Tripda – Cohort

December 2015

Private and Confidential

Agenda

Explaining Cohorts

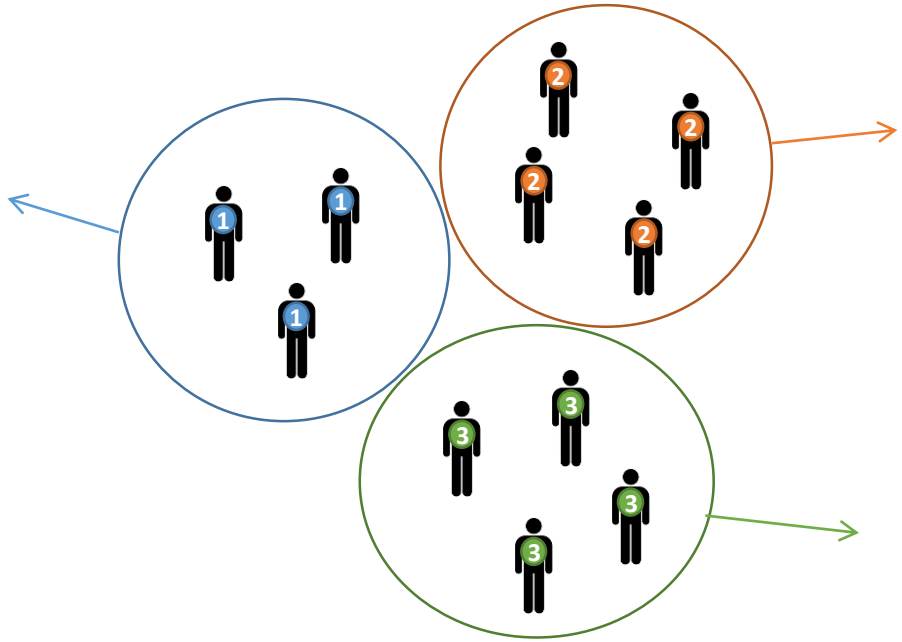
Importance of Cohort analysis

Analyzing Cohorts

Cohort Analysis December 2015

What is cohort?

Cohort: A cohort is a group of people who share a common characteristic over a certain period of time.



