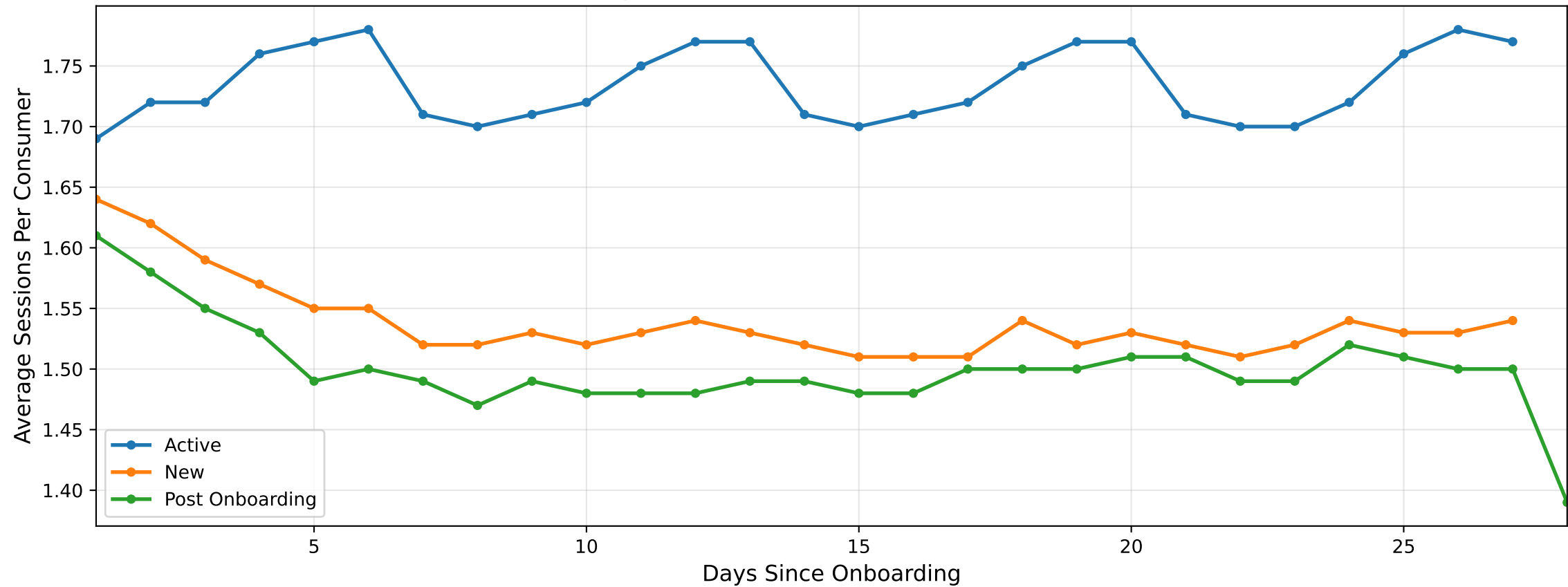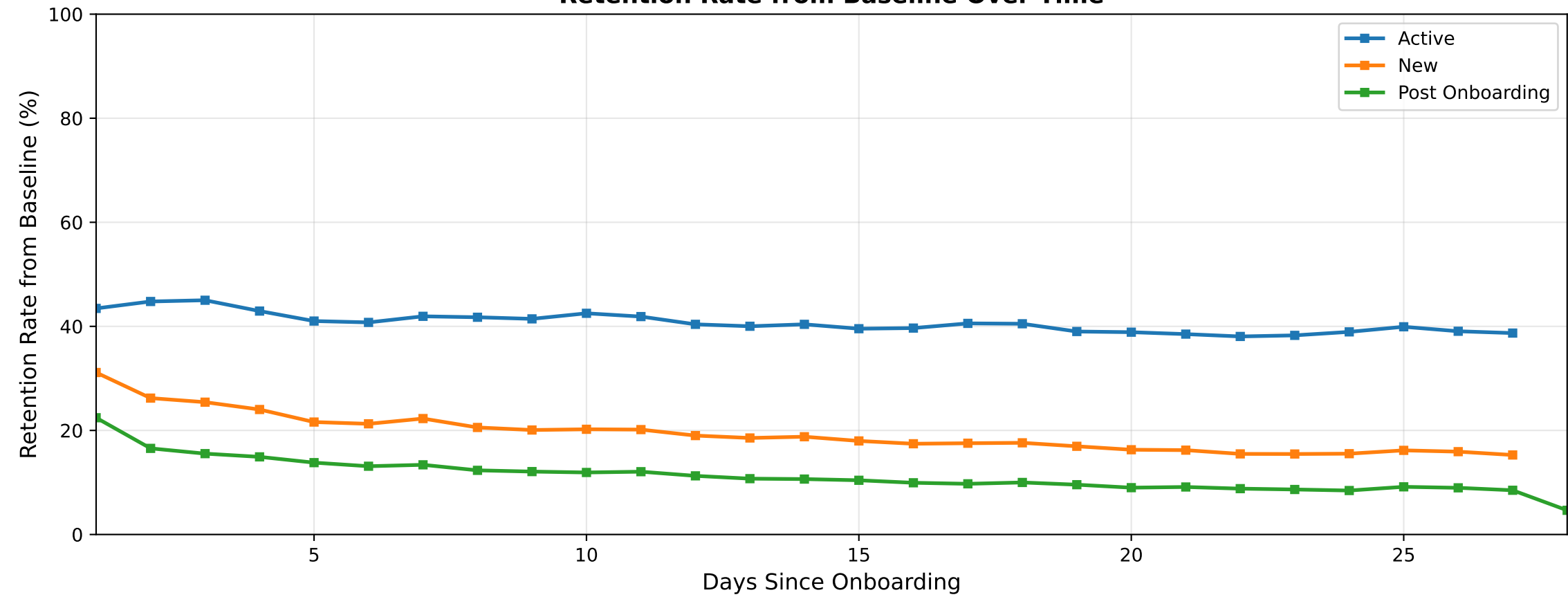
Retention Rate from Baseline Over Time

