

[illegible]

conversion_select_item	conversion_add_to_cart	conversion_begin_checkout	conversion_add_shipping_info	conversion_add_payment_info	conversion_purchase
76.8974	11.0092	4.00334	2.41868	2.08507	1.25104

country	conversion_select_item	conversion_add_to_cart	conversion_begin_checkout	conversion_add_shipping_info	conversion_add_payment_info	conversion_purchase
Uruguay	81.82	22.73	4.55	4.55	4.55	4.55
Bolivia	80.65	9.68	3.23	3.23	3.23	3.23
Mexico	79.75	13.22	4.13	3.31	2.89	2.48
Peru	84.55	10.00	2.73	2.73	1.82	1.82
Argentina	75.00	8.75	4.38	1.88	1.88	1.25
Chile	78.35	17.53	8.25	3.09	2.06	1.03
Brazil	72.60	8.90	2.40	1.37	1.37	0.68
Ecuador	74.58	10.17	5.08	1.69	1.69	0.00
Colombia	76.36	9.70	4.85	3.03	2.42	0.00
Paraguay	71.43	9.52	0.00	0.00	0.00	0.00

country	retention_d7_pct	retention_d14_pct	retention_d21_pct	retention_d28_pct
Argentina	85.1	52.3	22.5	1.8
Bolivia	80.8	46.8	19.2	2.5
Brazil	87.2	54.4	24.4	2.5
Chile	83.7	51.8	22.1	1.7
Colombia	84.5	52	21.8	1.6
Ecuador	79.1	50	20.6	2.5
Mexico	86.1	55.8	25.5	3.1
Paraguay	80.9	49.1	22.1	2.1
Peru	84.3	51.1	22.9	3.2
Uruguay	86.1	48.8	23	2.5

cohort	retention_d7_pct	retention_d14_pct	retention_d21_pct	retention_d28_pct
2025-01	86.2	56.2	24.1	3
2025-02	86.8	56	24.6	2.7
2025-03	87.7	56.8	26.6	3
2025-04	87.2	53.9	23	2
2025-05	86	54.5	26.2	3
2025-06	85.9	55.1	25.2	2.1
2025-07	86.4	56.4	25.9	2.7
2025-08	70.8	29.7	7.5	0.2