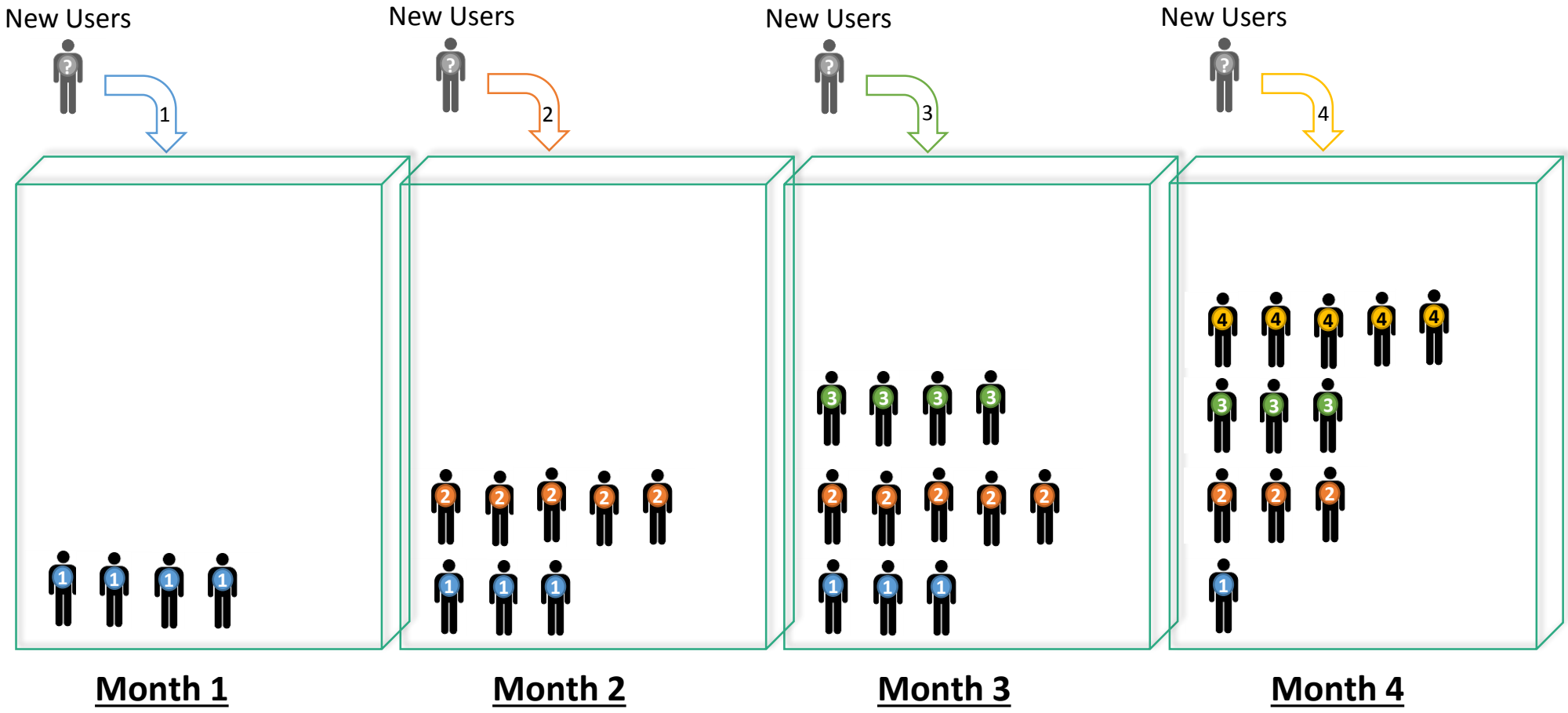
For our cohort, we agroup the users by the first time that he created a booking and the first time that he offered a ride with bookings.
This analysis is important to measure the impact of an action. In other words, analize the behavior of users who share the same characteristic, like users who use our product for the first time after a new feature, for example.

Obs.: We didn't count trips without passengers.

Cohort size: The number of unique users who use our product for the first time on the report month.

Retention rate: The number of unique users returned over the cohort size.

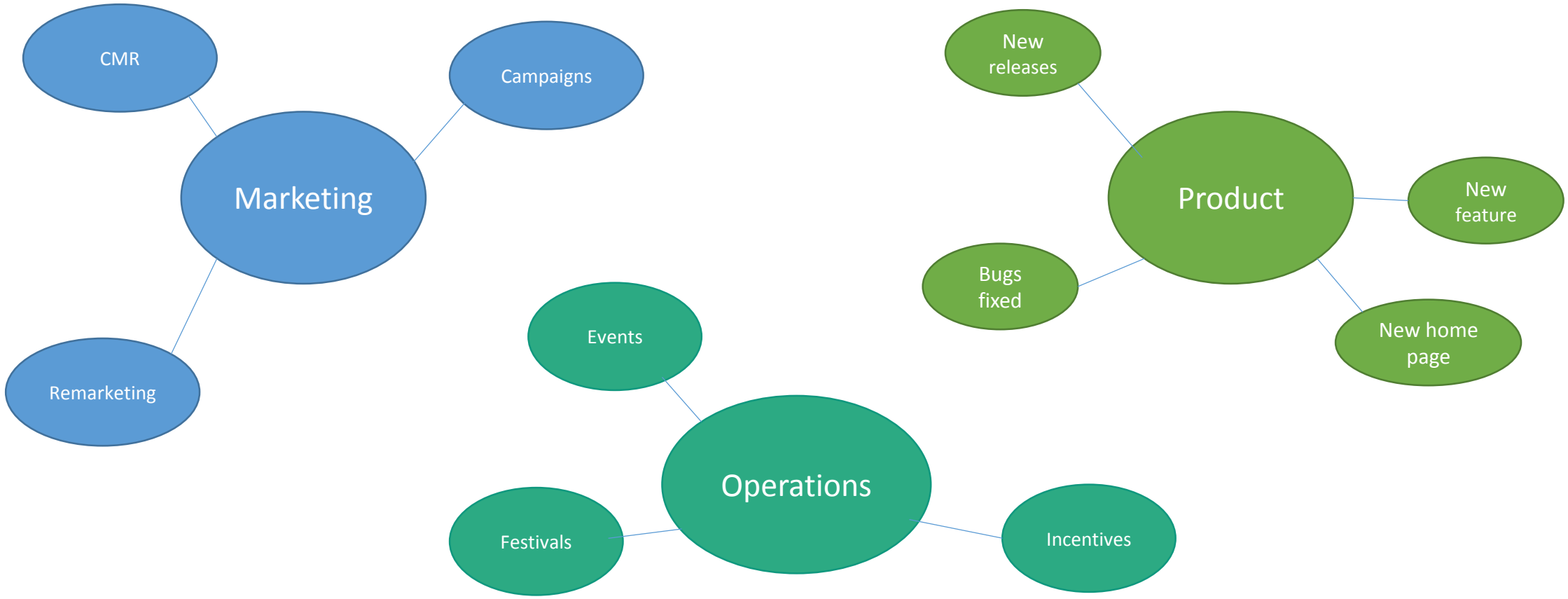
What is cohort?



