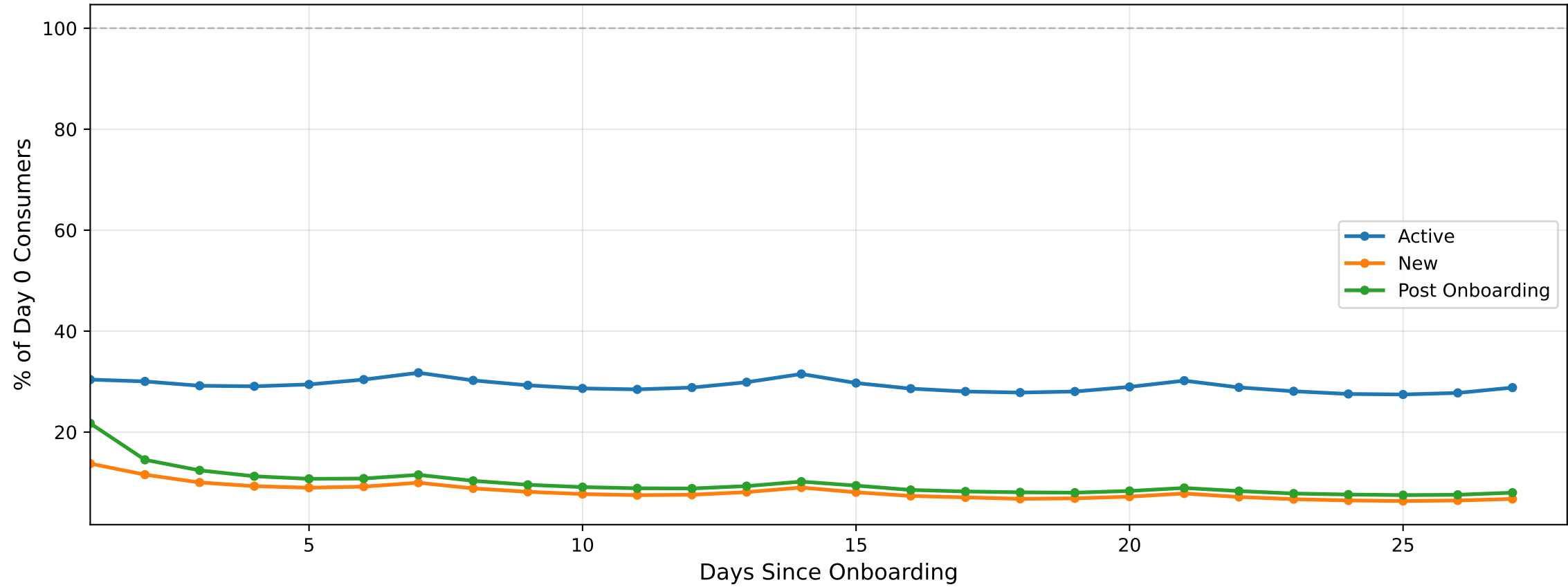
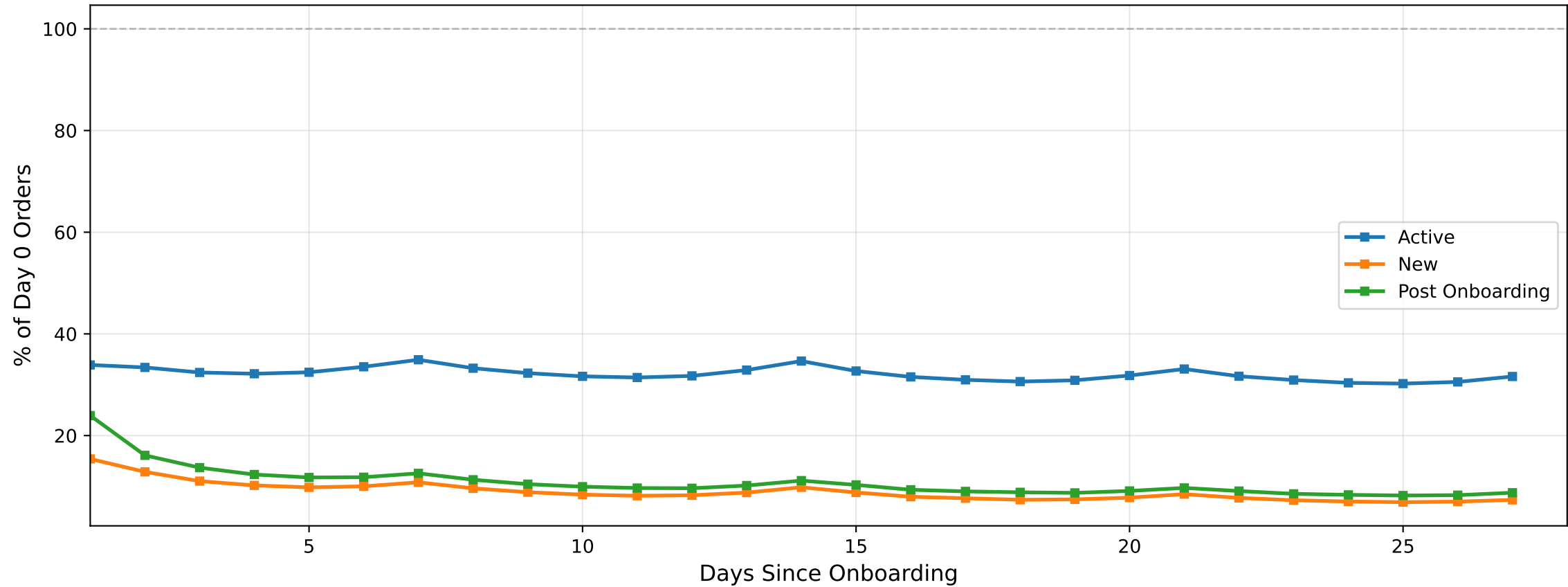


