Cohort - Driver

Country	Month	Cohort size	RR1 (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months	RR1 Acummulated (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months
TOTAL	Dec 2014	228	50.4%	36.0%	43.0%	47.8%	41.7%	40.4%	40.4%	53.1%	50.4%	63.6%	70.6%	76.8%	78.5%	79.8%	80.7%	83.8%
	Jan 2015	134	52.2%	47.0%	47.0%	44.0%	41.0%	44.0%	38.8%	42.5%	52.2%	71.6%	76.9%	79.1%	80.6%	81.3%	82.1%	85.1%
	Feb 2015	139	41.7%	46.8%	41.0%	38.1%	32.4%	30.2%	32.4%		41.7%	64.7%	69.1%	71.2%	74.8%	77.0%	80.6%	
	Mar 2015	183	49.2%	43.7%	38.3%	36.1%	28.4%	33.3%			49.2%	64.5%	69.9%	73.2%	75.4%	77.0%		
	Apr 2015	114	60.5%	43.0%	35.1%	28.1%	34.2%				60.5%	74.6%	75.4%	75.4%	78.9%			
	May 2015	98	33.7%	31.6%	29.6%	34.7%					33.7%	50.0%	59.2%	65.3%				
	Jun 2015	84	52.4%	40.5%	36.9%						52.4%	63.1%	71.4%					
	Jul 2015	117	38.5%	34.2%							38.5%	51.3%						
	Aug 2015	167	57.5%								57.5%							
Brasil	Dec 2014	228	50.4%	36.0%	43.0%	47.8%	41.7%	40.4%	40.4%	53.1%	50.4%	63.6%	70.6%	76.8%	78.5%	79.8%	80.7%	83.8%
	Jan 2015	134	52.2%	47.0%	47.0%	44.0%	41.0%	44.0%	38.8%	42.5%	52.2%	71.6%	76.9%	79.1%	80.6%	81.3%	82.1%	85.1%
	Feb 2015	139	41.7%	46.8%	41.0%	38.1%	32.4%	30.2%	32.4%		41.7%	64.7%	69.1%	71.2%	74.8%	77.0%	80.6%	
	Mar 2015	183	49.2%	43.7%	38.3%	36.1%	28.4%	33.3%			49.2%	64.5%	69.9%	73.2%	75.4%	77.0%		
	Apr 2015	114	60.5%	43.0%	35.1%	28.1%	34.2%				60.5%	74.6%	75.4%	75.4%	78.9%			
	May 2015	98	33.7%	31.6%	29.6%	34.7%					33.7%	50.0%	59.2%	65.3%				
	Jun 2015	84	52.4%	40.5%	36.9%						52.4%	63.1%	71.4%					
	Jul 2015	117	38.5%	34.2%							38.5%	51.3%						
	Aug 2015	167	57.5%								57.5%							

Country	Month	Cohort size	RR2 (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months	RR2 Acummulated (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months
TOTAL	Dec 2014	80791	130.4%	80.4%	124.1%	179.5%	134.7%	156.6%	136.8%	357.8%	130.4%	210.8%	334.8%	514.4%	649.1%	805.7%	942.6%	1300.4%
	Jan 2015	38466	174.7%	176.4%	171.3%	162.4%	159.9%	151.2%	138.0%	273.5%	174.7%	351.1%	522.3%	684.8%	844.7%	995.9%	1133.9%	1407.4%
	Feb 2015	46779	138.6%	203.9%	142.5%	182.8%	117.4%	129.5%	188.8%		138.6%	342.5%	485.0%	667.8%	785.2%	914.6%	1103.5%	
	Mar 2015	64469	171.5%	137.9%	129.7%	123.7%	81.9%	110.2%			171.5%	309.4%	439.1%	562.8%	644.7%	754.9%		
	Apr 2015	36695	189.8%	125.2%	113.6%	91.0%	111.8%				189.8%	314.9%	428.5%	519.5%	631.3%			
	May 2015	31743	110.3%	107.1%	65.8%	129.0%					110.3%	217.3%	283.1%	412.1%				
	Jun 2015	26533	181.2%	139.0%	204.3%						181.2%	320.2%	524.5%					
	Jul 2015	35880	100.8%	108.8%							100.8%	209.6%						
	Aug 2015	54392	225.1%								225.1%							
Brasil	Dec 2014	80791	130.4%	80.4%	124.1%	179.5%	134.7%	156.6%	136.8%	357.8%	130.4%	210.8%	334.8%	514.4%	649.1%	805.7%	942.6%	1300.4%
	Jan 2015	38466	174.7%	176.4%	171.3%	162.4%	159.9%	151.2%	138.0%	273.5%	174.7%	351.1%	522.3%	684.8%	844.7%	995.9%	1133.9%	1407.4%
	Feb 2015	46779	138.6%	203.9%	142.5%	182.8%	117.4%	129.5%	188.8%		138.6%	342.5%	485.0%	667.8%	785.2%	914.6%	1103.5%	
	Mar 2015	64469	171.5%	137.9%	129.7%	123.7%	81.9%	110.2%			171.5%	309.4%	439.1%	562.8%	644.7%	754.9%		
	Apr 2015	36695	189.8%	125.2%	113.6%	91.0%	111.8%				189.8%	314.9%	428.5%	519.5%	631.3%			
	May 2015	31743	110.3%	107.1%	65.8%	129.0%					110.3%	217.3%	283.1%	412.1%				
	Jun 2015	26533	181.2%	139.0%	204.3%						181.2%	320.2%	524.5%					
	Jul 2015	35880	100.8%	108.8%							100.8%	209.6%						
	Aug 2015	54392	225.1%								225.1%							