New Users (cohort size)	4	5	4	5
Users with action on the month	4	3 + 5 = 8	3 + 5 + 4 = 12	1 + 3 + 3 + 5 = 12

What influence the cohort?

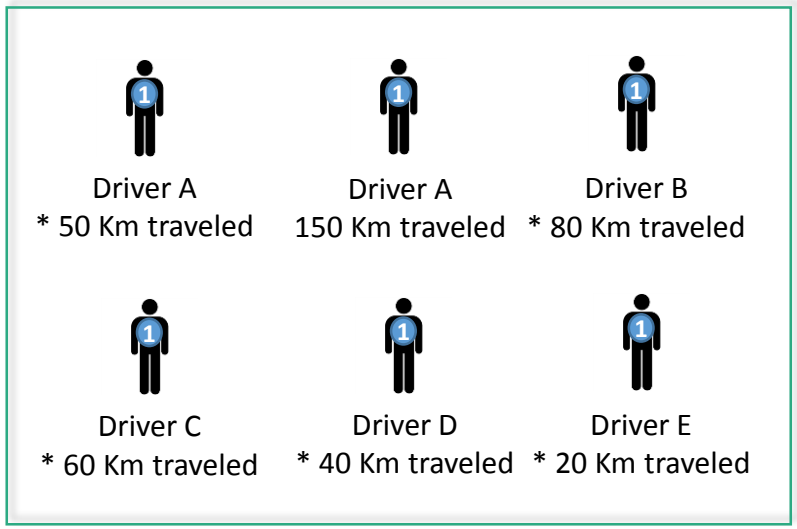
Cohort is important to see the performance of our product, influence of new features or regional incentives. But there a lot of other factors that changes the cohort:



Retention Rate 1 (RR1)

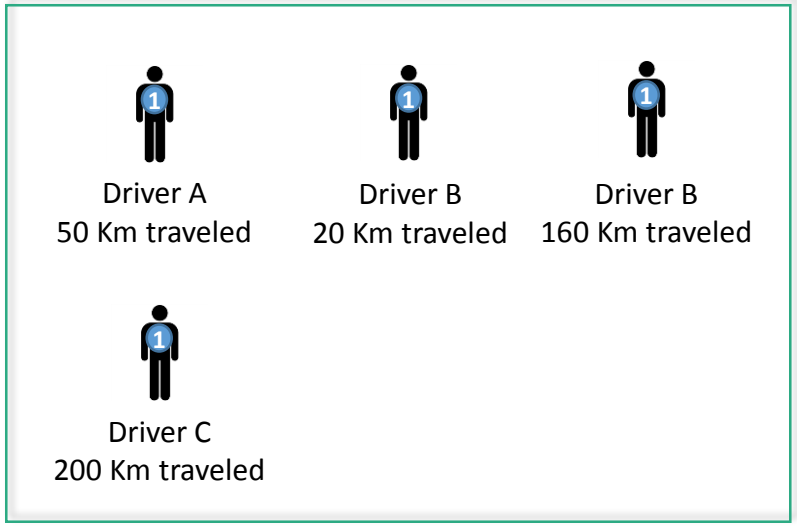
Retention rate 1 (RR1): takes the count of individual passengers throughout the time into consideration. Please follow the below example to illustrate the concept

$$RR1 = \frac{number\ of\ unique\ users\ returned}{number\ of unique\ users\ on\ their\ first\ ride\ (cohort\ size)}$$

