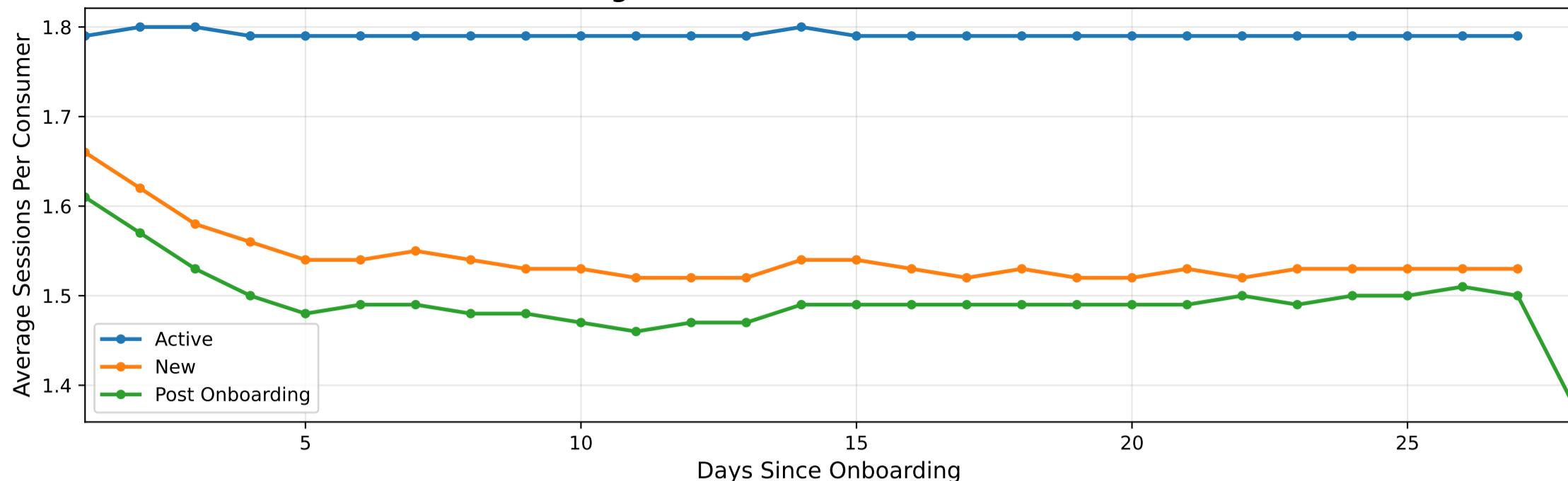
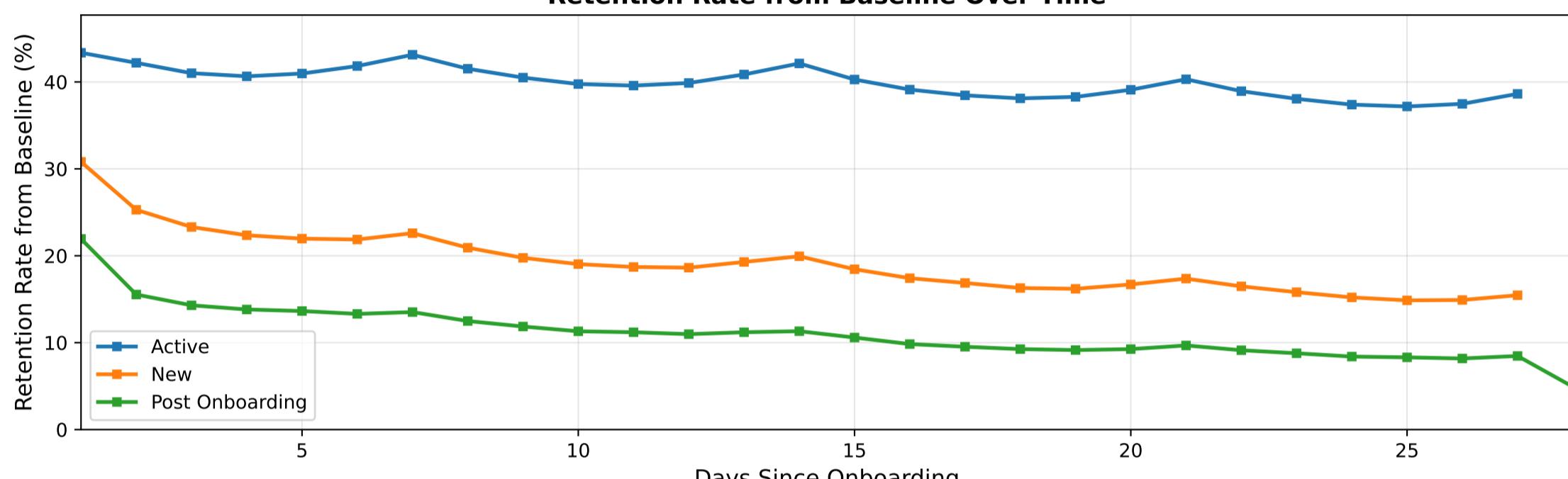


Session and Retention Analysis - Overall (All Days)

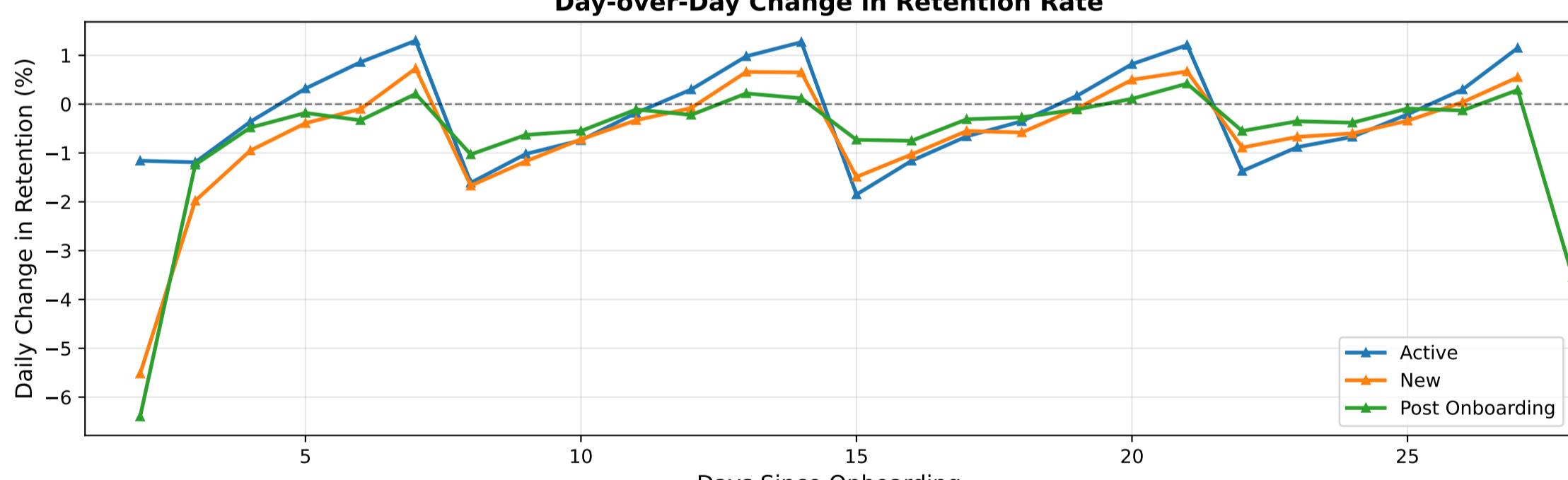
Average Sessions Per Consumer Over Time



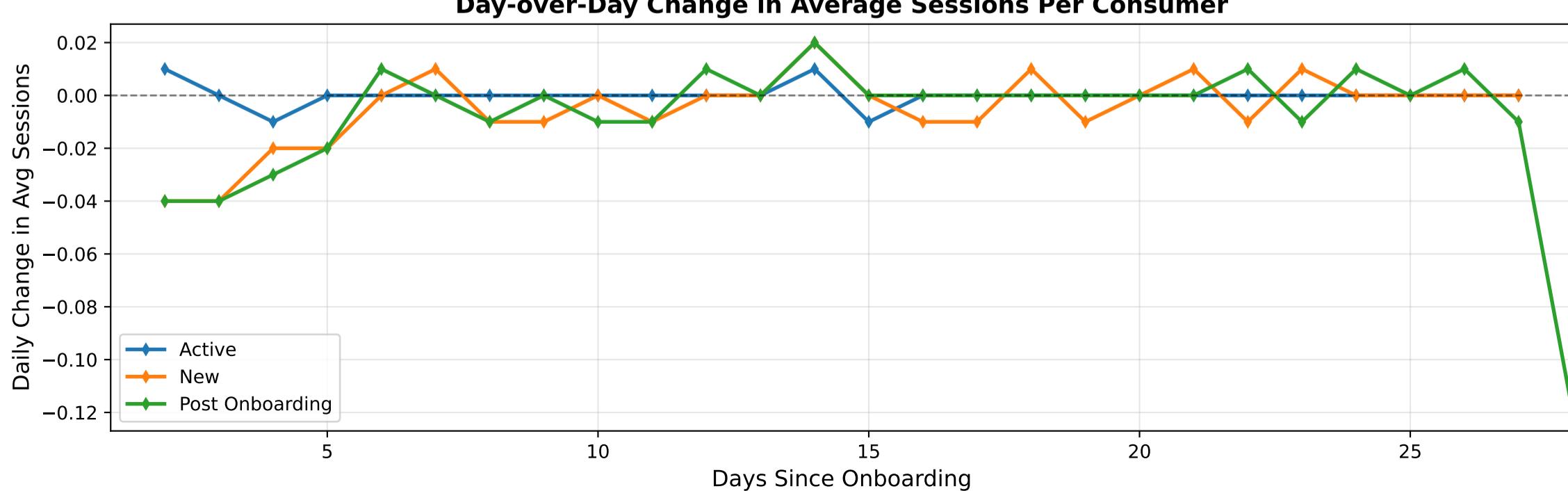
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

