# Weekly Retention Analysis

*percentage of users* retained per week since cohort start

| Cohort Week | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|---|
| 2020.10.26 | 100,00 % | 96,74 % | 92,14 % | 89,73 % | 88,33 % | 87,61 % | 87,15 % |
| 2020.11.02 | 100,00 % | 92,96 % | 89,64 % | 87,77 % | 86,53 % | 85,38 % | 84,50 % |
| 2020.11.09 | 100,00 % | 92,85 % | 89,14 % | 87,56 % | 86,37 % | 85,30 % | 84,77 % |
| 2020.11.16 | 100,00 % | 93,00 % | 89,78 % | 88,00 % | 86,69 % | 85,84 % | 85,54 % |
| 2020.11.23 | 100,00 % | 93,25 % | 90,40 % | 88,69 % | 87,69 % | 87,32 % | 87,18 % |
| 2020.11.30 | 100,00 % | 93,39 % | 90,19 % | 88,82 % | 88,32 % | 88,11 % | 87,84 % |
| 2020.12.07 | 100,00 % | 94,40 % | 92,17 % | 91,59 % | 91,33 % | 90,89 % | 90,69 % |
| 2020.12.14 | 100,00 % | 94,67 % | 93,22 % | 92,92 % | 92,41 % | 92,10 % | 91,85 % |
| 2020.12.21 | 100,00 % | 96,28 % | 95,00 % | 94,37 % | 93,85 % | 93,48 % | |
| 2020.12.28 | 100,00 % | 96,14 % | 94,48 % | 93,69 % | 93,06 % | | |
| 2021.01.04 | 100,00 % | 95,15 % | 93,01 % | 91,95 % | | | |
| 2021.01.11 | 100,00 % | 95,14 % | 92,62 % | | | | |
| 2021.01.18 | 100,00 % | 94,20 % | | | | | |
| 2021.01.25 | 100,00 % | | | | | | |

**Retention has steadily improved over time.** In early November we kept about 85% of users, while in December we retained over 90% of users

The **poorest** long-term **retention** was seen **in early November** cohorts

**December cohorts outperformed earlier ones** with retention rate above 90% by week 6.

**Holiday period (Dec 21 & Dec 28)** cohorts maintained over 93% retention rate and also had very strong week 1 retention compared to other cohorts

# Weekly Retention Analysis

*number of users* retained per week since cohort start

| Cohort Week | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|---|
| 2020.10.26 | 2365 | 2288 | 2179 | 2122 | 2089 | 2072 | 2061 |
| 2020.11.02 | 19382 | 18017 | 17374 | 17011 | 16771 | 16549 | 16377 |
| 2020.11.09 | 16248 | 15087 | 14483 | 14227 | 14033 | 13859 | 13774 |
| 2020.11.16 | 18323 | 17041 | 16451 | 16124 | 15884 | 15729 | 15674 |
| 2020.11.23 | 20361 | 18987 | 18406 | 18058 | 17855 | 17779 | 17750 |
| 2020.11.30 | 22340 | 20864 | 20148 | 19843 | 19730 | 19684 | 19624 |
| 2020.12.07 | 29050 | 27423 | 26774 | 26608 | 26532 | 26404 | 26346 |
| 2020.12.14 | 25211 | 23868 | 23501 | 23425 | 23297 | 23220 | 23156 |
| 2020.12.21 | 17843 | 17179 | 16950 | 16838 | 16746 | 16680 | |
| 2020.12.28 | 17097 | 16437 | 16154 | 16018 | 15911 | | |
| 2021.01.04 | 23425 | 22288 | 21787 | 21540 | | | |
| 2021.01.11 | 21777 | 20719 | 20169 | | | | |
| 2021.01.18 | 21021 | 19801 | | | | | |
| 2021.01.25 | 19919 | | | | | | |

**New user acquisition peaked in 2020.12.07**, with noticeable cohort growth - our best performer

Typically week-over-week **drop-off stabilizes after week 4** - users who stay past a month are likely to keep engaging.

**Early November cohorts (especially 2020-11-09)** had the **weakest retention** signaling onboarding or product experience issues at the time.

**Late December and early January** cohorts initial **user numbers dipped,** but kept relatively high retention, possibly correlating to seasonal engagement