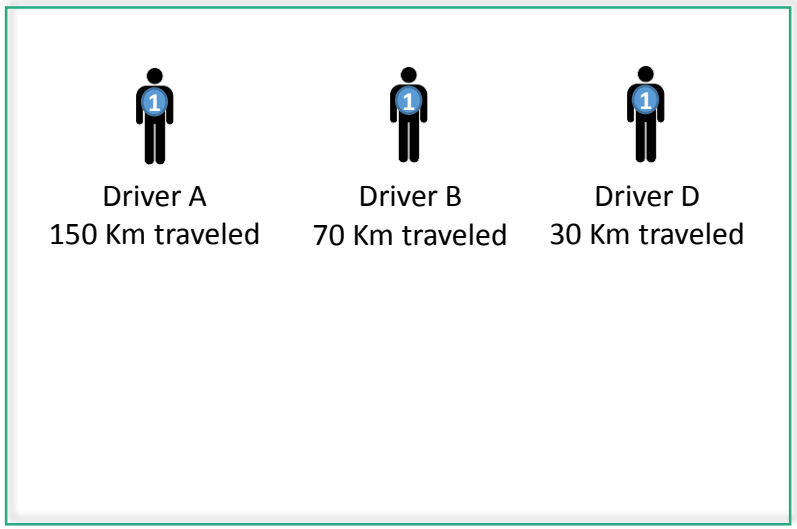


* First time using Tripda

Month 1



Month 2



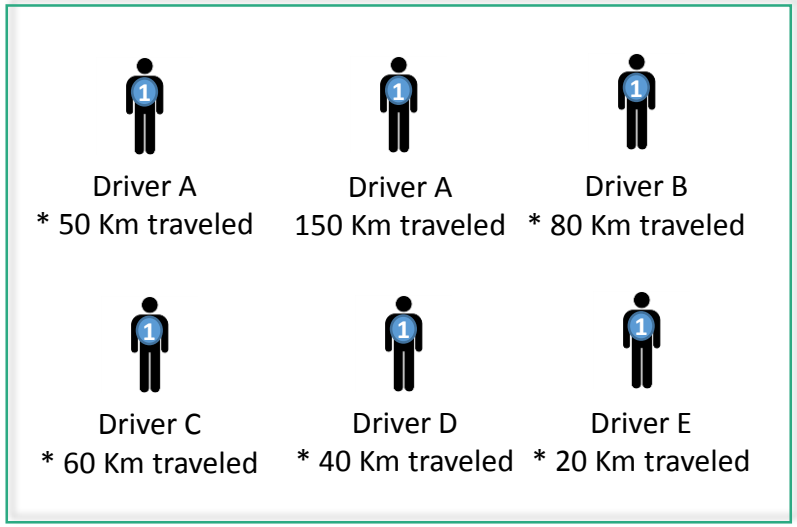
Month 3

	Same month	1 month	2 month
RR1	1/5 = 20%	3/5 = 60%	3/5 = 60%
RR1 - Accumulated	1/5 = 20%	(1 + 2)/5 = 60%	(1 + 2 + 1)/5 = 80%

Retention Rate 2 (RR2)

