cohort_week	week_0	week_1	week_2	week_3	week_4	week_5	week_6	week_7	week_8	week_9	week_10	week_11	week_12
2020-11-01													\$2.37
2020-11-08												\$2.64	\$2.67
2020-11-15											\$2.40	\$2.43	\$2.46
2020-11-22										\$2.33	\$2.37	\$2.39	\$2.42
2020-11-29									\$2.03	\$2.04	\$2.07	\$2.10	\$2.12
2020-12-06								\$1.72	\$1.74	\$1.75	\$1.78	\$1.80	\$1.82
2020-12-13							\$1.26	\$1.28	\$1.29	\$1.30	\$1.32	\$1.33	\$1.35
2020-12-20						\$0.49	\$0.51	\$0.51	\$0.52	\$0.52	\$0.53	\$0.54	\$0.54
2020-12-27					\$0.42	\$0.44	\$0.45	\$0.45	\$0.46	\$0.46	\$0.47	\$0.47	\$0.48
2021-01-03				\$0.32	\$0.34	\$0.36	\$0.37	\$0.37	\$0.38	\$0.38	\$0.38	\$0.39	\$0.39
2021-01-10			\$0.47	\$0.51	\$0.54	\$0.56	\$0.58	\$0.59	\$0.59	\$0.60	\$0.60	\$0.61	\$0.62
2021-01-17		\$1.03	\$1.15	\$1.25	\$1.33	\$1.37	\$1.41	\$1.43	\$1.45	\$1.46	\$1.48	\$1.50	\$1.52
2021-01-24		\$0.24	\$0.27	\$0.29	\$0.31	\$0.32	\$0.33	\$0.33	\$0.34	\$0.34	\$0.34	\$0.35	\$0.35
												LTV Average	\$1.47