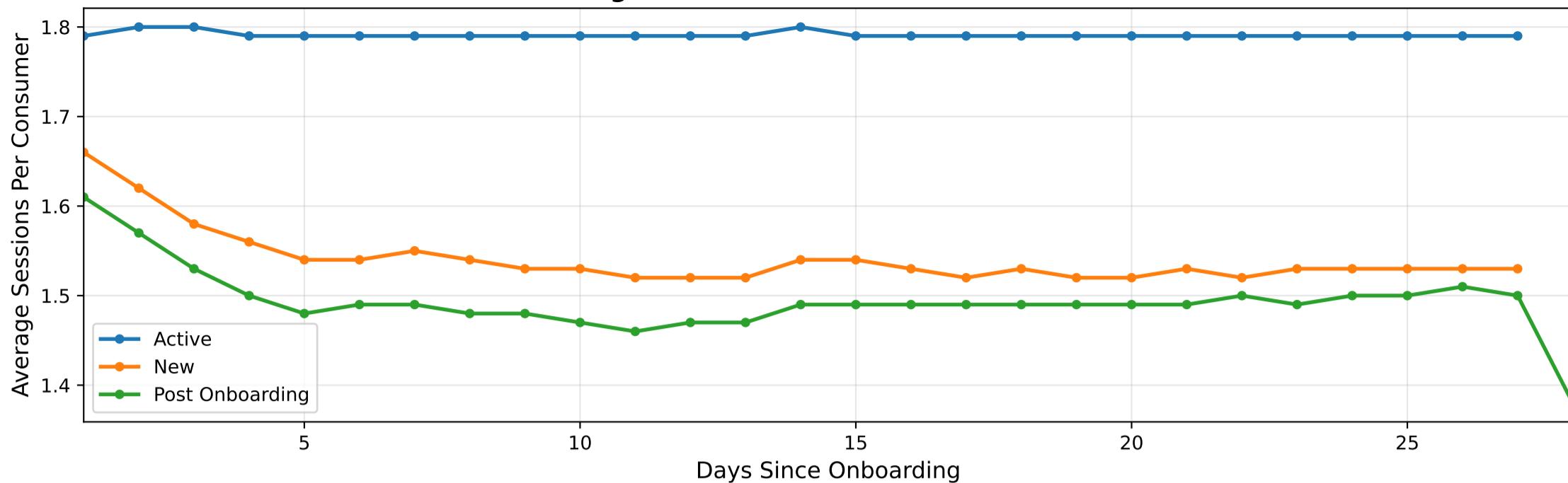


Day-over-Day Change in Average Sessions Per Consumer

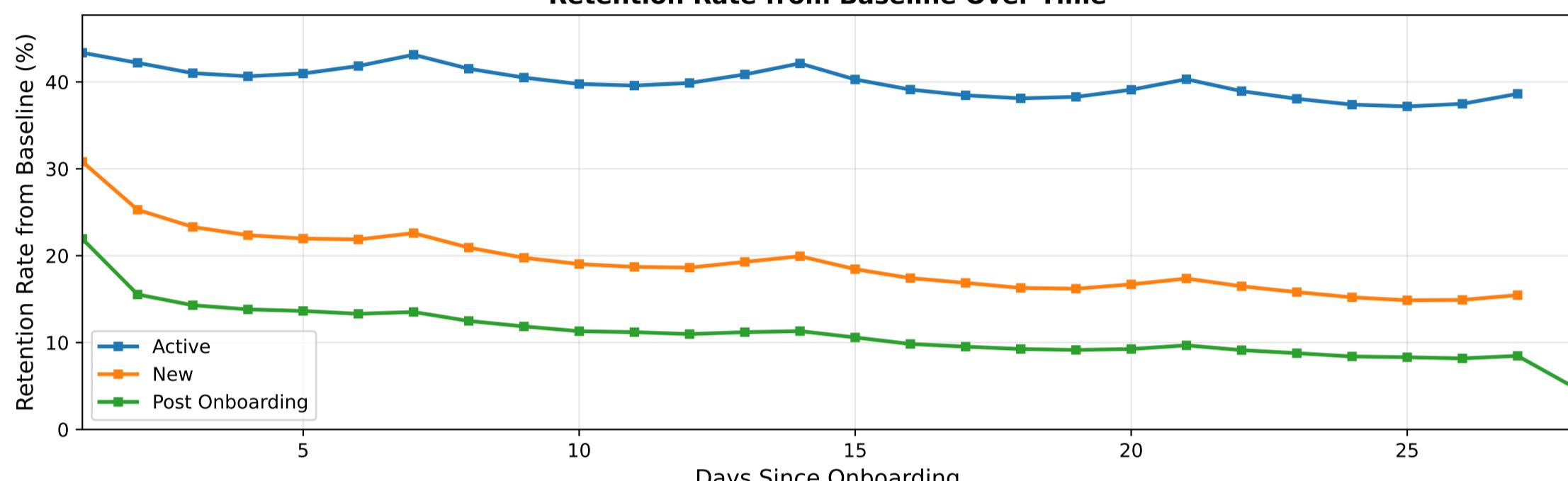


Session and Retention Analysis - Sunday

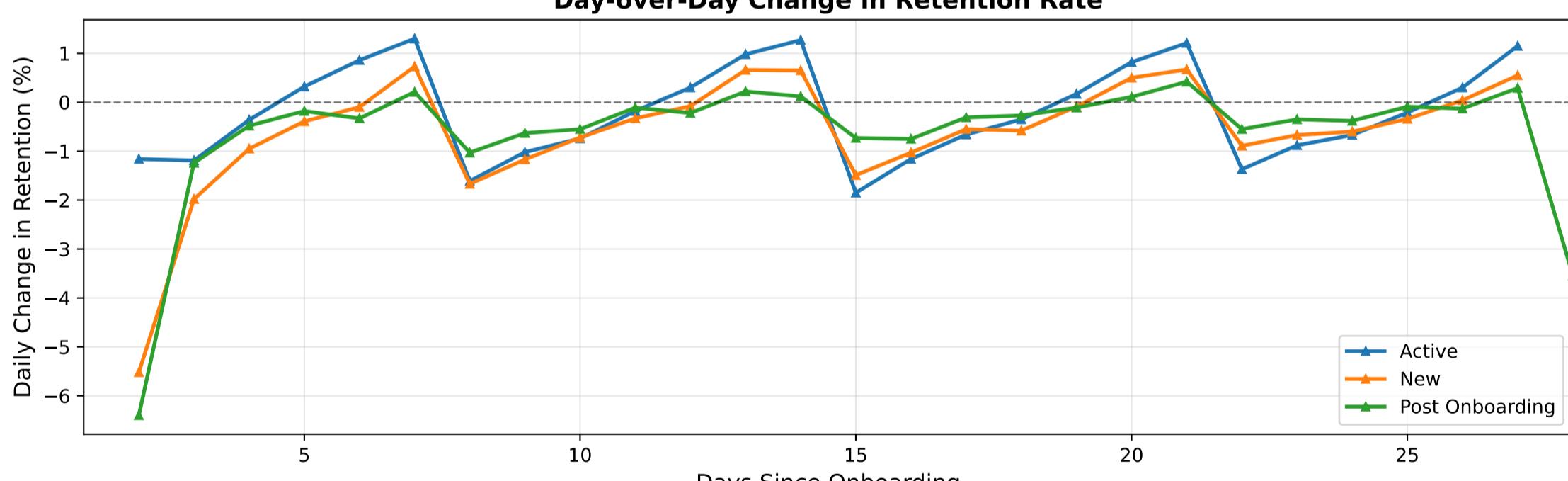
Average Sessions Per Consumer Over Time



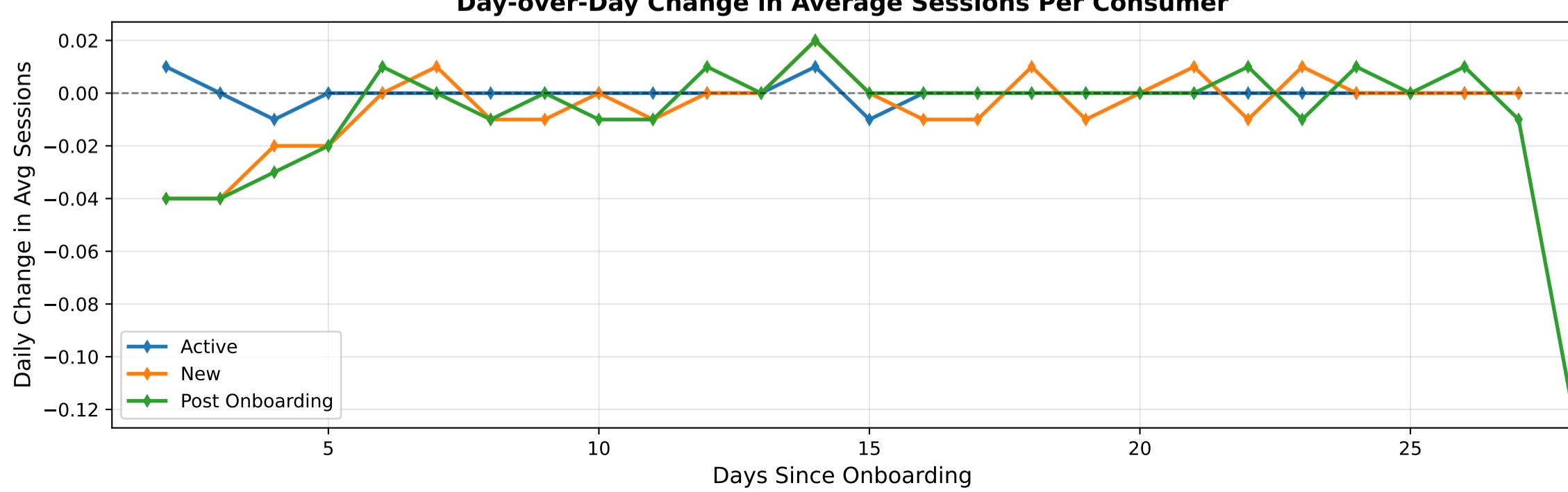
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