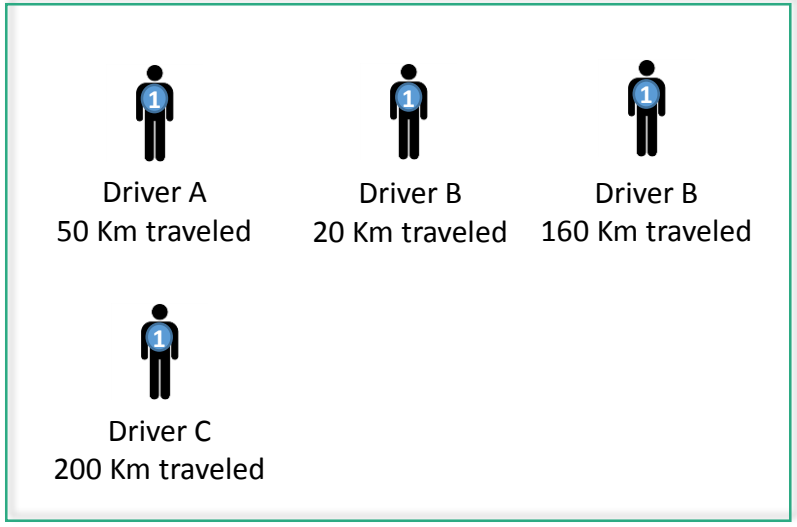
Retention rate 2 (RR2): takes the sum of the total distance traveled by the chosen cohort throughout the time into consideration. Please see the below example to ilustrate the concept

$$RR2 = \frac{total\ distance\ traveled\ of\ the\ users\ returned}{total\ distance\ traveled\ of\ users\ on\ their\ first\ ride\ (cohort\ size)}$$

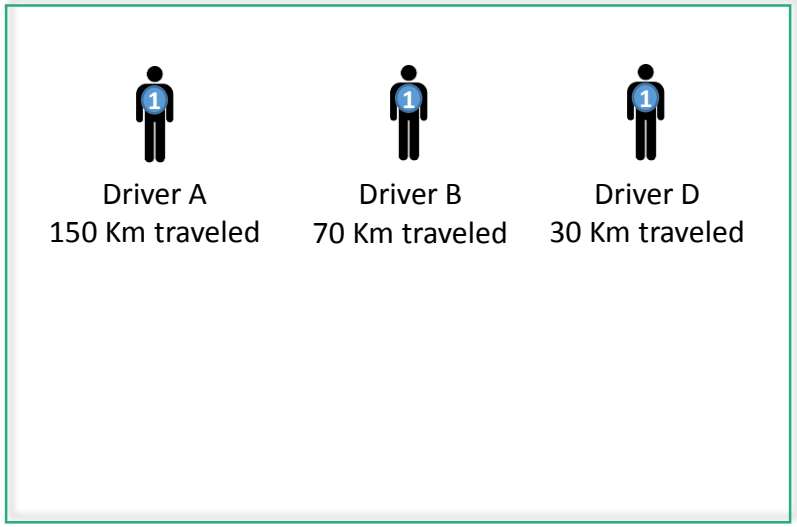


* First time using Tripda

Month 1



Month 2



Month 3

	Same month	1 month	2 month
RR2	150/250 = 60%	430/250 = 172%	250/250 = 100%
RR2 - Accumulated	150/250 = 60%	(150 + 430)/250 = 232%	(150 + 430 + 250)/ 250 = 332%

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Kinds of data

- There are two kinds of data: reporting and exploratory.
  - Reporting: Is predictable. Have number that we expect to see and exceptions brings us questions about it.
  - Exploratory: Is speculative. Try to answer some questions many times from reporting data.

IMPORTANT: Cohort is not a exploratory data! Cohort must to bring more questions about the users behavior and how our acts influences them.