Session and Retention Analysis - Monday

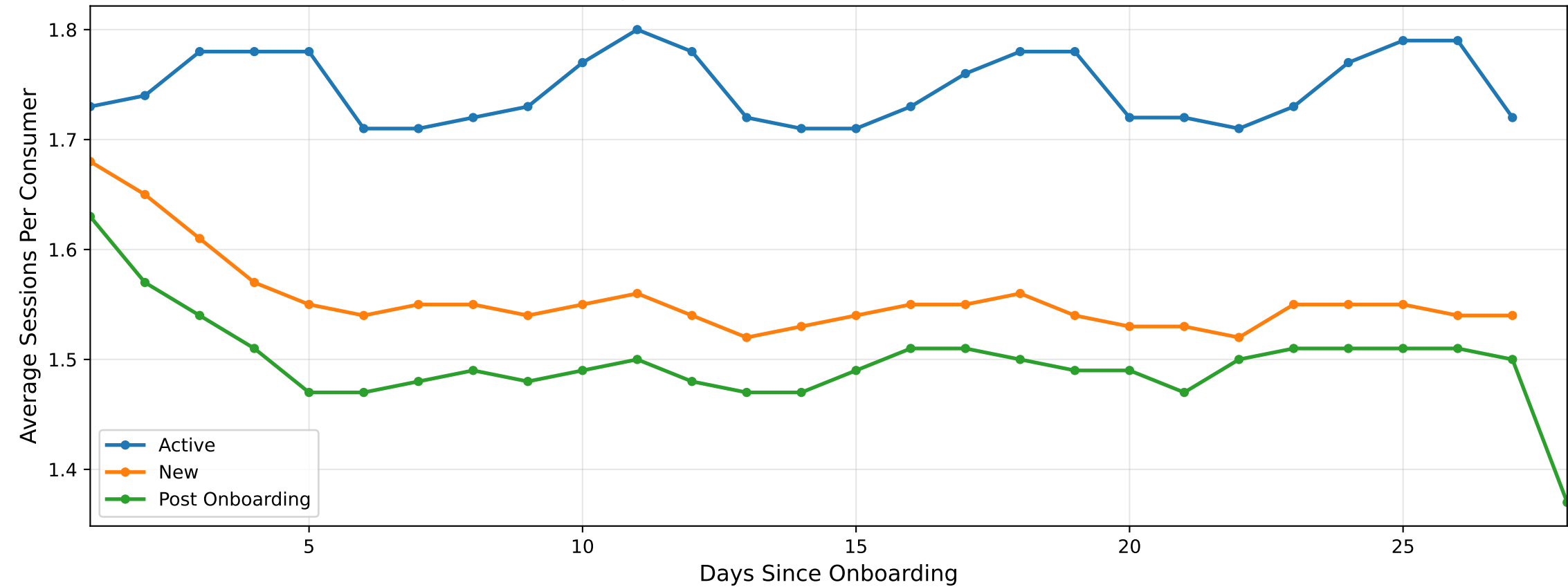**Average Sessions Per Consumer Over Time**

Retention Rate from Baseline Over Time

Session and Retention Analysis - Tuesday

Average Sessions Per Consumer Over Time

Retention Rate from Baseline Over Time

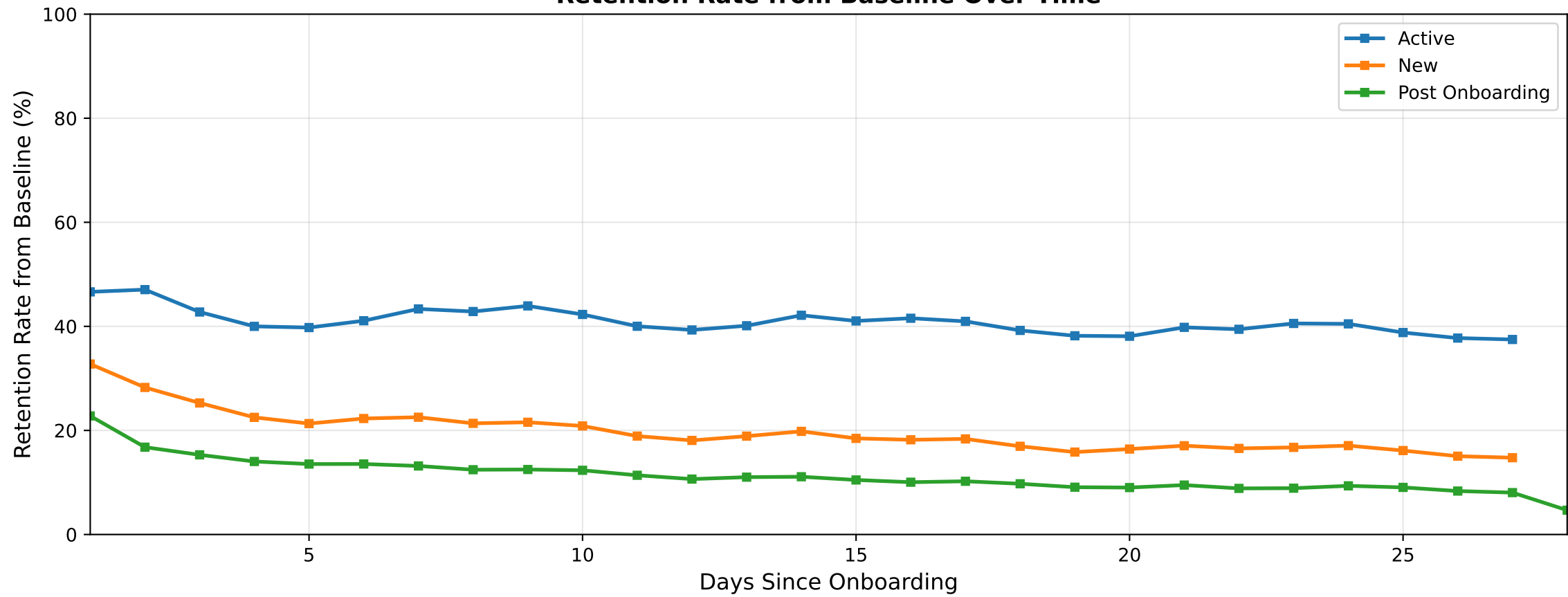**Session and Retention Analysis - Wednesday**