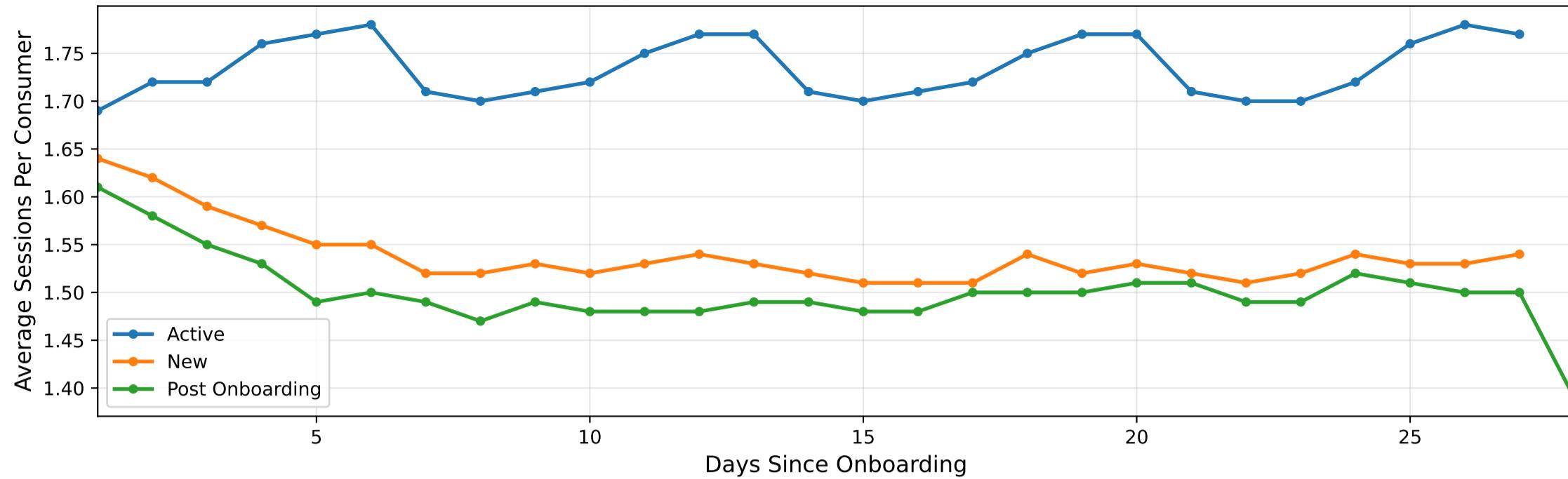


Day-over-Day Change in Average Sessions Per Consumer

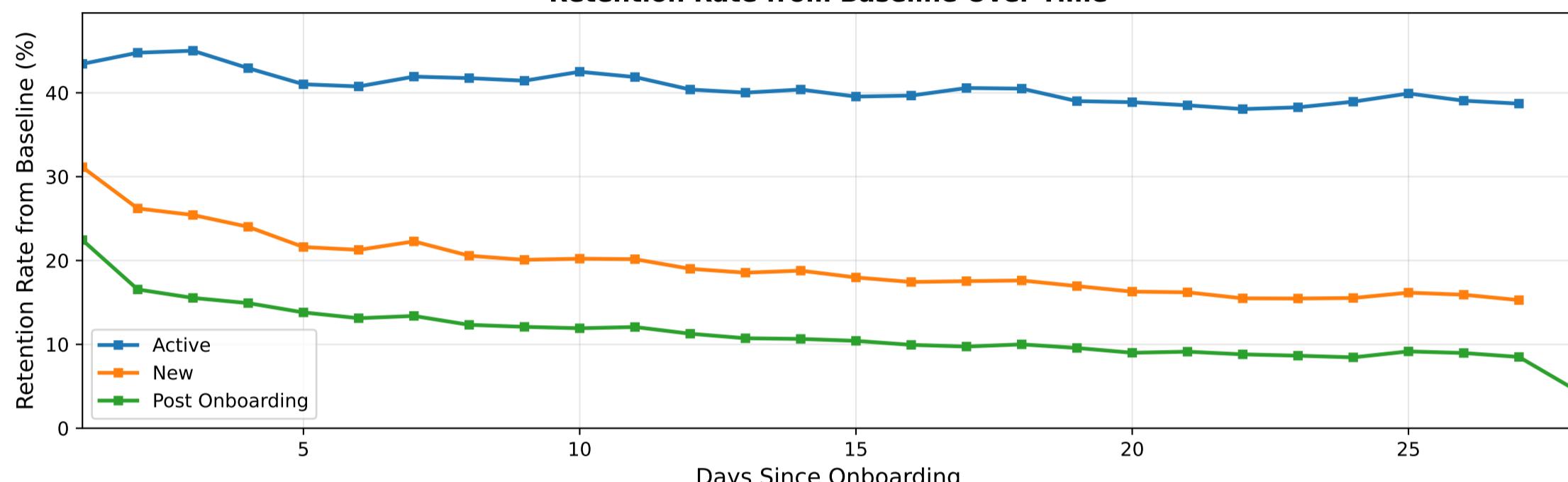


Session and Retention Analysis - Monday

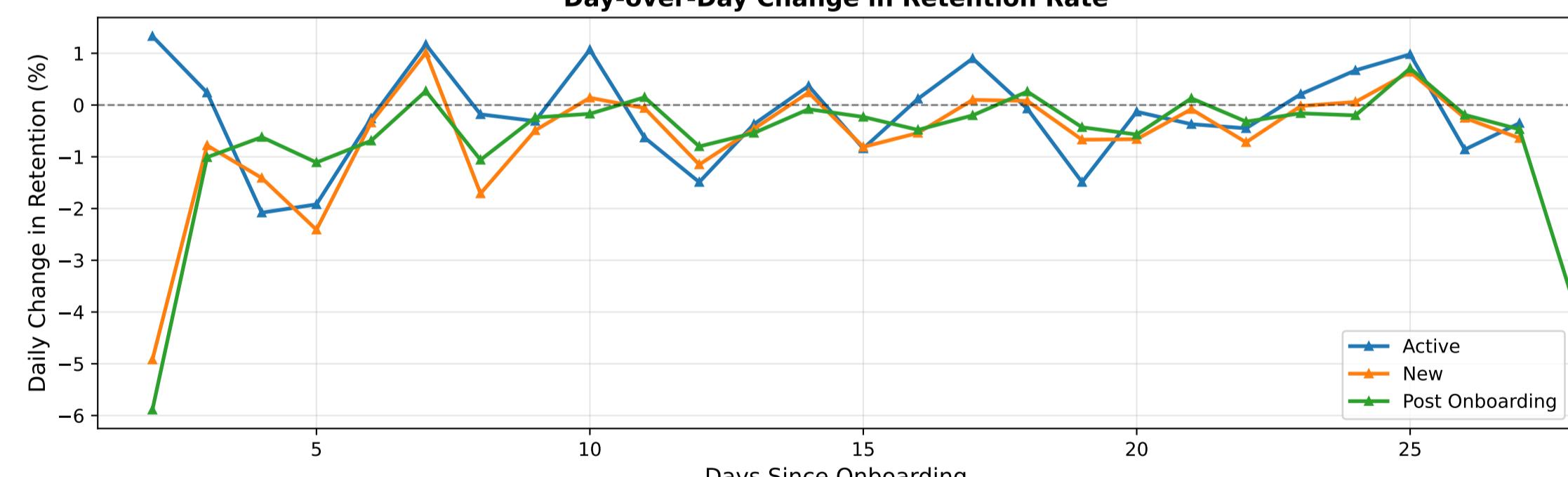
Average Sessions Per Consumer Over Time



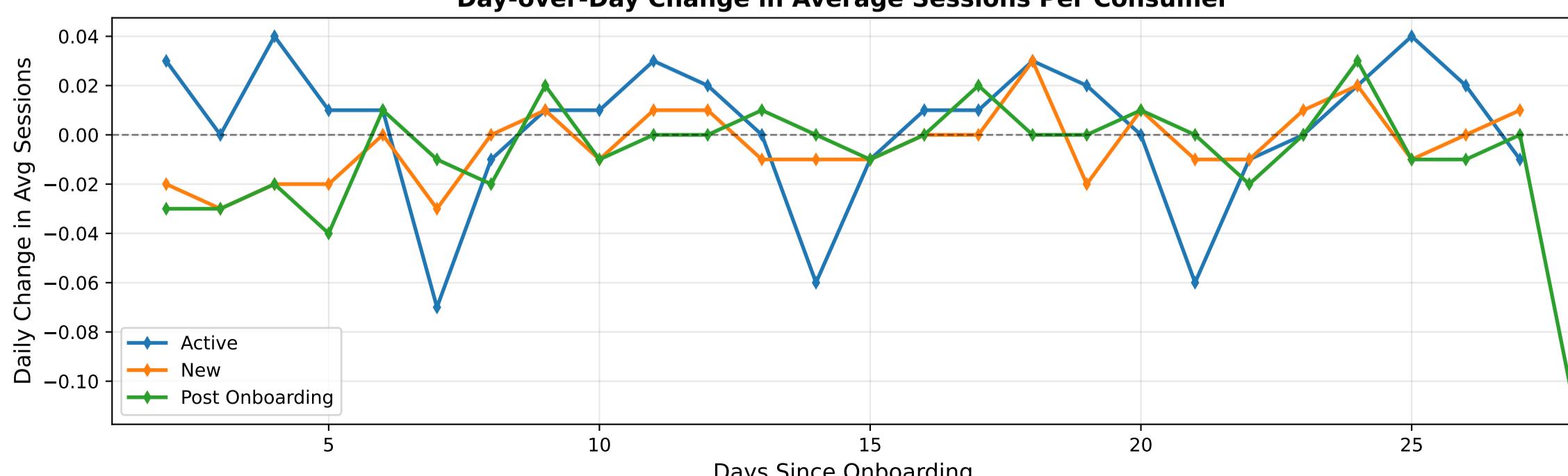
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