Example of cohort

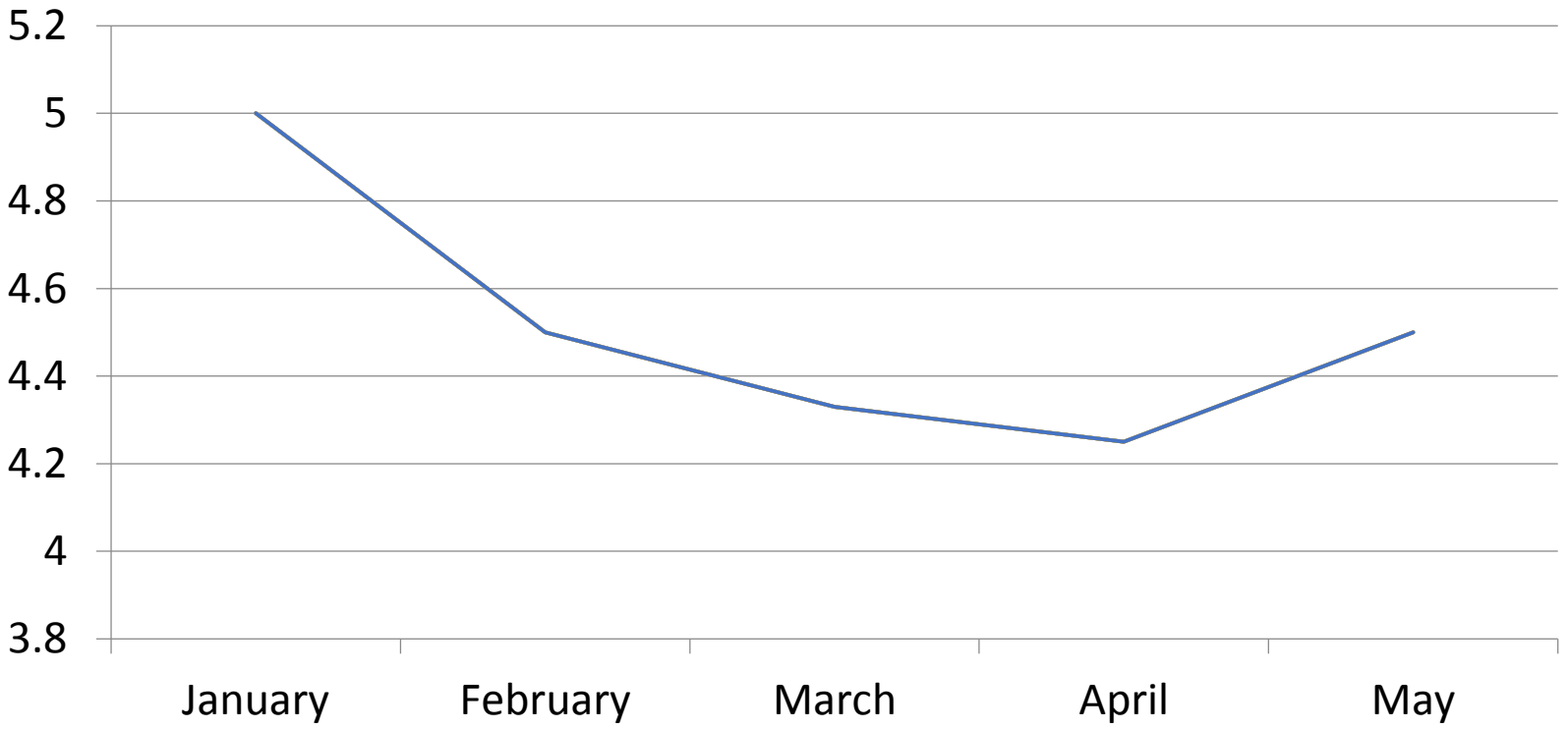
For example:

Is this company growing or stagnating?

	January	February	March	April	May
Avg spent by customers	$5	$4.5	$4.33	$4.25	$4.5

Yes? No?

We don't know!



Example of cohort

	January	February	March	April	May
Avg spent by customers	$5	$4.5	$4.33	$4.25	$4.5

Grouping the users by the month of the first buy, we can see that the customers from january are not returning.

In other side, the costumers from March, April and May spent much more on the current and forward months.

January	$5	$3	$2	$1	$0.5
February		$6	$4	$2	$1
March			$7	$6	$5
April				$8	$7
May					$9

It's easy to see that this company is not stagnating, but there are so many question about these numbers, like:

- What made the customers spend more? Is a bug fixed or a new home page?
- How can we bring back the january's customers? By an e-mail marketing telling about new features?
- For what reason the customers from may spend more? Is because an event? How can we keep these customers using our product?

Example of cohort

Now the cohort on the usually format. All data are bring to the left and the columns is how many months passed by from the referent month.