28-Day Order Analysis by Cohort (% of Day 0)

Daily Active Ordering Consumers (% of Day 0)

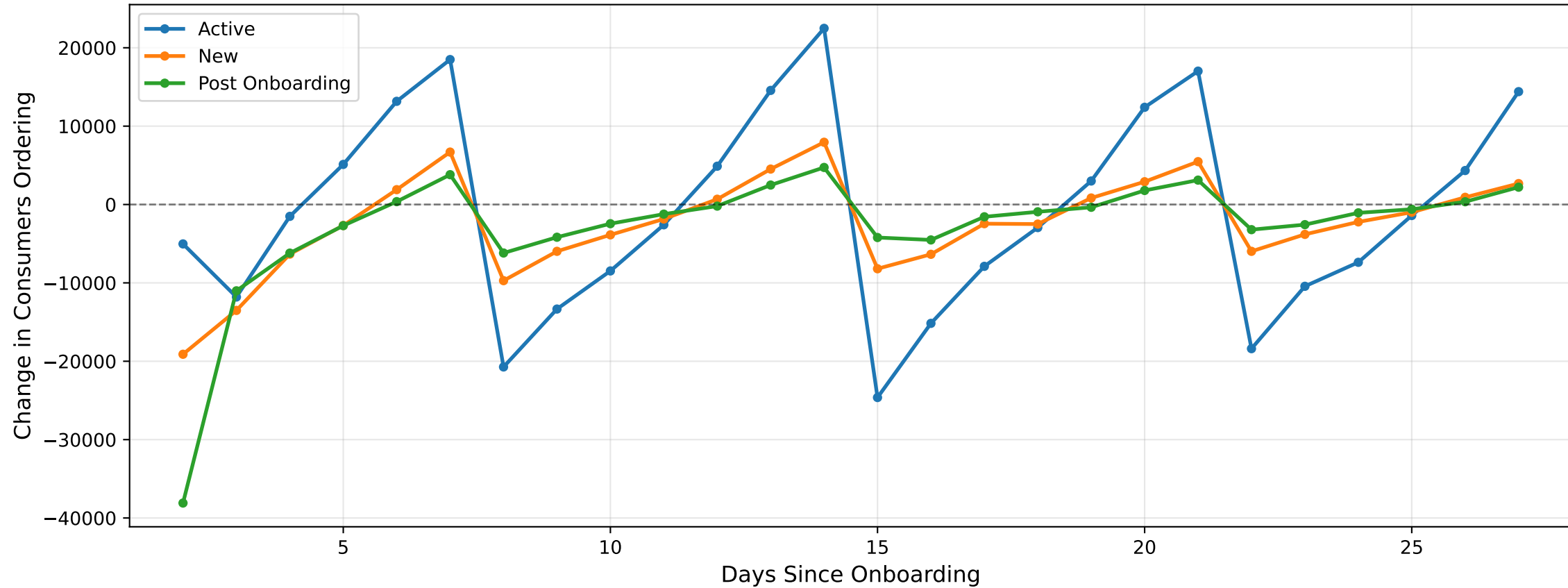


Daily Order Volume (% of Day 0)