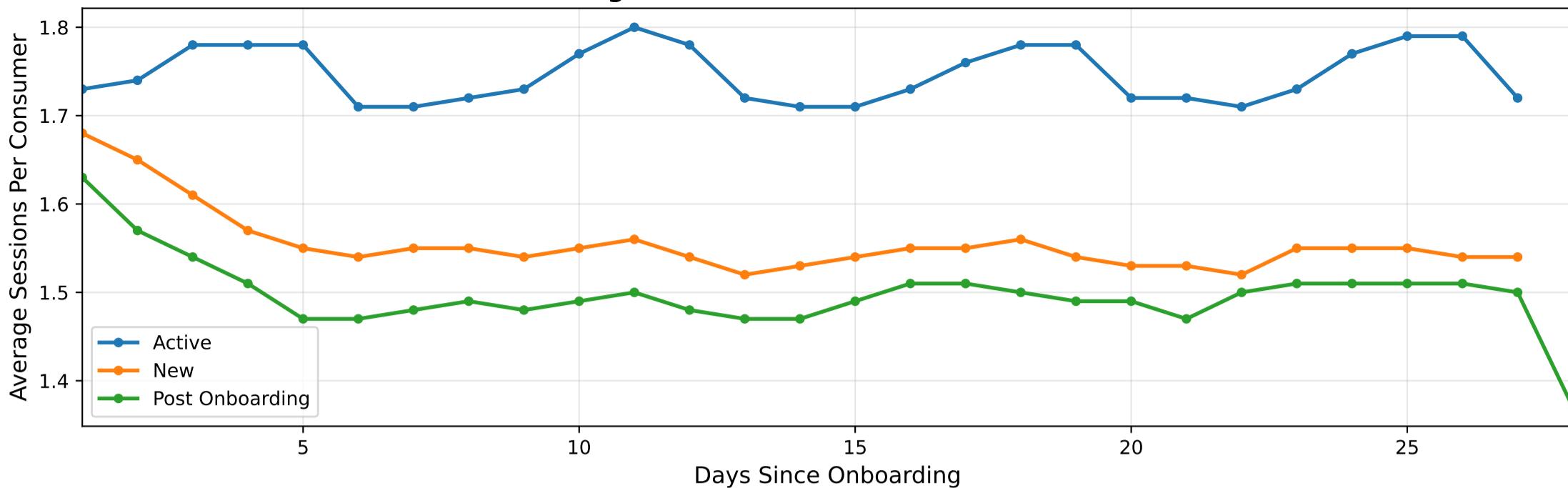


Day-over-Day Change in Average Sessions Per Consumer

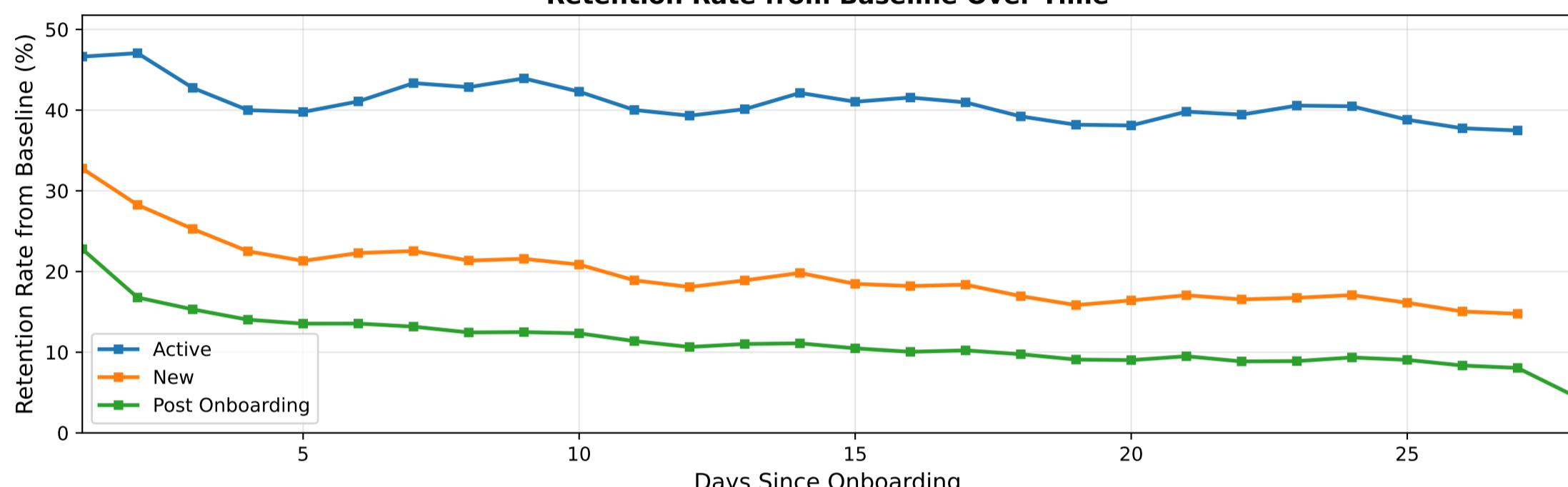


Session and Retention Analysis - Tuesday

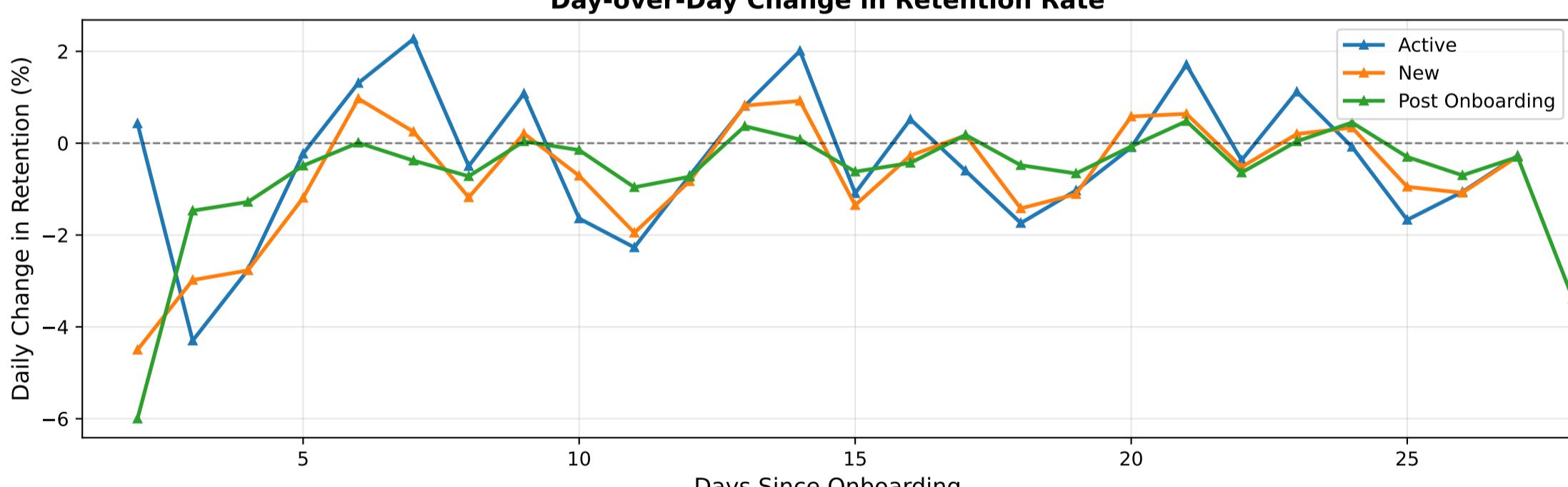
Average Sessions Per Consumer Over Time



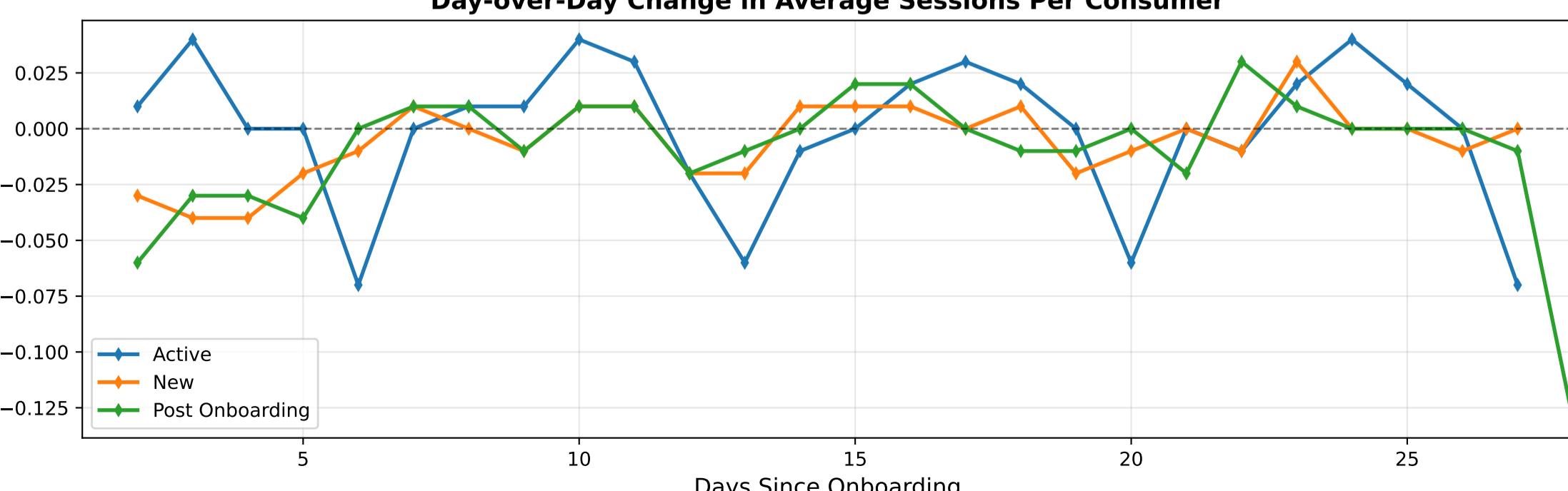
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