Session and Retention Analysis - Thursday

Average Sessions Per Consumer Over Time

Retention Rate from Baseline Over Time

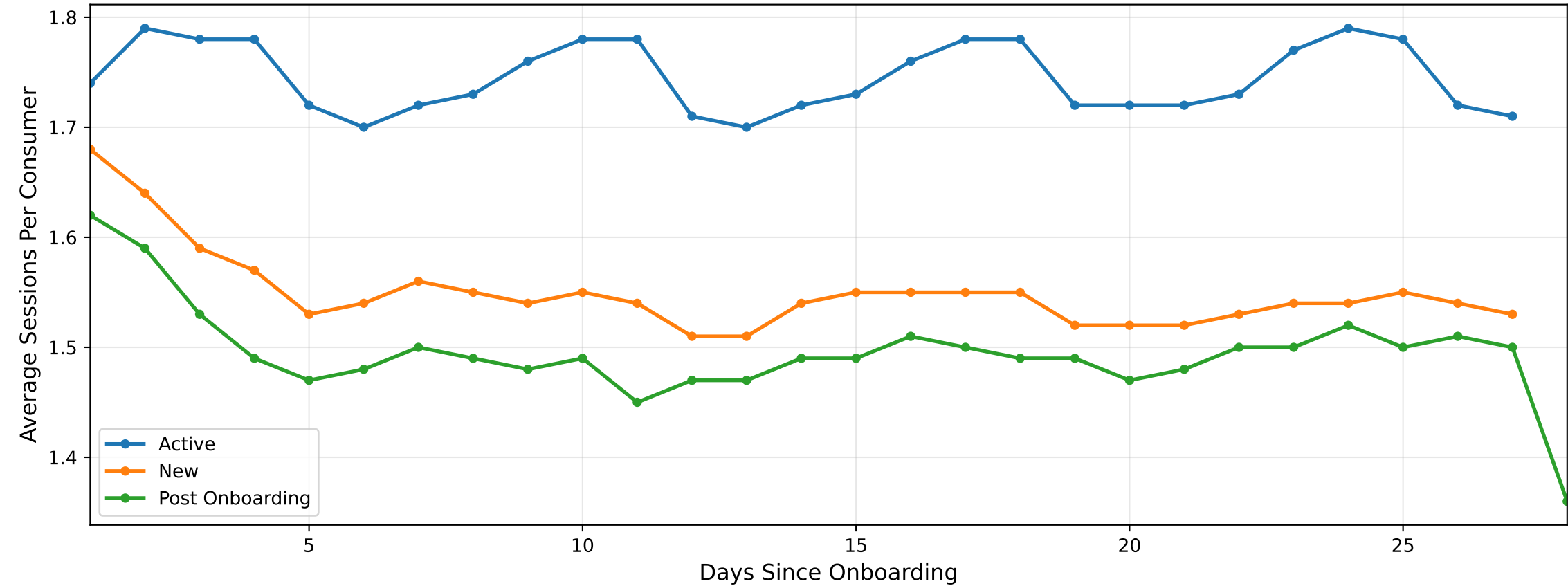