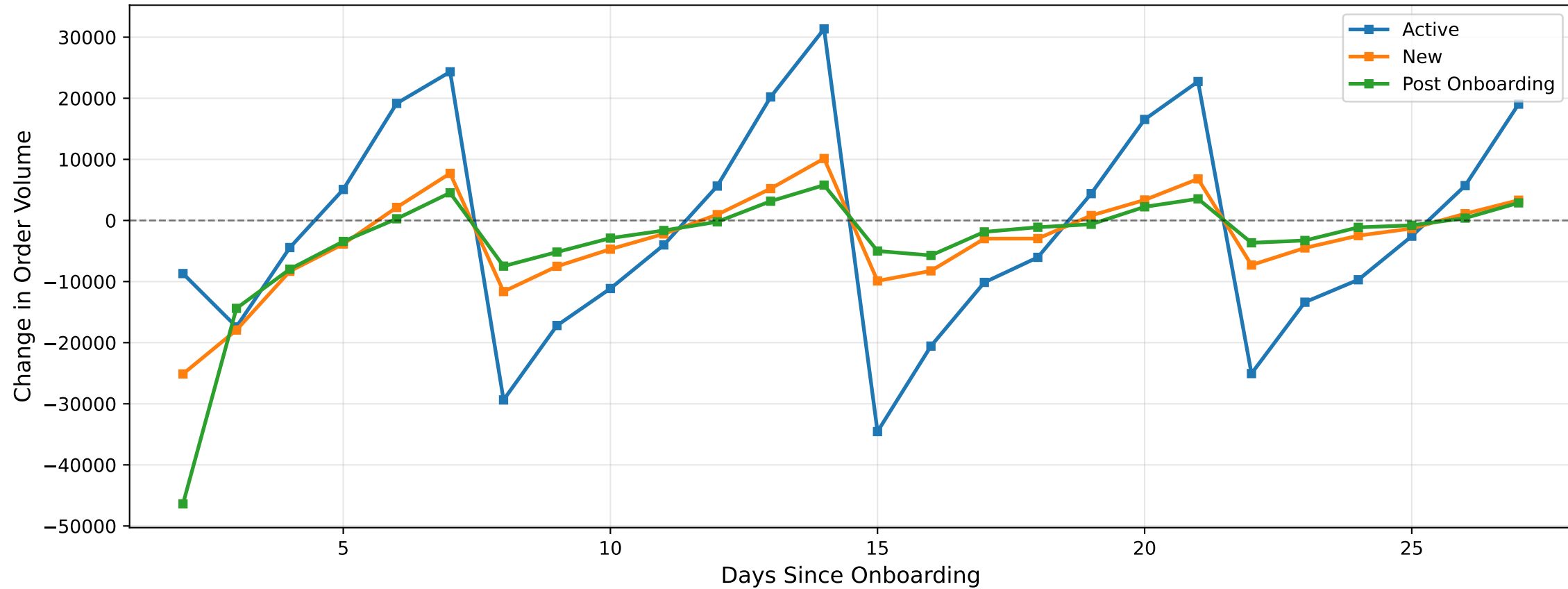


Day-over-Day Changes in Ordering Behavior

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