

АУДИТОРНЫЕ МЕТРИКИ: УДЕРЖАНИЕ

УДЕРЖАНИЕ И ОТТОК



- » Возвращаемость
- » Отток

- › Return rate
- › $RR = (\text{current number of customers from the original set}) / (\text{number of customers at the original set}) * 100$

ВОЗВРАЩАЕМОСТЬ



- › 1-day retention
- › 7-day retention
- › 28-day retention

ВОЗВРАЩАЕМОСТЬ



- › 1-day rolling retention
- › 7-day rolling retention
- › 28-day rolling retention

› Churn rate

› $CR = (\text{number of churned customers}) / (\text{total number of customers}) * 100$

- › Return rate
- › X-day retention
- › Rolling retention
- › Churn rate