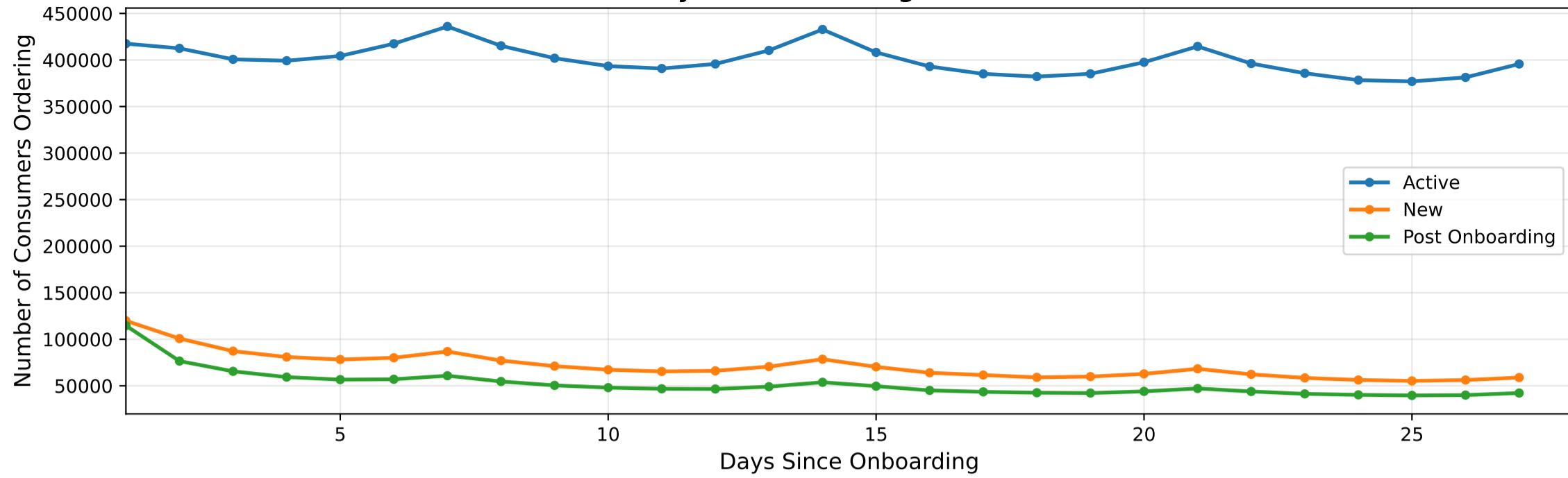


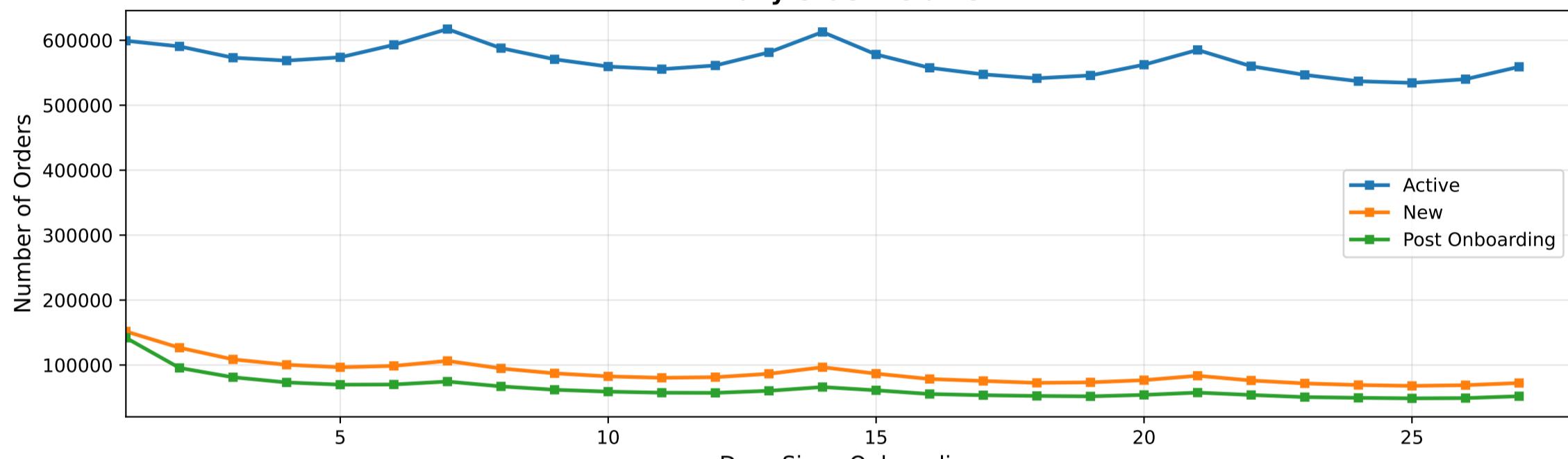
# 28-Day Order Analysis by Cohort

## Daily Active Ordering Consumers