Cohort - Passenger

Country	Month	Cohort size	RR1 (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months	RR1 Acummulated (B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months
TOTAL	Dec 2014	755	42.6%	39.7%	40.0%	45.2%	41.9%	41.9%	38.9%	54.3%	42.6%	60.3%	68.1%	74.3%	76.2%	78.0%	79.6%	83.6%
	Jan 2015	559	43.8%	39.5%	36.3%	35.6%	34.5%	35.6%	33.6%	40.1%	43.8%	61.2%	69.4%	74.2%	75.8%	77.3%	79.2%	81.9%
	Feb 2015	581	39.8%	45.6%	37.2%	40.4%	39.1%	32.4%	38.6%		39.8%	60.6%	66.4%	69.2%	71.9%	75.2%	78.1%	
	Mar 2015	731	50.3%	42.4%	41.7%	39.7%	26.4%	38.6%			50.3%	66.9%	73.6%	76.2%	78.0%	80.4%		
	Apr 2015	476	40.5%	34.7%	30.9%	24.6%	31.7%				40.5%	55.9%	62.0%	66.0%	70.0%			
	May 2015	418	46.2%	31.1%	22.5%	31.1%					46.2%	59.3%	63.6%	68.9%				
	Jun 2015	352	39.5%	27.8%	30.7%						39.5%	52.8%	59.7%					
	Jul 2015	494	39.7%	34.2%							39.7%	57.5%						
	Aug 2015	686	48.5%								48.5%							
Brasil	Dec 2014	755	42.6%	39.7%	40.0%	45.2%	41.9%	41.9%	38.9%	54.3%	42.6%	60.3%	68.1%	74.3%	76.2%	78.0%	79.6%	83.6%
	Jan 2015	559	43.8%	39.5%	36.3%	35.6%	34.5%	35.6%	33.6%	40.1%	43.8%	61.2%	69.4%	74.2%	75.8%	77.3%	79.2%	81.9%
	Feb 2015	581	39.8%	45.6%	37.2%	40.4%	39.1%	32.4%	38.6%		39.8%	60.6%	66.4%	69.2%	71.9%	75.2%	78.1%	
	Mar 2015	731	50.3%	42.4%	41.7%	39.7%	26.4%	38.6%			50.3%	66.9%	73.6%	76.2%	78.0%	80.4%		
	Apr 2015	476	40.5%	34.7%	30.9%	24.6%	31.7%				40.5%	55.9%	62.0%	66.0%	70.0%			
	May 2015	418	46.2%	31.1%	22.5%	31.1%					46.2%	59.3%	63.6%	68.9%				
	Jun 2015	352	39.5%	27.8%	30.7%						39.5%	52.8%	59.7%					
	Jul 2015	494	39.7%	34.2%							39.7%	57.5%						
	Aug 2015	686	48.5%								48.5%							