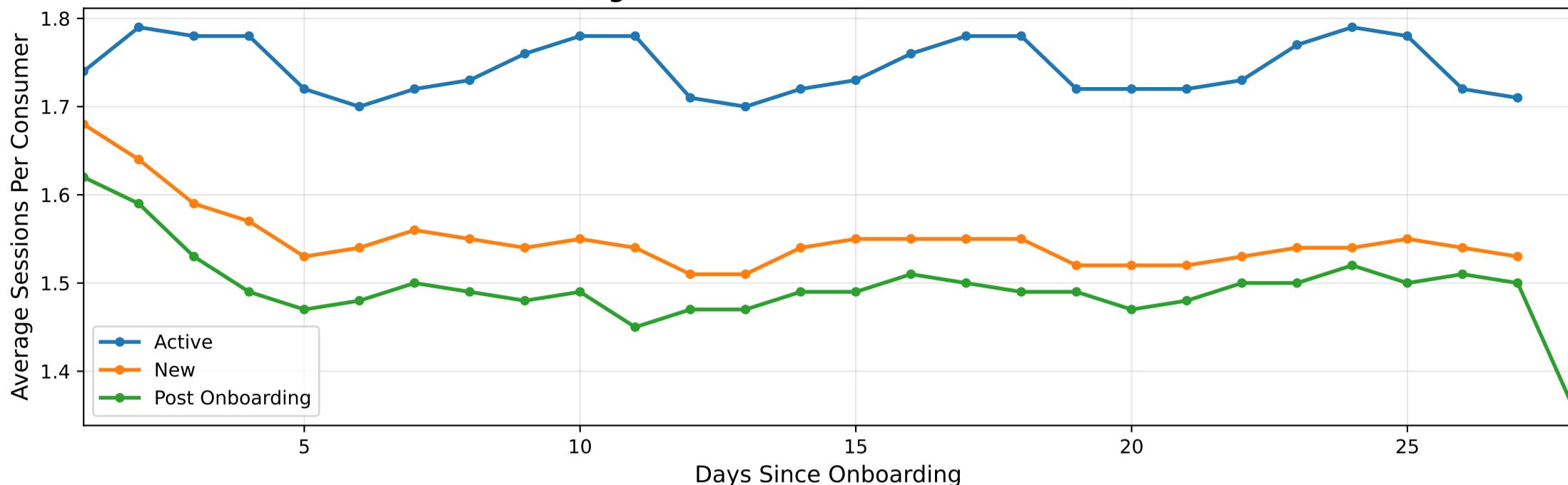


Day-over-Day Change in Average Sessions Per Consumer

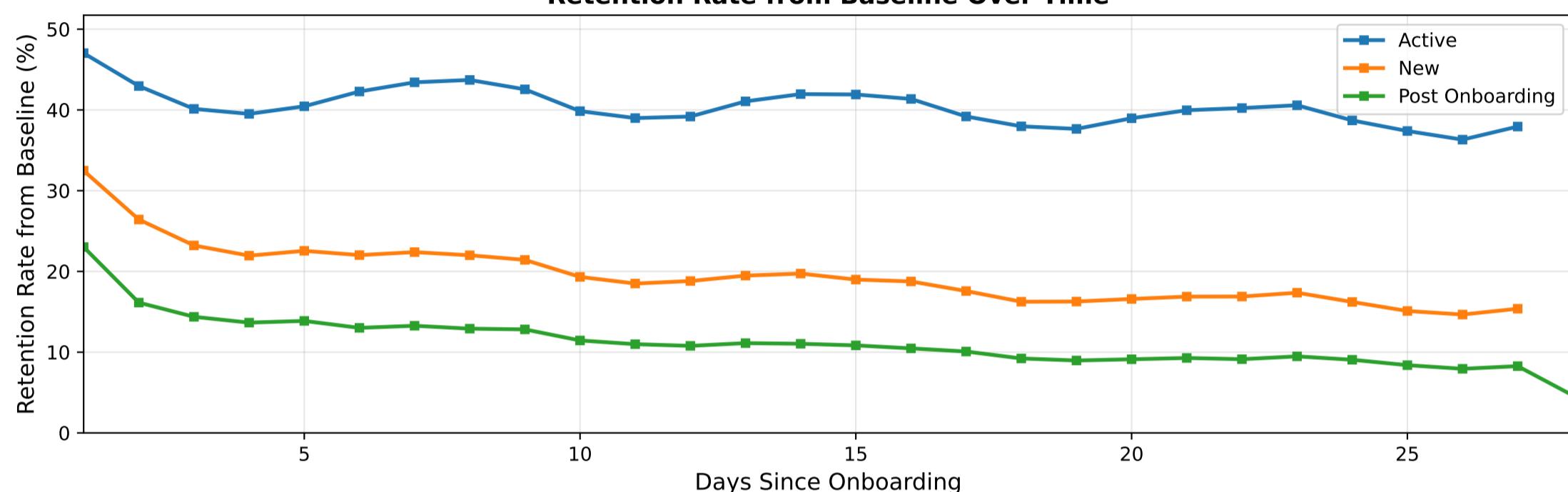


Session and Retention Analysis - Wednesday

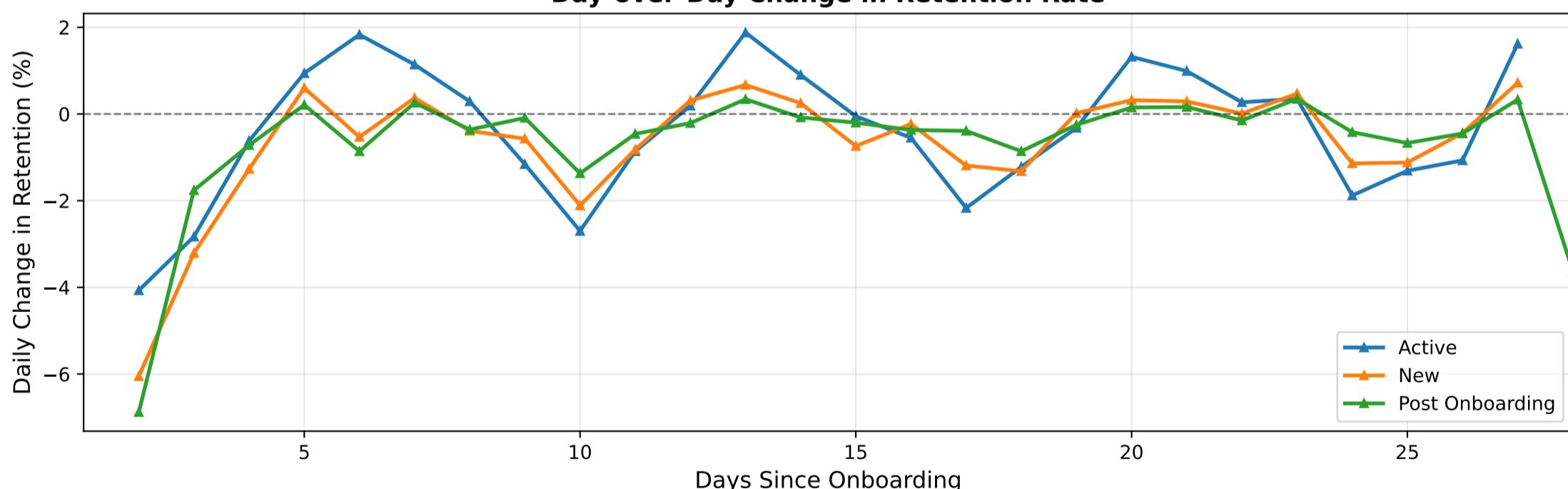
Average Sessions Per Consumer Over Time



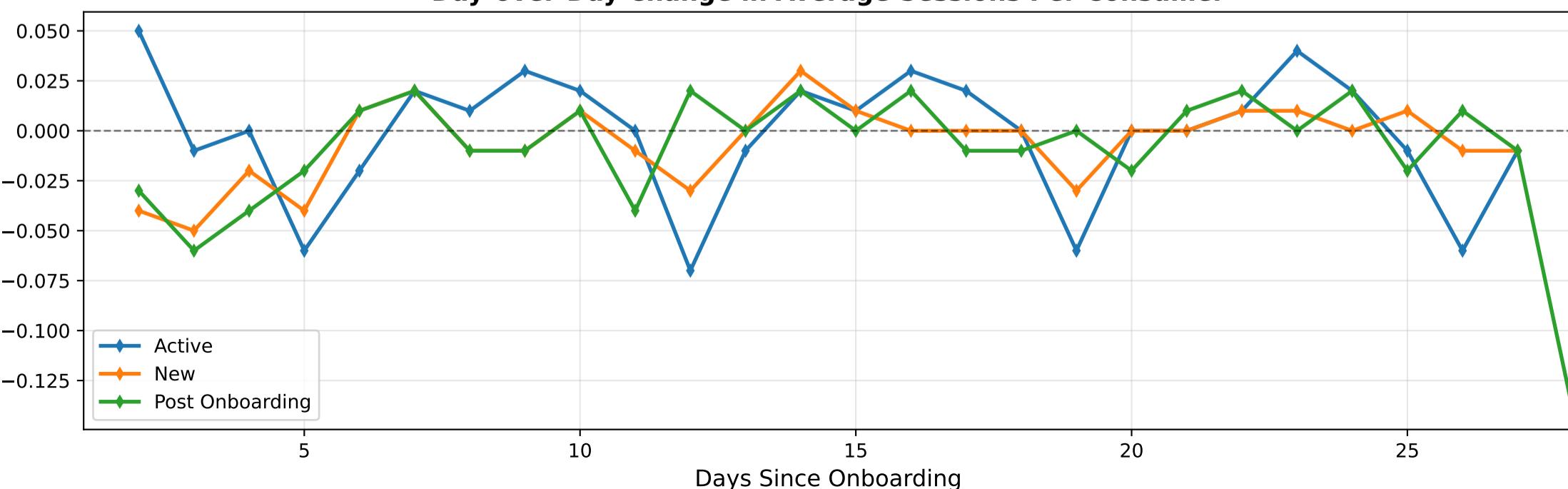
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

