

Cohort Analysis

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10/10/2021

Meaning and Goal of Cohort Analysis

Cohort Analysis, a kind of behavioral analytics is an analytical techniques that focuses on analyzing the behavior of a group of users/customers over defined time span, thereby uncovering insights and pattern about the experiences of those customers, and what companies can do to better those experiences. By seeing these patterns of time, a company can adapt and tailor its service to those specific cohorts.

The dataset for this study can be found [here](#).

```
##
## Attaching package: 'dplyr'

## The following objects are masked from 'package:stats':
##
##   filter, lag

## The following objects are masked from 'package:base':
##
##   intersect, setdiff, setequal, union

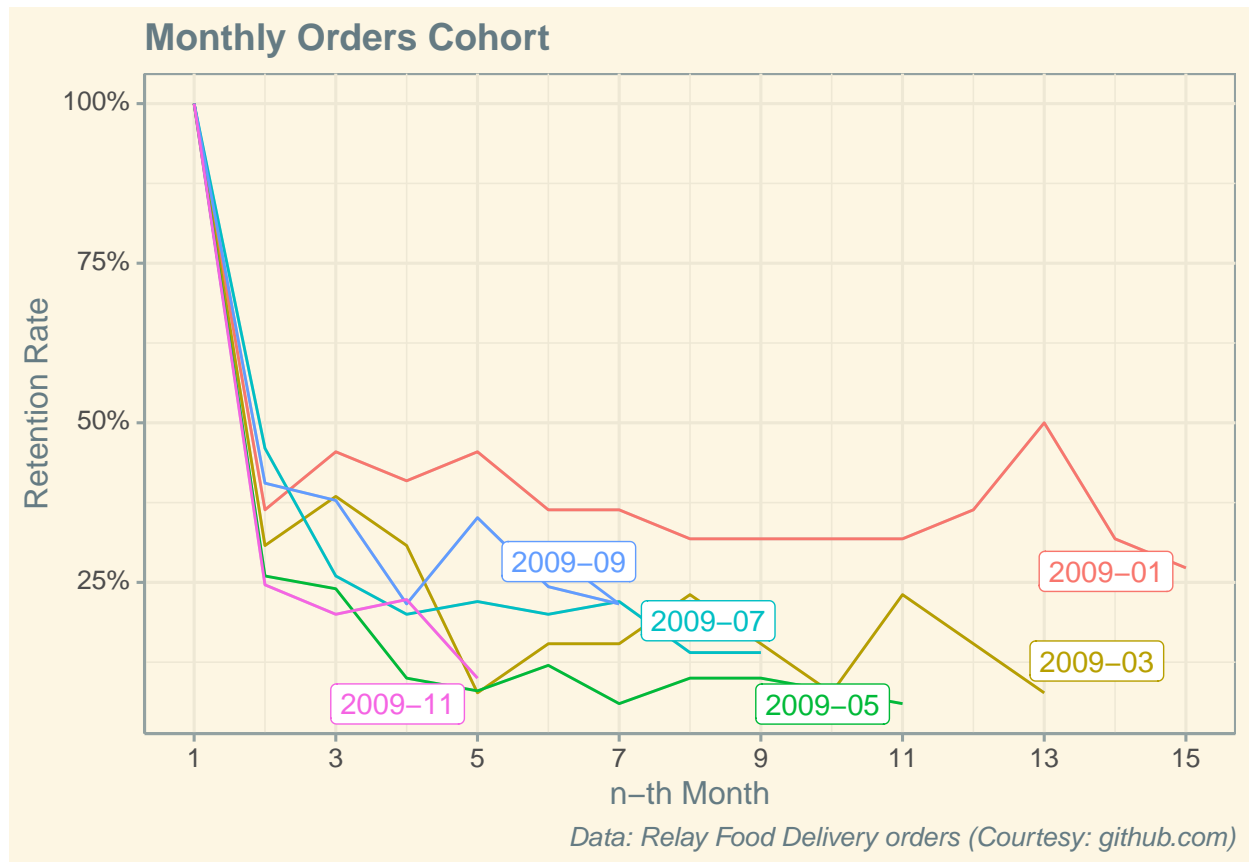
##
## Attaching package: 'lubridate'

## The following objects are masked from 'package:base':
##
##   date, intersect, setdiff, union

## `summarise()` has grouped output by 'CohortGroup'. You can override using the `.groups` argument.

## # A tibble: 6 x 4
## # Groups:   CohortGroup [1]
##   CohortGroup OrderMonth BuyingUsers TotalUsers
##   <chr>        <chr>         <int>     <int>
## 1 2009-01      2009-01             22         22
## 2 2009-01      2009-02              8         22
## 3 2009-01      2009-03             10         22
## 4 2009-01      2009-04              9         22
## 5 2009-01      2009-05             10         22
## 6 2009-01      2009-06              8         22

## label_key: CohortGroup
```



It can be concluded from the plot above that Relay Food Delivery tends to experience reduced user retention within the period of study, for the younger cohort retention rate (2009-11) is smaller than that of older cohort (2009-01).