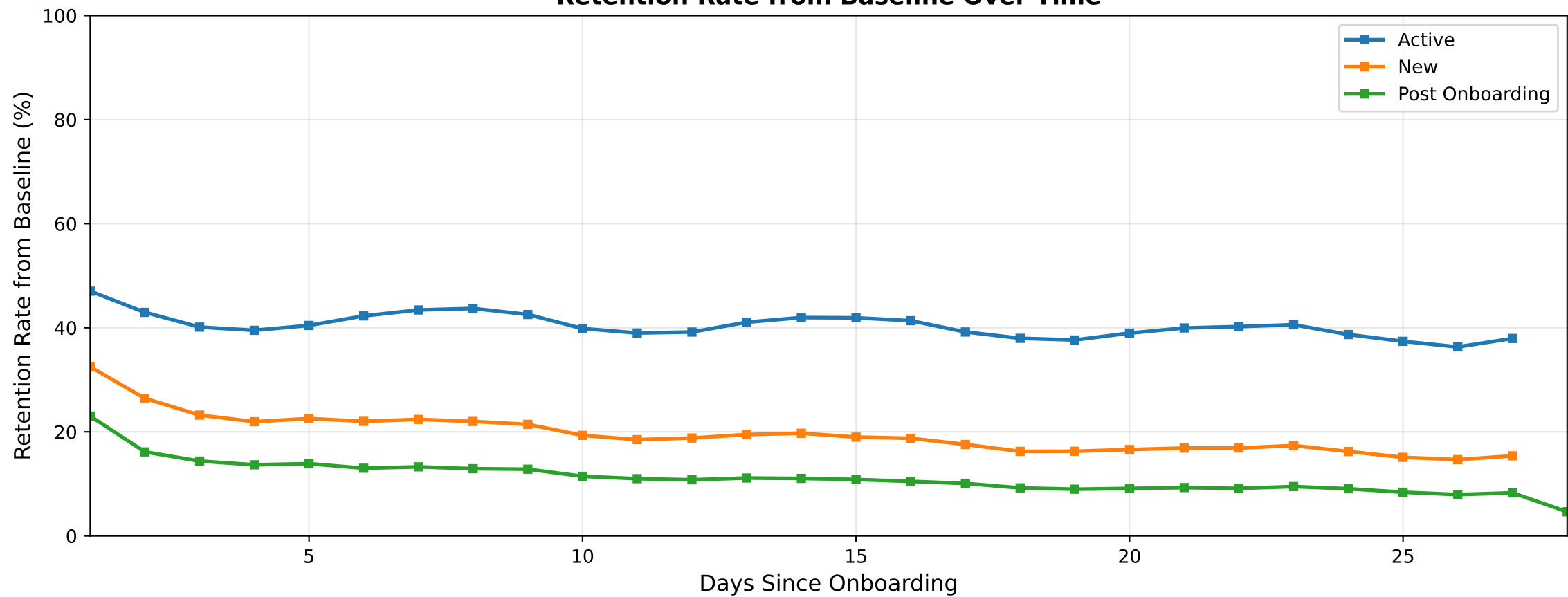**Session and Retention Analysis - Friday**
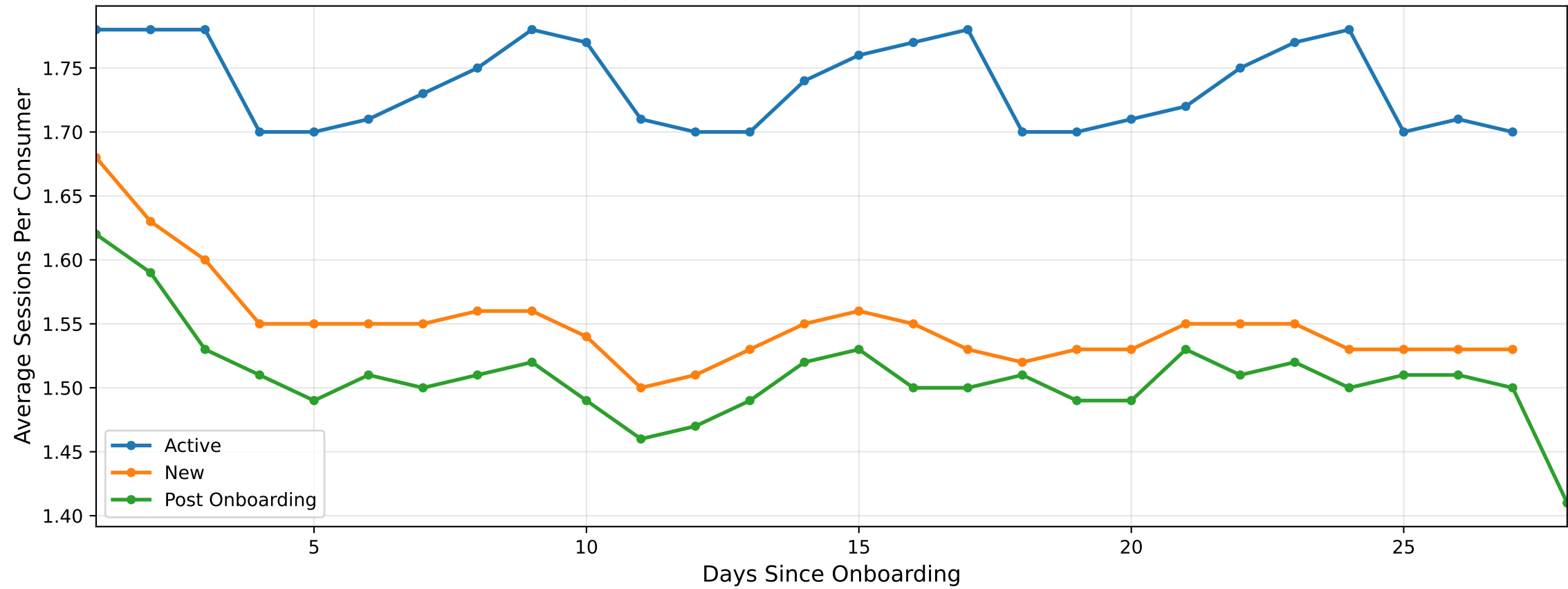
Average Sessions Per Consumer Over Time