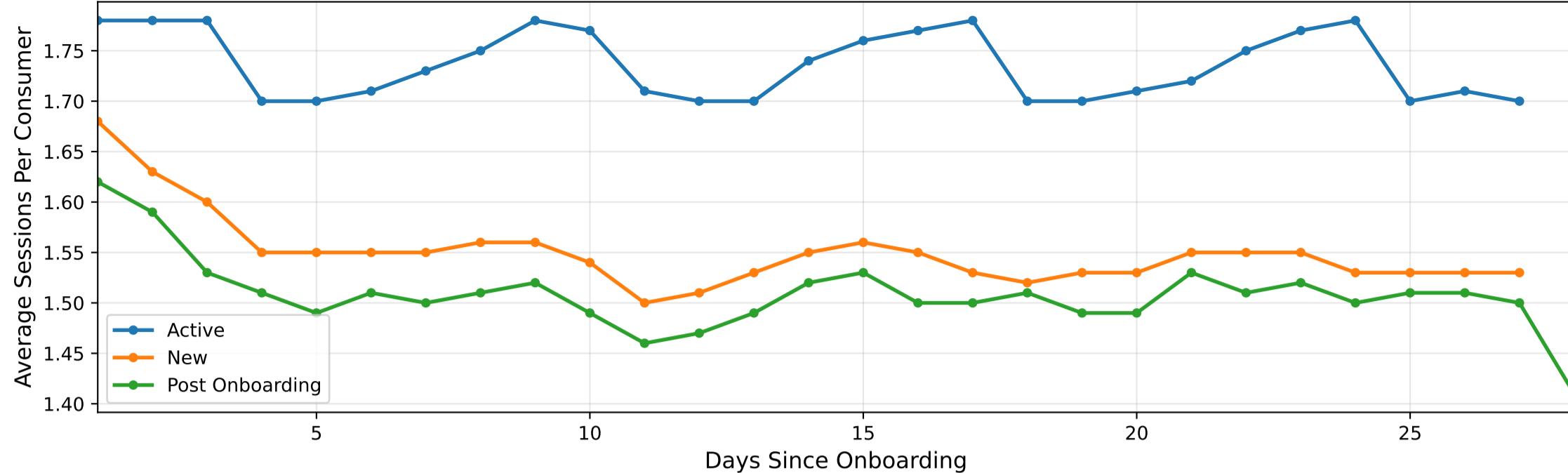


Day-over-Day Change in Average Sessions Per Consumer

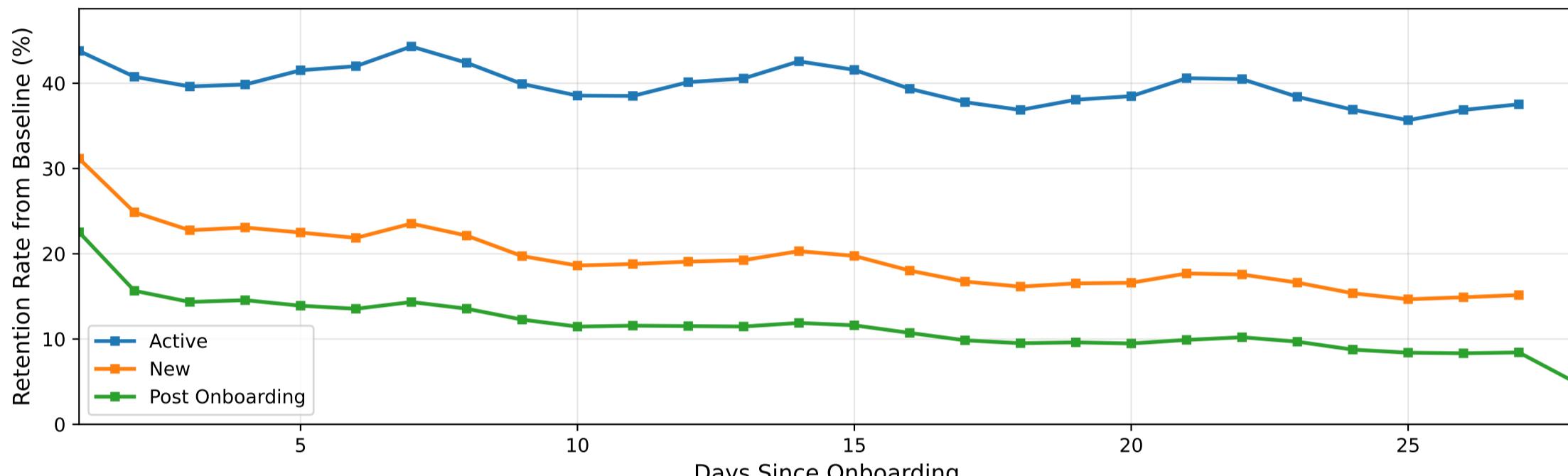


Session and Retention Analysis - Thursday

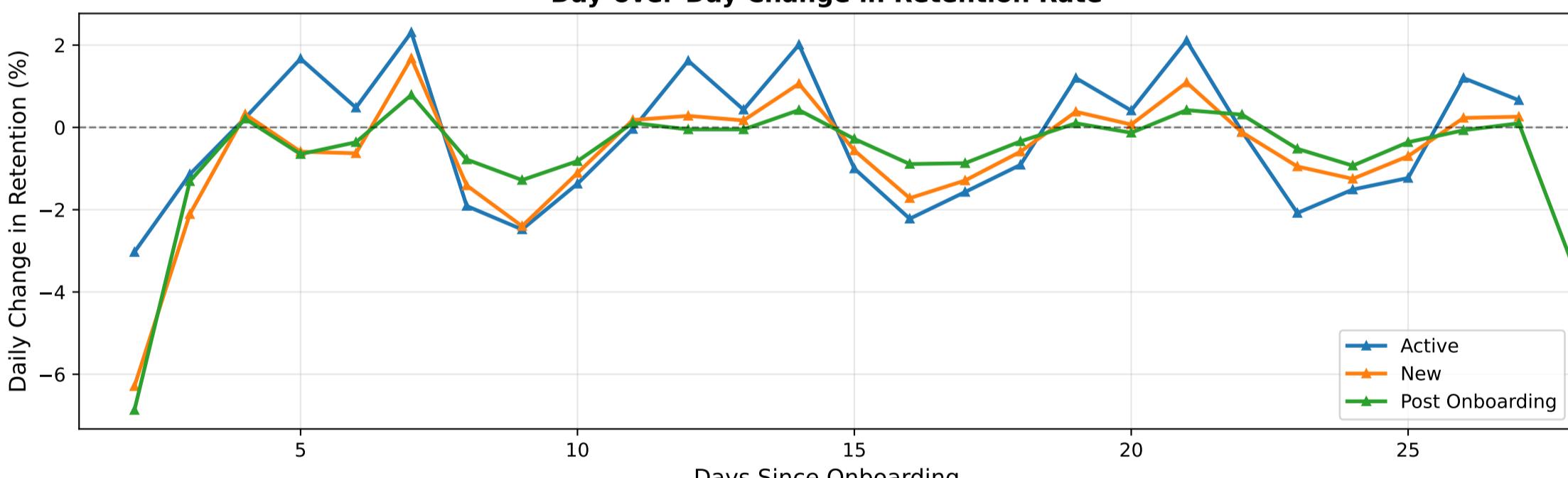
Average Sessions Per Consumer Over Time



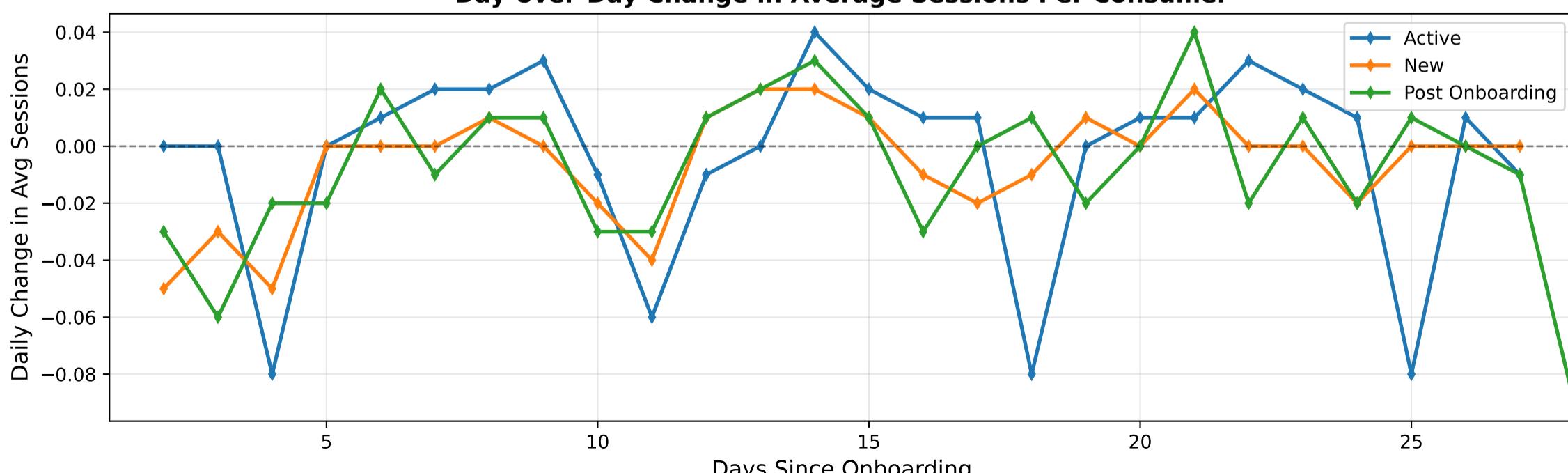
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

