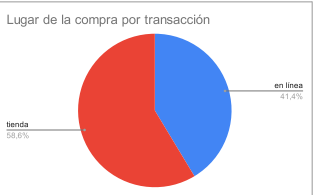


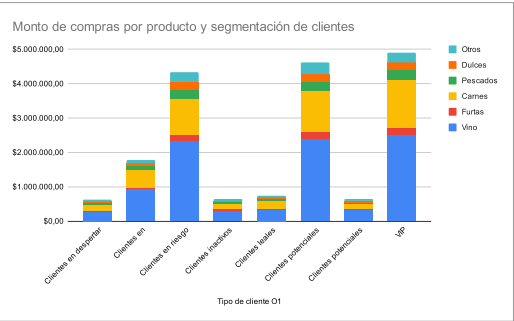
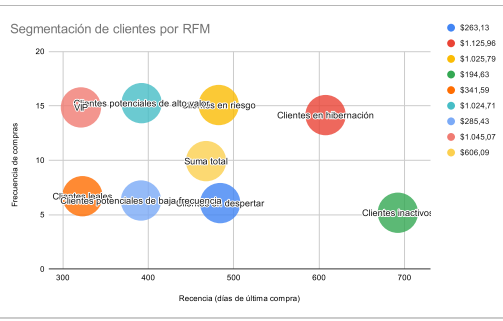
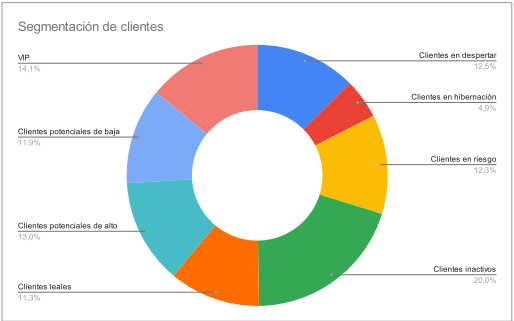
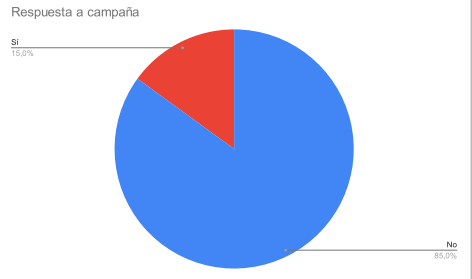
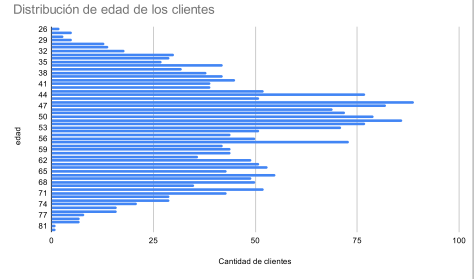
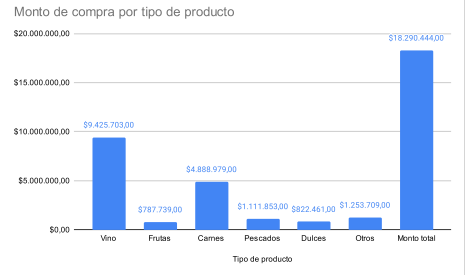
EL MERCADO

Monto total de compras
\$18.290.444,00

Total de transacciones
22105



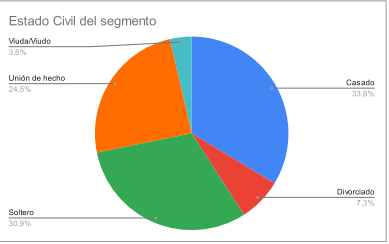
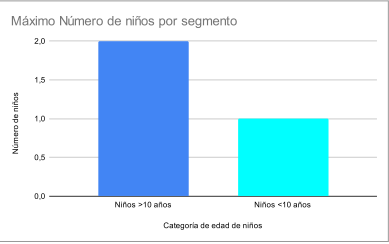
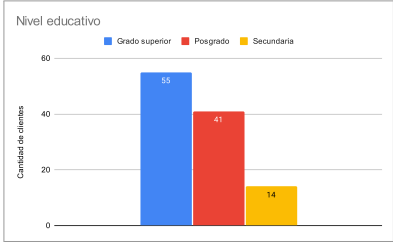
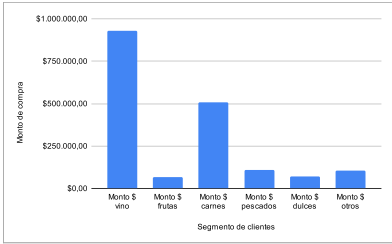
Total de clientes
2227