Session and Retention Analysis - Saturday

Average Sessions Per Consumer Over Time

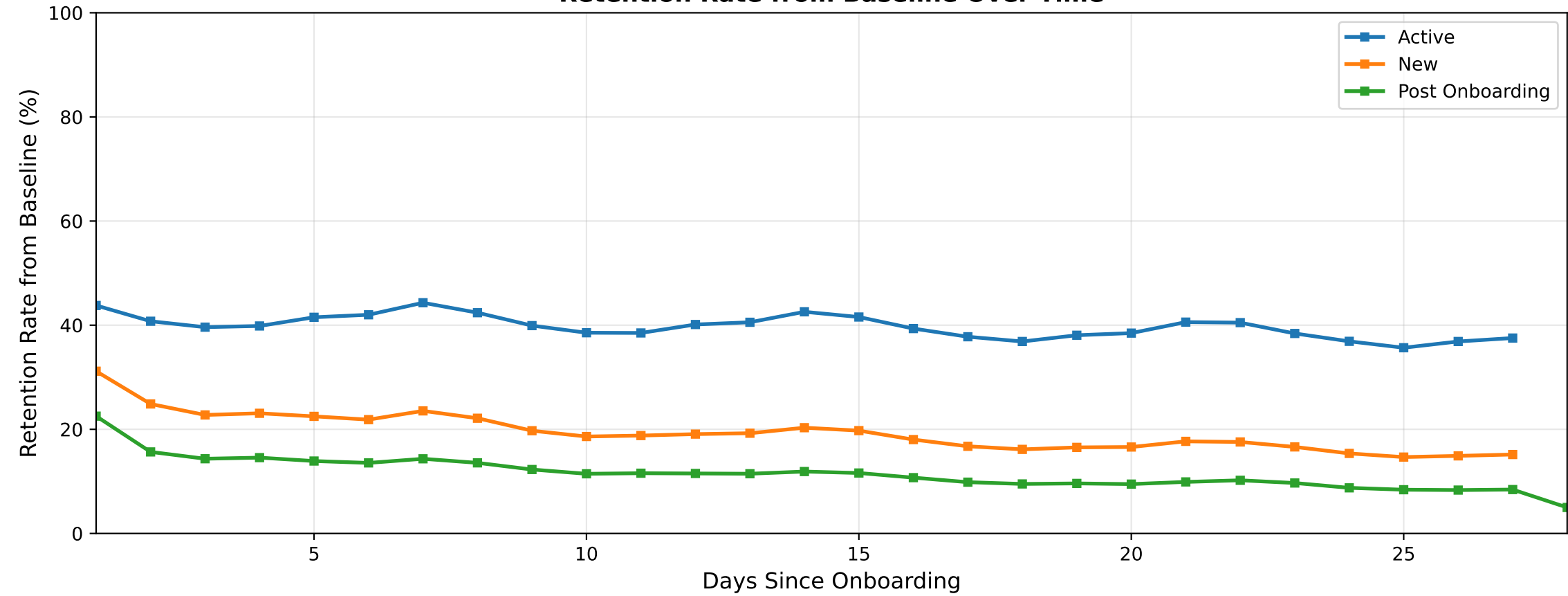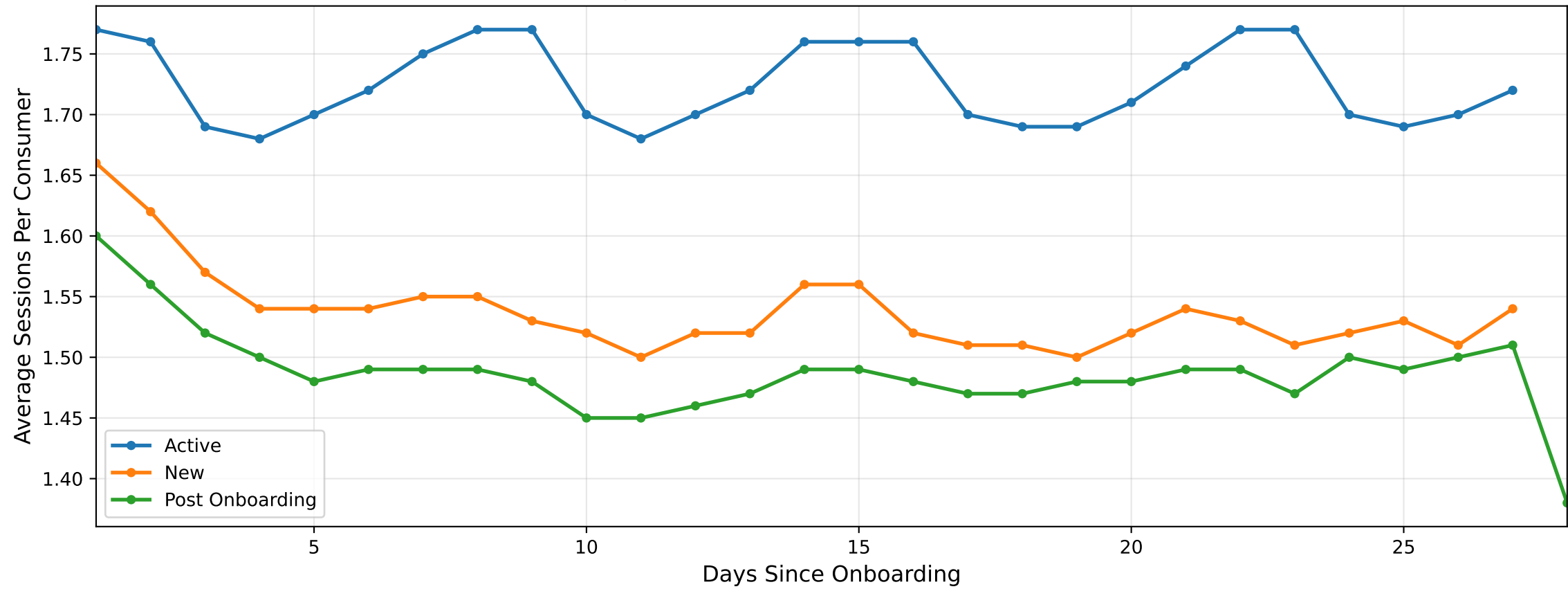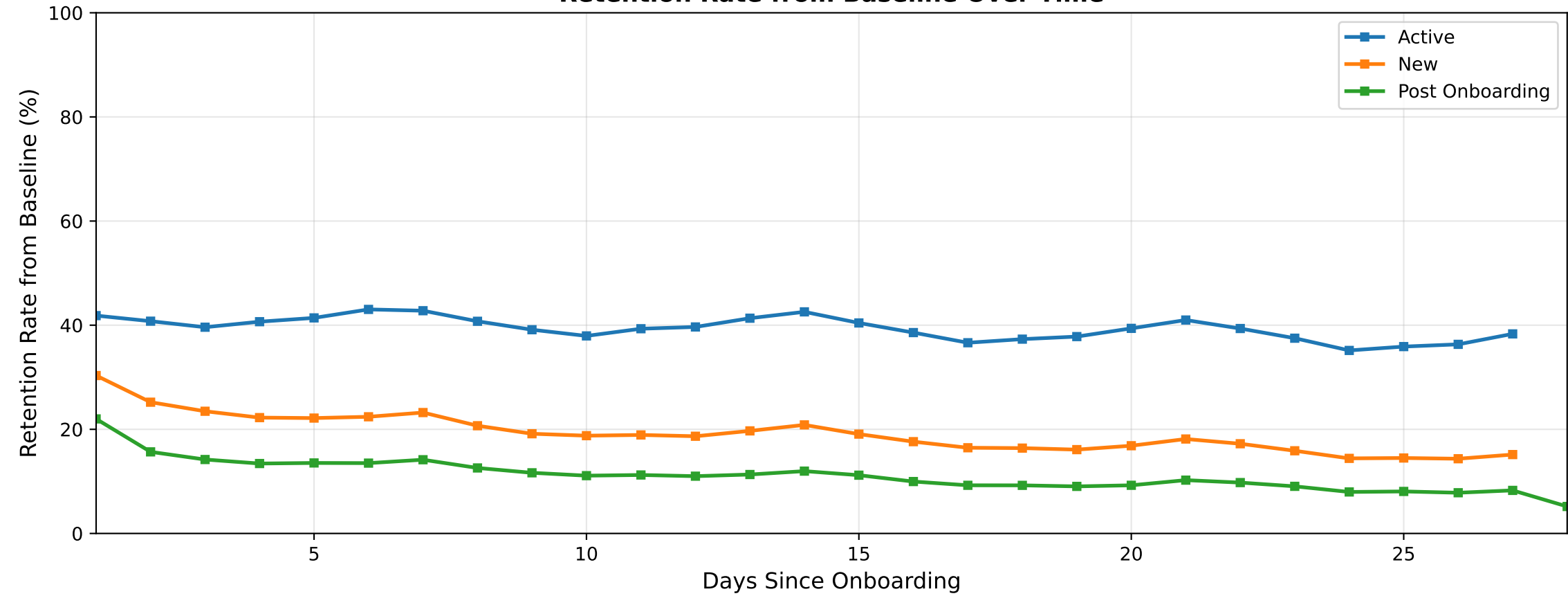