cohort retention - customer count

Fod	0	1	2	3	4	5	6	7	8	9	10	11	12
2018-02	837	227	311	288	345	322	311	304	290	304	345	402	360
2018-03	263	65	72	81	85	85	72	75	77	95	104	78	
2018-04	412	72	113	113	90	92	105	94	118	127	75		
2018-05	439	74	100	109	101	79	93	121	124	97			
2018-06	402	86	89	78	81	75	92	103	68				
2018-07	281	55	50	56	44	78	75	67					
2018-08	247	35	39	43	68	69	44						
2018-09	188	35	24	45	44	44							
2018-10	194	37	37	49	34								
2018-11	193	52	57	46									
2018-12	390	103	77										
2019-01	341	74											
2019-02	152												

Cohort Retention (%) by Month – Customer Count

Fod	1	2	3	4	5	6	7	8	9	10	11	12
2018-02	27.12%	37.16%	34.41%	41.22%	38.47%	37.16%	36.32%	34.65%	36.32%	41.22%	48.03%	43.01%
2018-03	24.71%	27.38%	30.80%	32.32%	32.32%	27.38%	28.52%	29.28%	36.12%	39.54%	29.66%	
2018-04	17.48%	27.43%	27.43%	21.84%	22.33%	25.49%	22.82%	28.64%	30.83%	18.20%		
2018-05	16.86%	22.78%	24.83%	23.01%	18.00%	21.18%	27.56%	28.25%	22.10%			
2018-06	21.39%	22.14%	19.40%	20.15%	18.66%	22.89%	25.62%	16.92%				
2018-07	19.57%	17.79%	19.93%	15.66%	27.76%	26.69%	23.84%					
2018-08	14.17%	15.79%	17.41%	27.53%	27.94%	17.81%						
2018-09	18.62%	12.77%	23.94%	23.40%	23.40%							
2018-10	19.07%	19.07%	25.26%	17.53%								
2018-11	26.94%	29.53%	23.83%									
2018-12	26.41%	19.74%										
2019-01	21.70%											