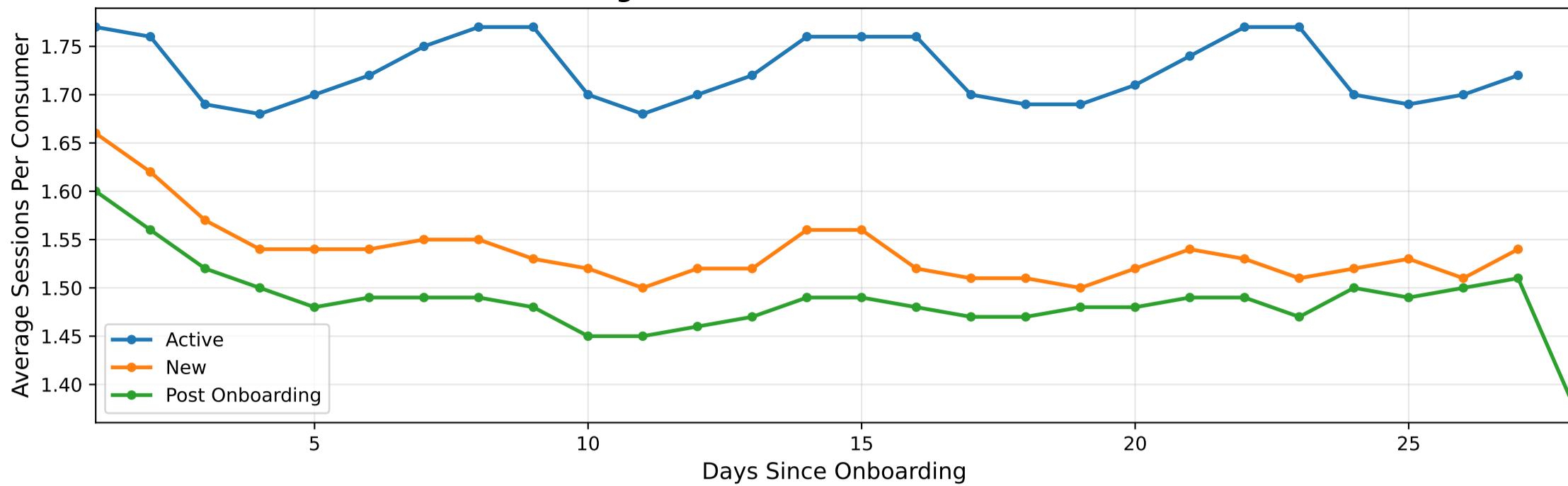


Day-over-Day Change in Average Sessions Per Consumer

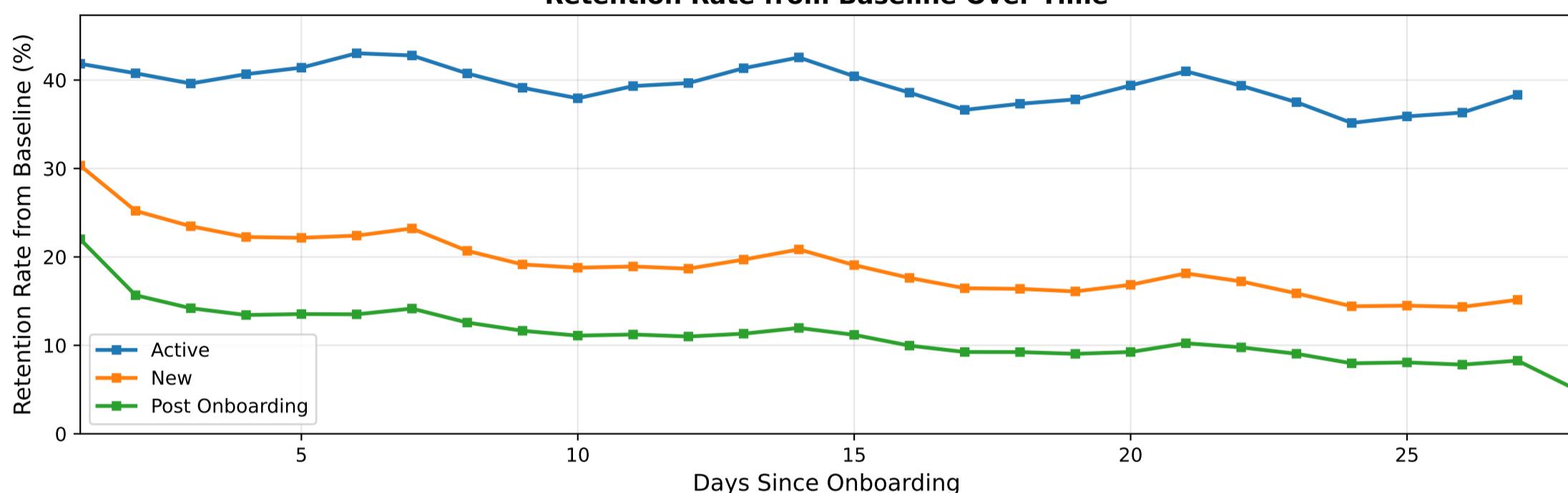


Session and Retention Analysis - Friday

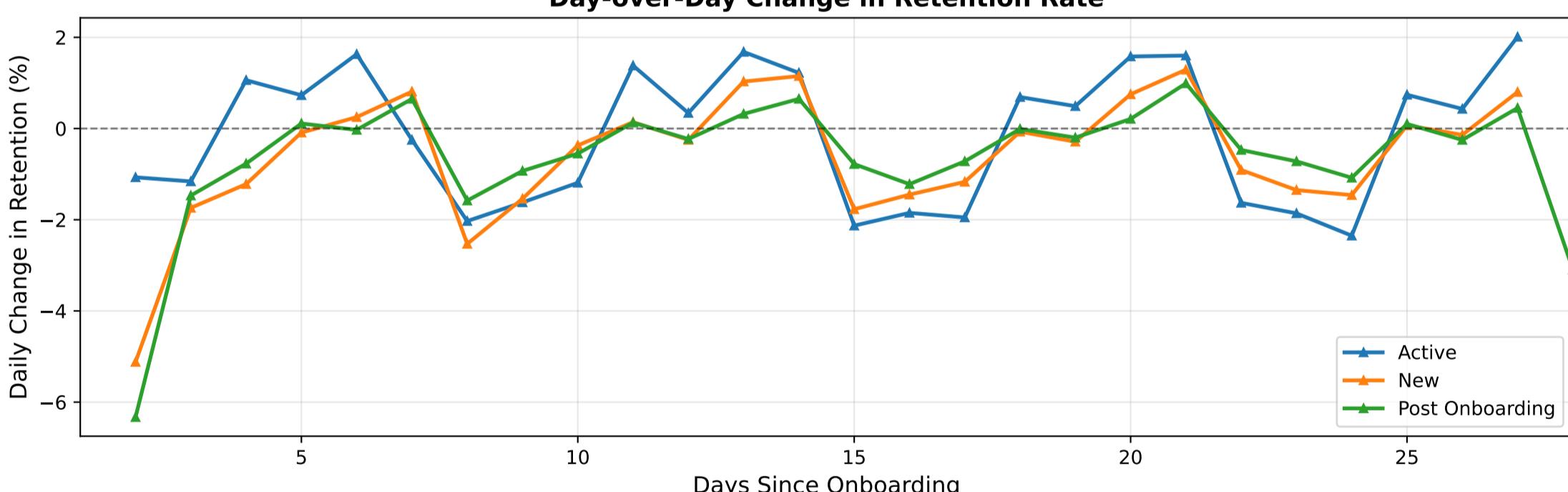
Average Sessions Per Consumer Over Time



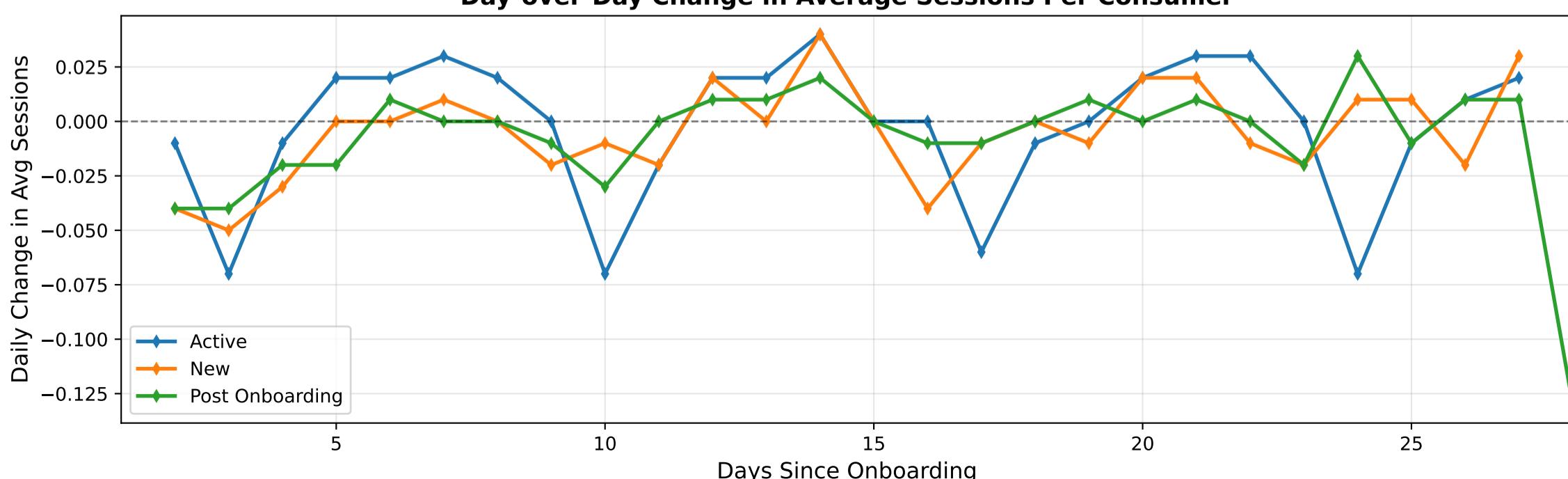
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate

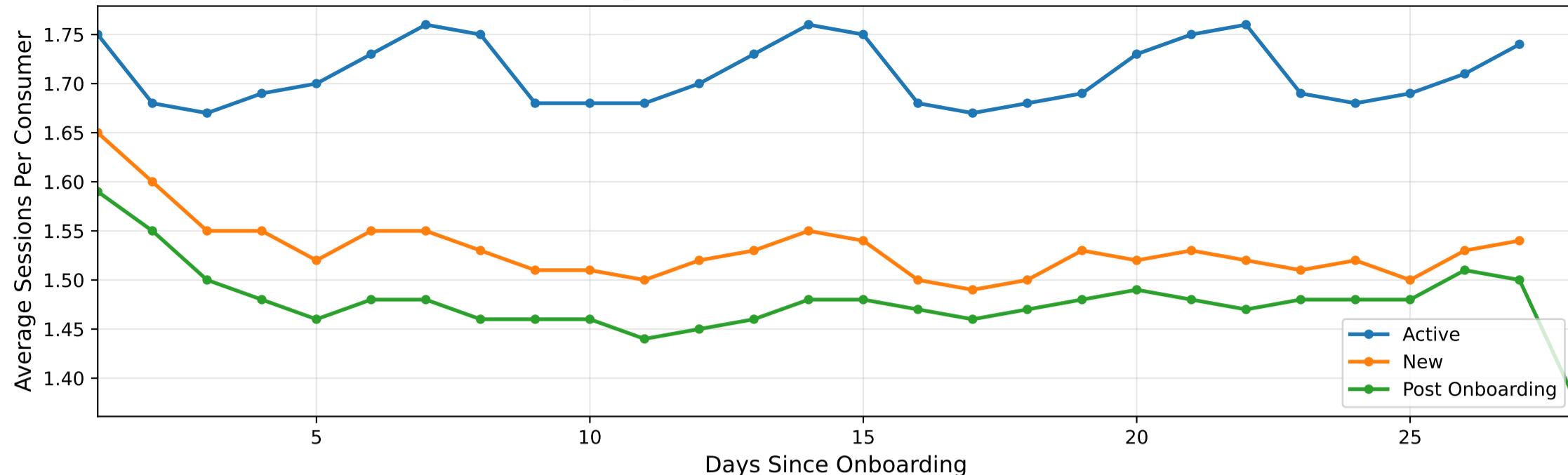


Day-over-Day Change in Average Sessions Per Consumer

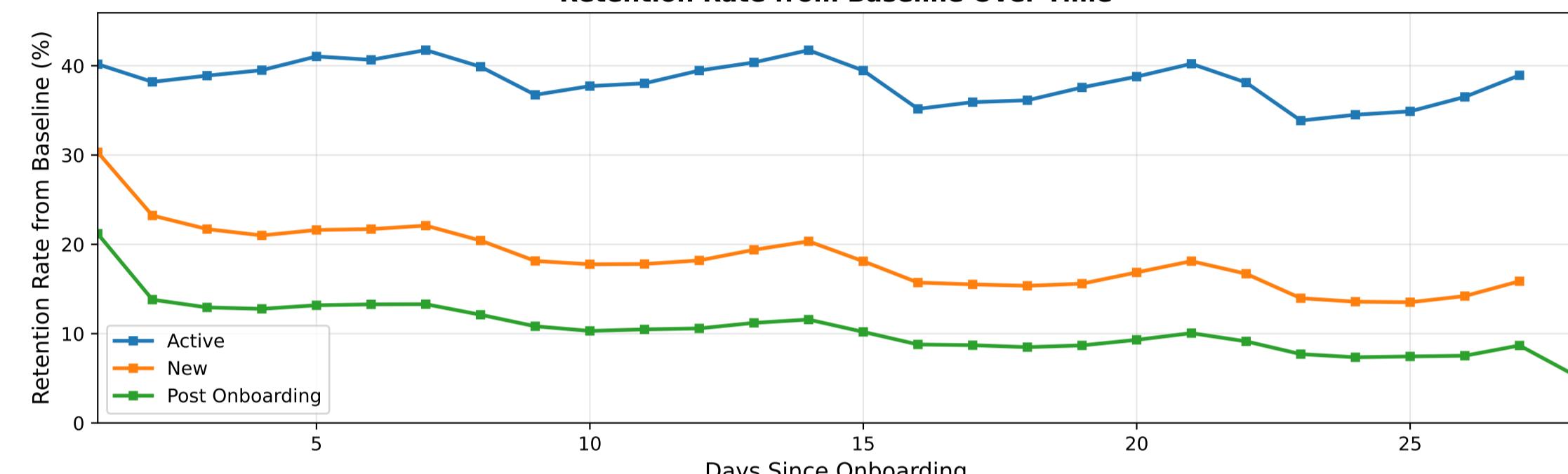


Session and Retention Analysis - Saturday

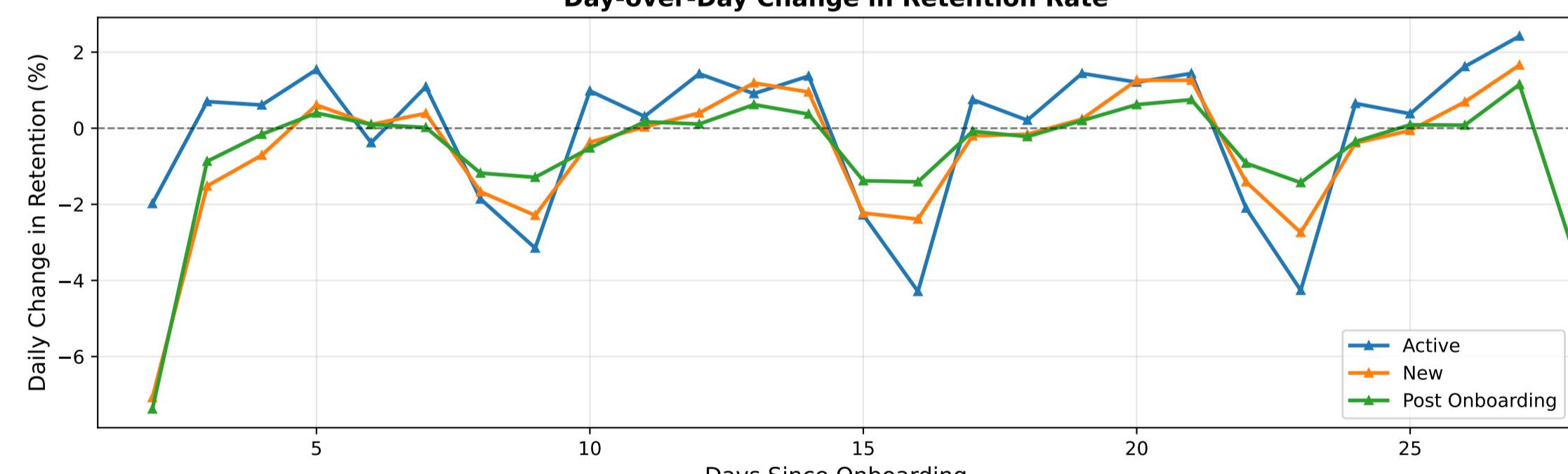
Average Sessions Per Consumer Over Time



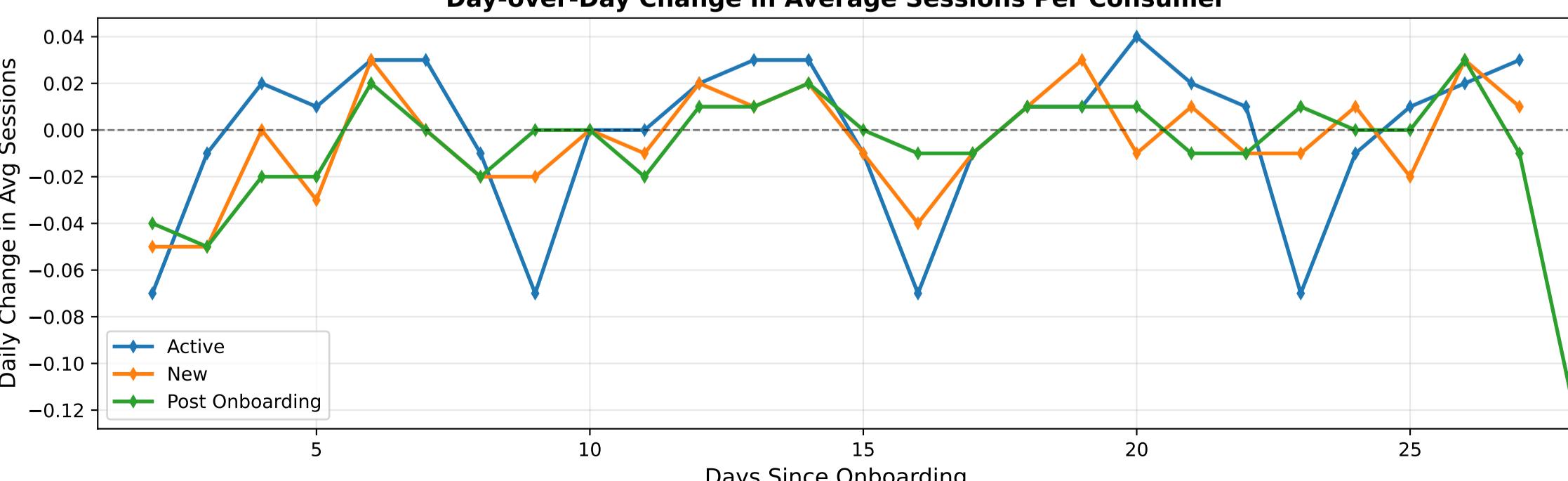
Retention Rate from Baseline Over Time



Day-over-Day Change in Retention Rate



Day-over-Day Change in Average Sessions Per Consumer



Session and Retention Analysis

Generated: 2025-11-04 13:18:58

Analysis includes:

- Overall (all days combined)
- Each day of week (Sunday - Saturday)

Metrics:

1. Average Sessions Per Consumer
2. Retention Rate from Baseline (%)
3. Day-over-Day Change in Retention (%)
4. Day-over-Day Change in Sessions

Days Since Onboarding: 1-28 days

Cohorts: Active, New, Post Onboarding