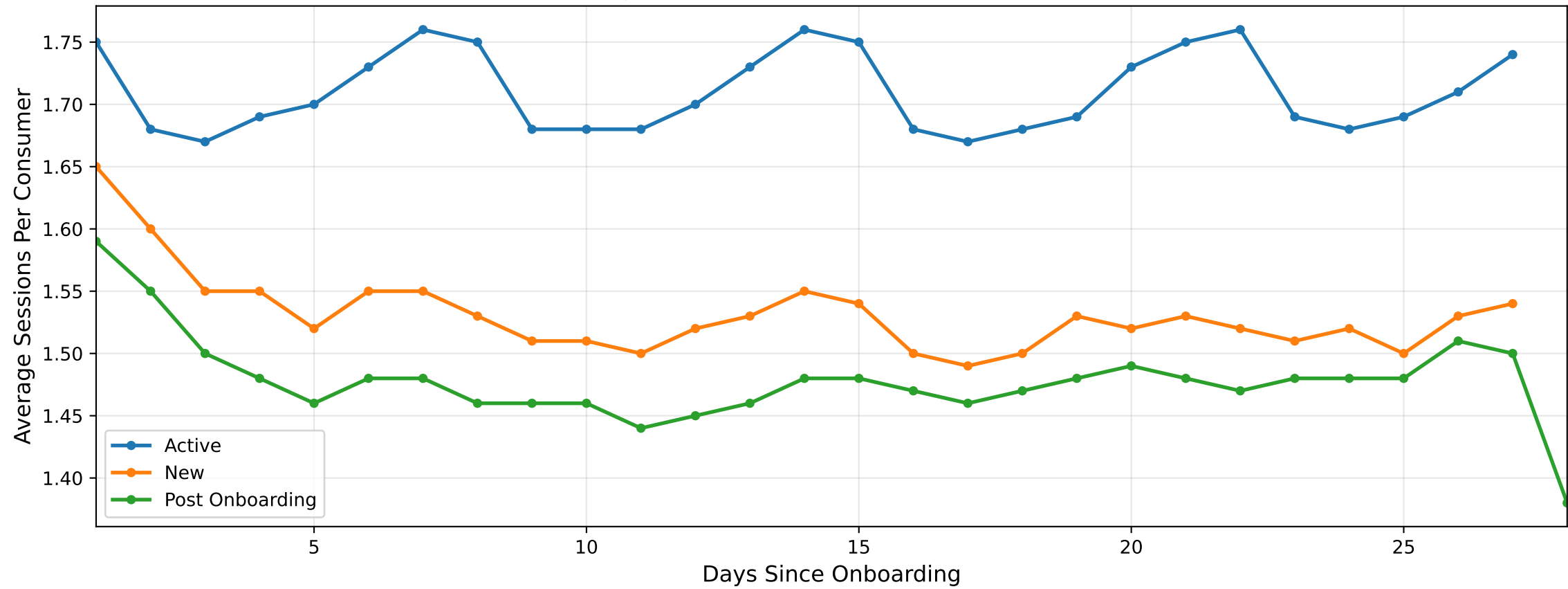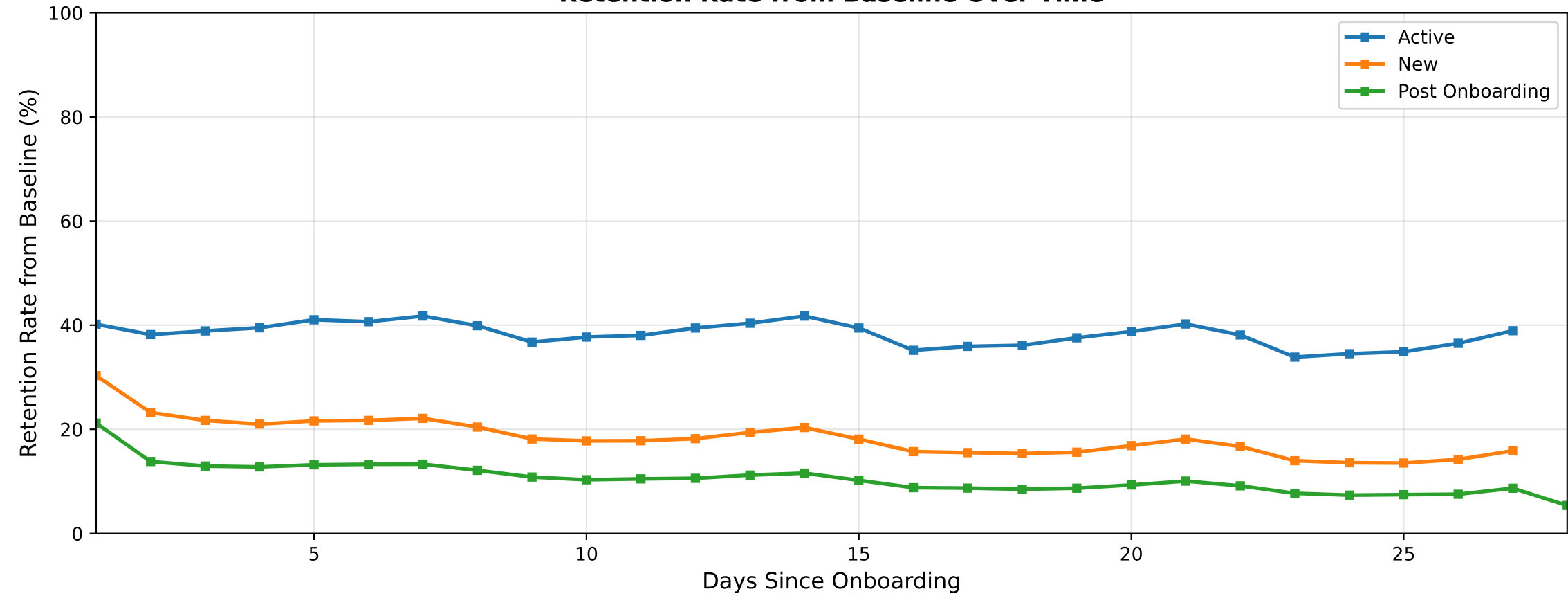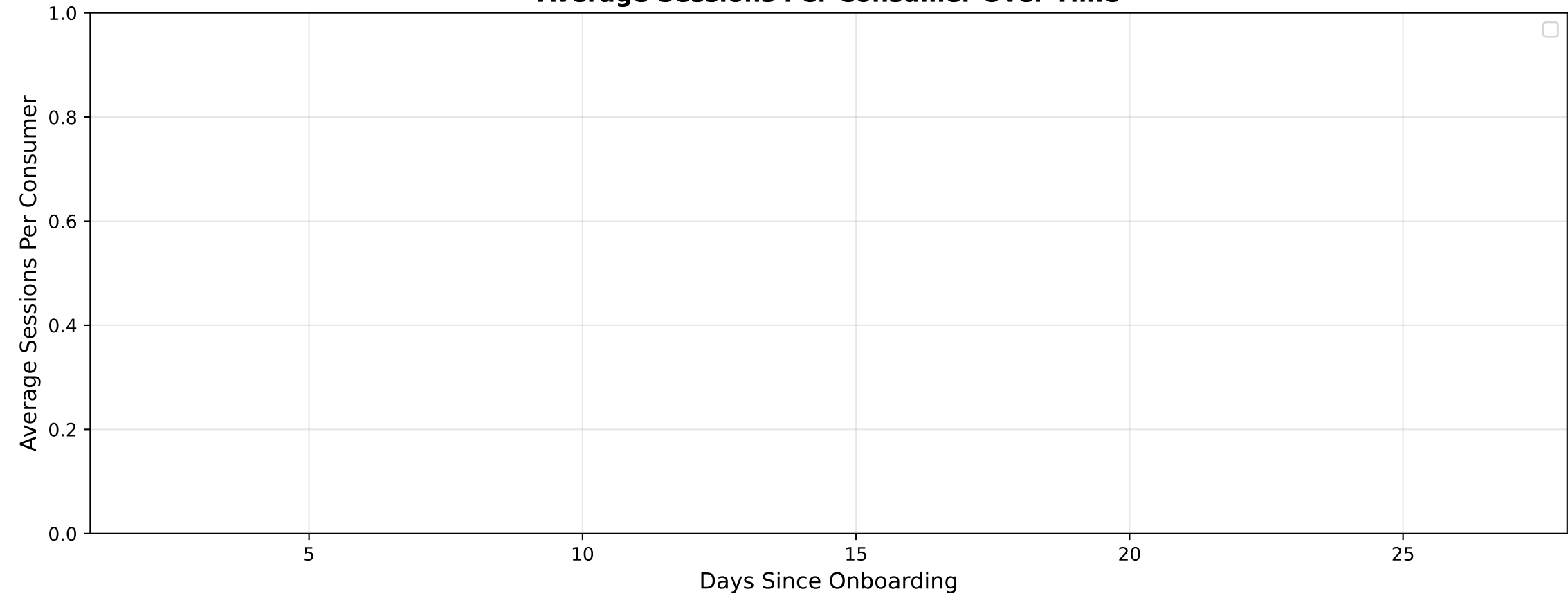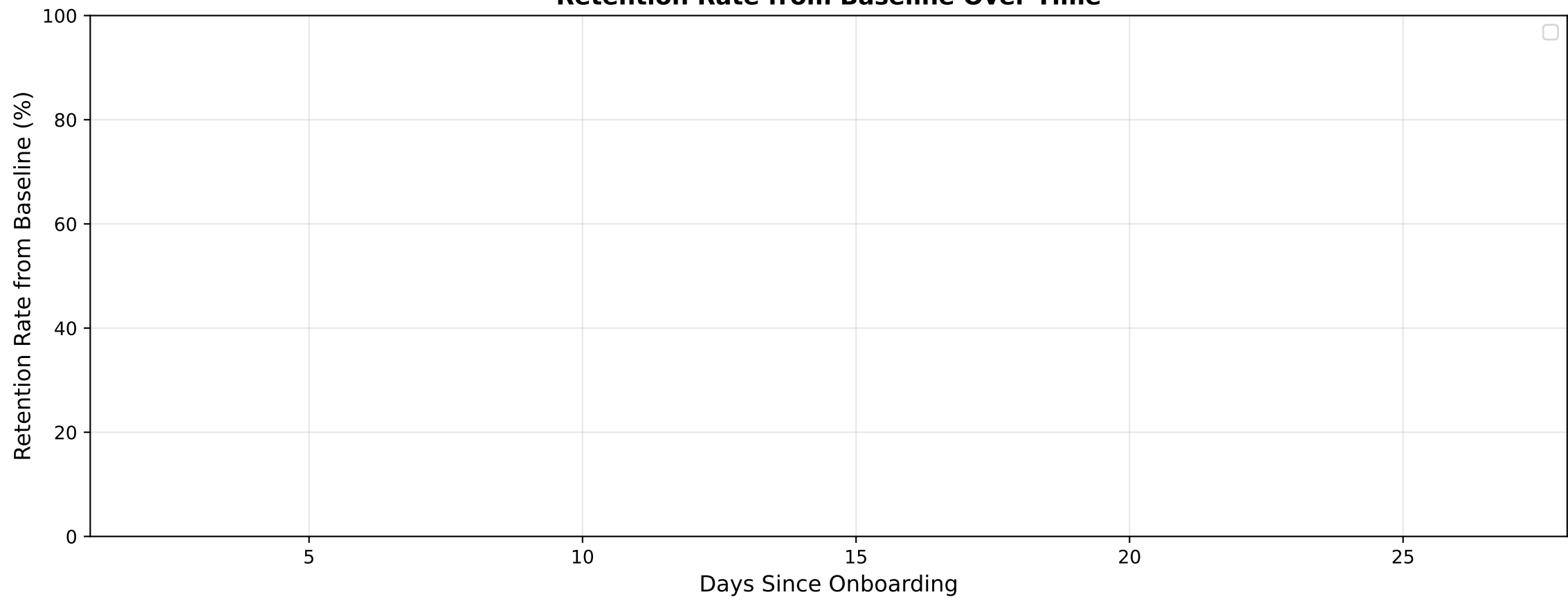**Retention Rate from Baseline Over Time**

Session and Retention Analysis - Sunday

Average Sessions Per Consumer Over Time

Retention Rate from Baseline Over Time

Session and Retention Analysis

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Analysis includes:
- Overall (all days combined)
- Each day of week (Monday - Sunday)

Metrics:
1. Average Sessions Per Consumer
2. Retention Rate from Baseline (%)

Days Since Onboarding: 1-28 days
Cohorts: Active, New, Post Onboarding