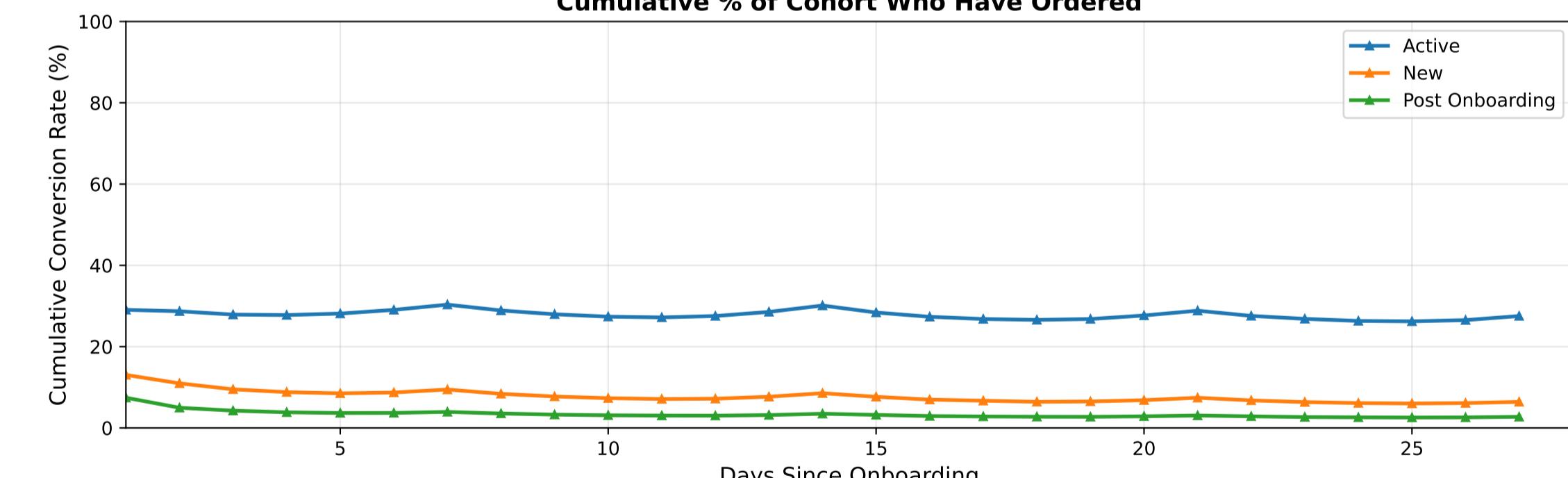
Days Since Onboarding

### Daily Order Volume



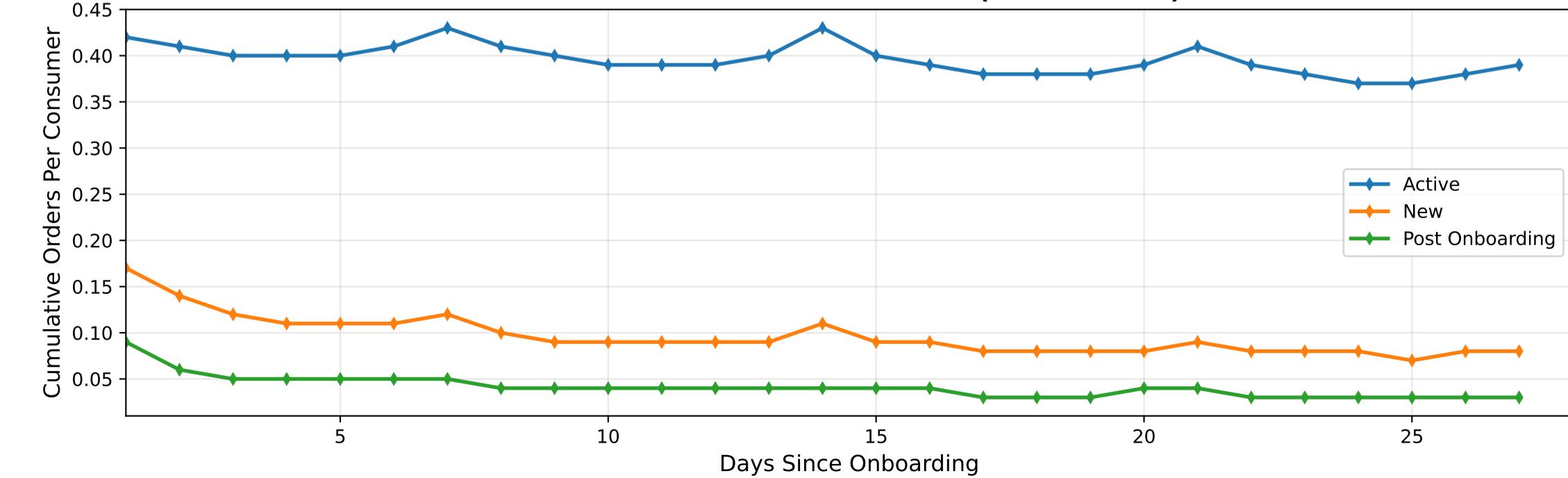
Days Since Onboarding