Country	Month	Cohort size	(B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months	(B) Same month	(C) 1 month	(D) 2 months	(E) 3 months	(F) 4 months	(G) 5 months	(H) 6 months	(I) More than 6 months
			RR2								RR2 Acummulated							
TOTAL	Dec 2014	88482	127.1%	107.6%	107.6%	158.7%	127.1%	137.4%	115.5%	316.9%	127.1%	234.7%	342.3%	501.1%	628.2%	765.6%	881.1%	1198.0%
	Jan 2015	66907	126.0%	103.2%	99.6%	92.2%	96.0%	93.4%	80.4%	158.8%	126.0%	229.3%	328.9%	421.1%	517.1%	610.5%	690.9%	849.8%
	Feb 2015	69594	110.4%	153.7%	122.1%	146.8%	123.1%	77.6%	128.1%		110.4%	264.1%	386.2%	533.0%	656.1%	733.7%	861.8%	
	Mar 2015	87024	164.5%	117.2%	134.8%	120.0%	64.7%	118.7%			164.5%	281.6%	416.4%	536.4%	601.1%	719.8%		
	Apr 2015	61067	118.8%	97.8%	79.0%	51.3%	84.1%				118.8%	216.6%	295.6%	347.0%	431.0%			
	May 2015	53667	126.5%	74.7%	58.0%	94.8%					126.5%	201.2%	259.3%	354.1%				
	Jun 2015	43496	111.2%	62.7%	87.0%						111.2%	173.9%	261.0%					
	Jul 2015	61212	110.9%	94.1%							110.9%	205.0%						
	Aug 2015	83659	151.7%								151.7%							
Brasil	Dec 2014	88482	127.1%	107.6%	107.6%	158.7%	127.1%	137.4%	115.5%	316.9%	127.1%	234.7%	342.3%	501.1%	628.2%	765.6%	881.1%	1198.0%
	Jan 2015	66907	126.0%	103.2%	99.6%	92.2%	96.0%	93.4%	80.4%	158.8%	126.0%	229.3%	328.9%	421.1%	517.1%	610.5%	690.9%	849.8%
	Feb 2015	69594	110.4%	153.7%	122.1%	146.8%	123.1%	77.6%	128.1%		110.4%	264.1%	386.2%	533.0%	656.1%	733.7%	861.8%	
	Mar 2015	87024	164.5%	117.2%	134.8%	120.0%	64.7%	118.7%			164.5%	281.6%	416.4%	536.4%	601.1%	719.8%		
	Apr 2015	61067	118.8%	97.8%	79.0%	51.3%	84.1%				118.8%	216.6%	295.6%	347.0%	431.0%			
	May 2015	53667	126.5%	74.7%	58.0%	94.8%					126.5%	201.2%	259.3%	354.1%				
	Jun 2015	43496	111.2%	62.7%	87.0%						111.2%	173.9%	261.0%					
	Jul 2015	61212	110.9%	94.1%							110.9%	205.0%						
	Aug 2015	83659	151.7%								151.7%							

Traffic activity view	Date of when users book or offer a ride on the site
Realized view	Date of when trips actually occurs

Traffic activity view	New Users	New users on the given period
	New Drivers	New drivers on the given period
	New Passangers	New passangers on the given period
	Trips Offered	Number of new trips offered in the given date. Number of trips don't include stopovers. Eg: a trip from San Francisco to Los Angeles, stoping at Monterey and Santa Maria would count as 1 trip offered.
	Bookings	Number of bookings in the given period. Eg: a booking of 3 seats booked on 12/09/2014 to travel on 14/09/2014 would be counted as 1 booking on 12/09/2014
	Available Seat Kilometer (ASK)	Number of seats offered in the given period times the number of kilometers of each trip.
Realized view	Trips realized	Number of trips with at least one Tripda passenger in the given period, regardless the number of bookings in the car. Eg: a trip from Bogota to Manizales with 3 PAX and 3 different bookings would caount as 1 trip.
	PAX transported	Number os passengers transported in the given period
	Average PAX per trip realized	Average PAX per trip realized (PAX transported / Trips realized)
	Realized TRIP Yield	Percentage of outstanding trips offered that converted into a realized trip, having at least one PAX transported. Don't confuse with "Trips offered". Here we consider the date when the trip takes place. Eg: if in one day Malaysia had 100 trips outstanding and 12 trips realized, the "Realized trip yield" would be 12%.
	Average realized trip distance	Average distance traveled in the given period. The average is weighted by the number of passenger on each trip.
	Driver Cancelation rate	Percentage of PAX affected by driver cancellations for trips that would happen in that given period. If a Driver cancels a trip, in which no PAX has yet booked a seat, this won't count for this statistics. Eg: If there are 100 PAX travelig on Tripda in a given day and one driver cancels a ride with 4 seats booked, the cacelation rate would be 4%
	PAX Cancelation rate	Percentage of trips canceled by passengers that would actually become a real trip in the given period