Segmento de clientes

Clientes en hibernación

Monto total de compras
\$1.784.218,00



Edad promedio del segmento

54,17

Analisis por cohortes

Mes y año de entrada al sistema	Meses transcurridos desde la primera compra																											Suma total
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
2020-07	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
2020-08	100.00%	38.14%	53.39%	40.68%	37.29%	29.66%	33.05%	32.20%	33.90%	27.97%	37.29%	35.58%	28.81%	30.51%	24.58%	26.27%	25.42%	20.34%	18.64%	14.41%	15.25%	16.10%	19.49%	11.02%	8.47%	6.78%	8.47%	2.54%
2020-09	100.00%	51.68%	45.92%	45.92%	41.84%	41.84%	38.80%	26.53%	38.76%	31.63%	37.76%	30.81%	32.65%	24.48%	25.51%	22.43%	19.39%	21.43%	23.47%	14.29%	13.27%	13.27%	7.14%	6.12%	2.04%	1.02%	1.02%	
2020-10	100.00%	41.05%	47.97%	41.05%	35.72%	41.05%	49.47%	42.11%	33.68%	42.11%	34.74%	25.42%	25.26%	27.37%	22.11%	25.26%	17.89%	16.84%	17.89%	12.63%	14.74%	9.47%	12.63%	6.32%	4.21%			
2020-11	100.00%	46.39%	56.67%	38.14%	45.36%	41.24%	45.36%	36.18%	36.08%	32.99%	36.08%	40.21%	32.99%	36.08%	25.77%	20.62%	25.77%	21.65%	22.68%	20.62%	13.40%	11.34%	6.19%	5.15%	2.06%	1.03%		
2020-12	100.00%	48.19%	25.30%	36.55%	31.33%	34.94%	30.12%	33.73%	30.12%	28.92%	27.71%	22.89%	20.48%	13.26%	18.07%	16.87%	18.07%	10.84%	12.05%	9.64%	6.02%	2.41%	6.02%	1.20%				
2021-01	100.00%	41.51%	43.40%	37.74%	44.34%	44.34%	39.62%	45.28%	33.96%	33.96%	28.30%	30.19%	32.08%	24.53%	28.30%	18.87%	29.25%	20.75%	16.98%	15.09%	8.49%	7.55%	5.66%	0.94%				
2021-02	100.00%	58.08%	46.00%	50.00%	40.00%	40.00%	42.00%	35.00%	38.00%	33.00%	34.00%	40.00%	22.00%	35.00%	28.00%	22.00%	20.00%	19.00%	15.00%	14.00%	16.00%	5.00%	1.00%					
2021-03	100.00%	41.15%	51.95%	41.15%	46.08%	46.08%	41.15%	45.10%	36.24%	32.35%	34.31%	25.47%	27.45%	26.47%	20.56%	16.67%	20.56%	13.73%	13.73%	4.80%	3.92%	0.98%						
2021-04	100.00%	46.51%	54.65%	46.84%	43.02%	46.51%	39.53%	40.70%	38.37%	31.40%	24.42%	31.40%	24.42%	17.44%	22.09%	15.12%	16.28%	12.79%	4.65%	2.33%								
2021-05	100.00%	51.52%	53.85%	48.08%	48.08%	41.35%	48.08%	39.42%	33.65%	32.69%	27.88%	29.81%	25.96%	17.31%	15.38%	18.27%	10.58%	8.65%	4.81%	0.96%								
2021-06	100.00%	50.00%	44.57%	53.26%	43.48%	39.13%	39.13%	34.78%	36.96%	31.52%	29.35%	22.83%	16.30%	17.39%	23.91%	17.39%	7.61%	5.43%										
2021-07	100.00%	48.48%	44.44%	39.59%	42.42%	47.47%	32.32%	32.32%	34.34%	29.29%	31.31%	16.16%	21.21%	20.20%	18.18%	12.12%	2.02%											
2021-08	100.00%	50.48%	56.31%	54.37%	41.75%	52.25%	48.69%	43.69%	32.04%	34.86%	26.31%	29.13%	17.48%	11.65%	14.96%	8.80%	0.97%											
2021-09	100.00%	49.51%	51.89%	45.65%	36.96%	35.87%	41.30%	40.22%	33.70%	32.61%	22.83%	22.83%	13.04%	16.46%	3.26%													
2021-10	100.00%	64.10%	51.28%	53.85%	45.30%	49.57%	29.91%	38.46%	29.91%	29.06%	23.08%	20.51%	14.53%	5.13%	0.85%													
2021-11	100.00%	50.00%	43.33%	42.22%	44.44%	36.67%	44.44%	43.33%	44.44%	44.44%	51.11%	42.22%	42.22%	27.78%														
2021-12	100.00%	38.04%	43.48%	34.78%	40.22%	42.39%	33.70%	36.13%	42.39%	44.57%	41.30%	35.87%	29.35%															
2022-01	100.00%	49.89%	40.00%	41.11%	50.00%	45.56%	42.22%	41.11%	40.00%	50.00%	50.00%	28.89%																
2022-02	100.00%	38.95%	42.86%	44.16%	39.56%	44.16%	42.86%	42.86%	53.26%	40.26%	24.86%																	
2022-03	100.00%	37.96%	46.30%	45.37%	42.59%	47.22%	41.67%	45.37%	44.44%	25.93%																		
2022-04	100.00%	59.67%	44.68%	43.62%	55.32%	47.87%	57.48%	50.00%	21.28%																			
2022-05	100.00%	57.27%	48.18%	60.00%	48.18%	58.18%	49.09%	33.64%																				
2022-06	100.00%	59.28%	54.17%	59.72%	50.00%	58.33%	38.89%																					
Suma total	100.00%	49.77%	47.69%	45.53%	43.65%	44.19%	41.27%	38.53%	32.78%	39.26%	26.76%	23.84%	18.72%	16.34%	12.66%	10.87%	9.65%	7.90%	6.65%	5.48%	4.36%	3.23%	2.83%	1.66%	1.08%	0.49%	0.49%	0.16%