### Cumulative % of Cohort Who Have Ordered



Days Since Onboarding

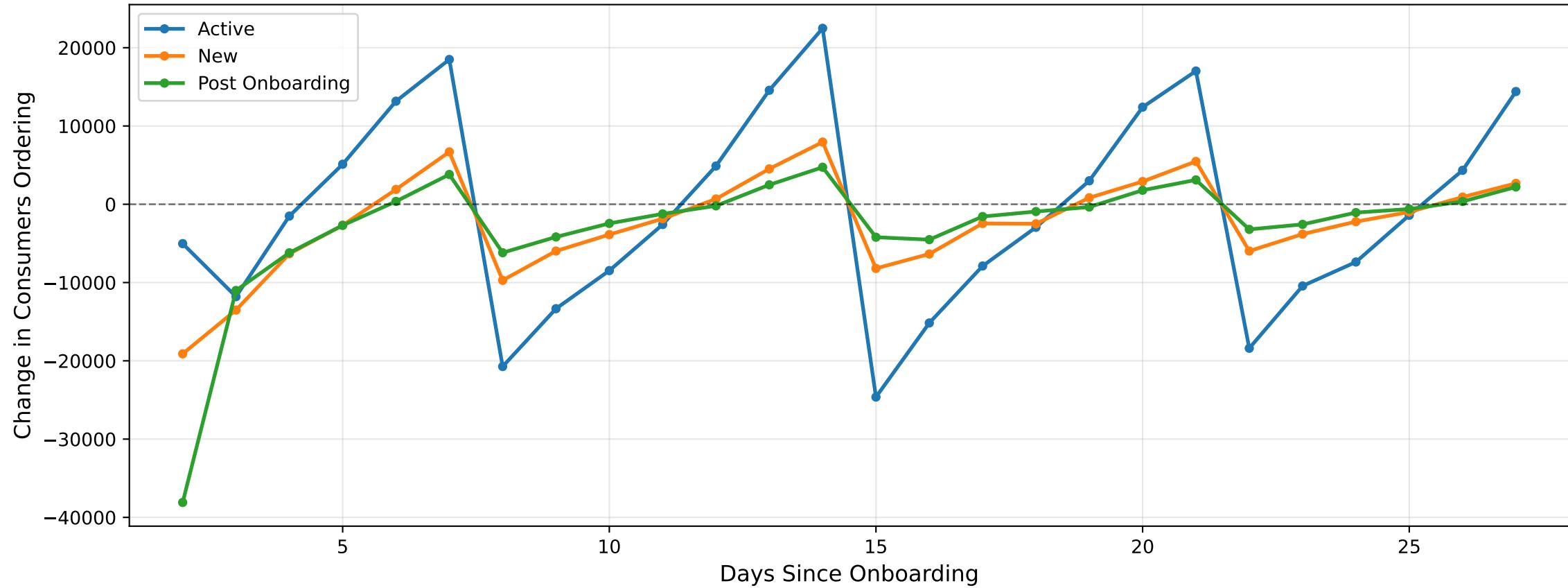
### Cumulative Orders Per Consumer (Entire Cohort)



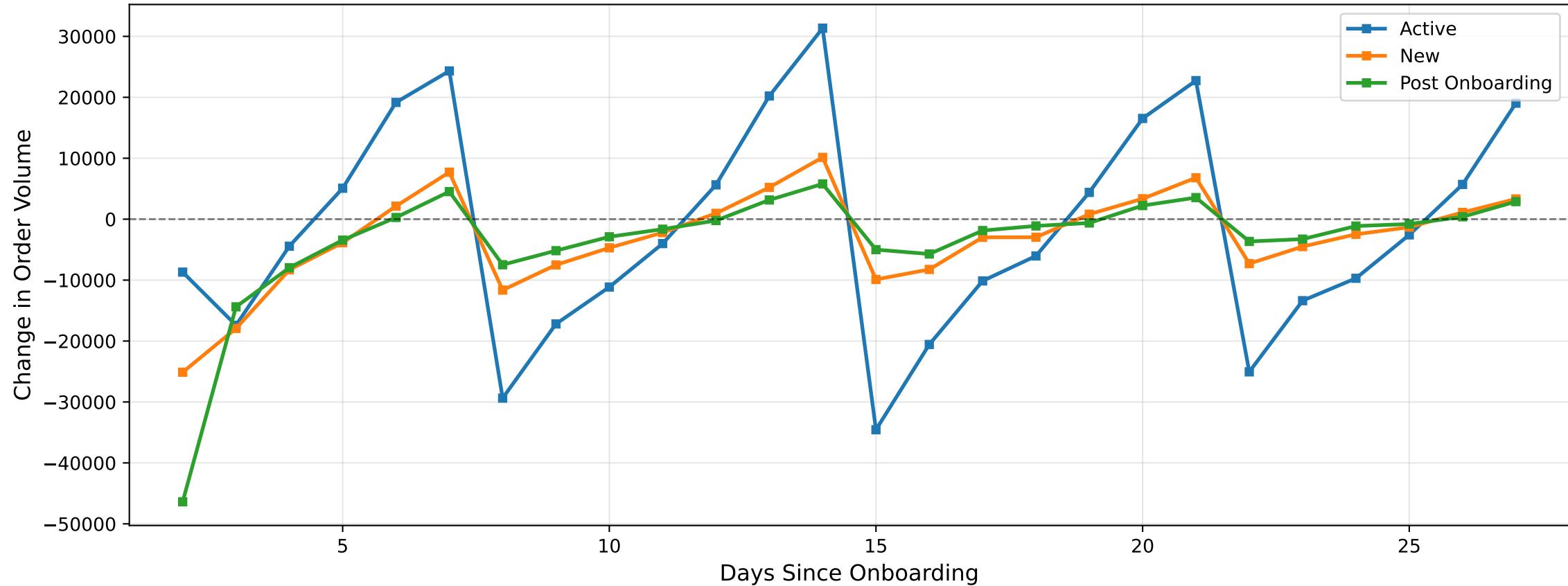
Days Since Onboarding

# 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