Cohort	1	2	3	4	5
January	$5	$3	$2	$1	$0.5
February	$6	$4	$2	$1	
March	$7	$6	$5		
April	$8	$7			
May	$9				
Average	$7	$5	$3	$1	$0.5

Cohort	1	2	3	4	5
January	100%	60%	40%	20%	10%
February	100%	67%	33%	17%	
March	100%	86%	71%		
April	100%	88%			
May	100%				

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How to analyze cohort?

- How cohort size is growing?
  - Is a specific campaign?
  - Is the cohort size decreasing?

			RR1							
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
TOTAL	Jan 2015	1430	25.4%	14.8%	11.0%	11.0%	7.3%	7.7%	6.1%	7.3%
	Feb 2015	1292	28.2%	19.0%	15.0%	11.6%	8.9%	7.8%	9.4%	5.6%
	Mar 2015	2226	39.1%	15.3%	12.1%	9.5%	6.8%	7.9%	6.0%	
	Apr 2015	2191	48.7%	19.4%	14.9%	8.4%	13.2%	9.0%		
	May 2015	1959	27.3%	13.7%	9.1%	10.7%	7.0%			
	Jun 2015	2340	21.9%	10.3%	9.7%	7.4%				
	Jul 2015	2787	13.3%	10.3%	5.3%					
	Aug 2015	3163	24.0%	16.0%						
	Sep 2015	1837	19.3%							

How to analyze cohort?

- How is the retention along the months?
  - The retention is decreasing fast?
  - How can I improve the churn rate?

			RR1							
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
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	May 2015	1959	27.3%	13.7%	9.1%	10.7%	7.0%			
	Jun 2015	2340	21.9%	10.3%	9.7%	7.4%				
	Jul 2015	2787	13.3%	10.3%	5.3%					
	Aug 2015	3163	24.0%	16.0%						
	Sep 2015	1837	19.3%							

How to analyze cohort?

- The cohort is being better comparing the months?
  - We made more users return comparing the other months?
  - What made the users return more?

			RR1							
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
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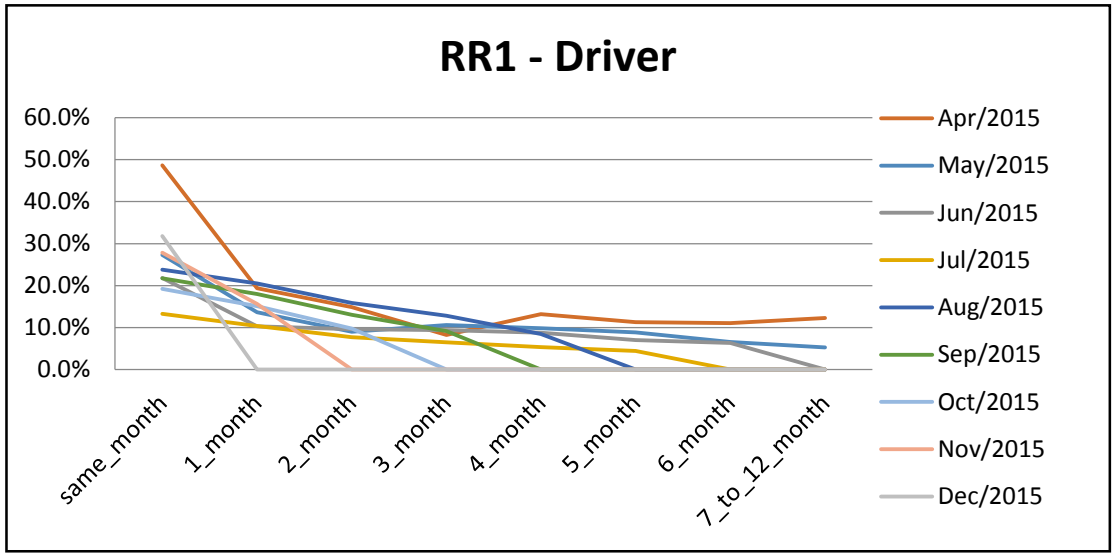
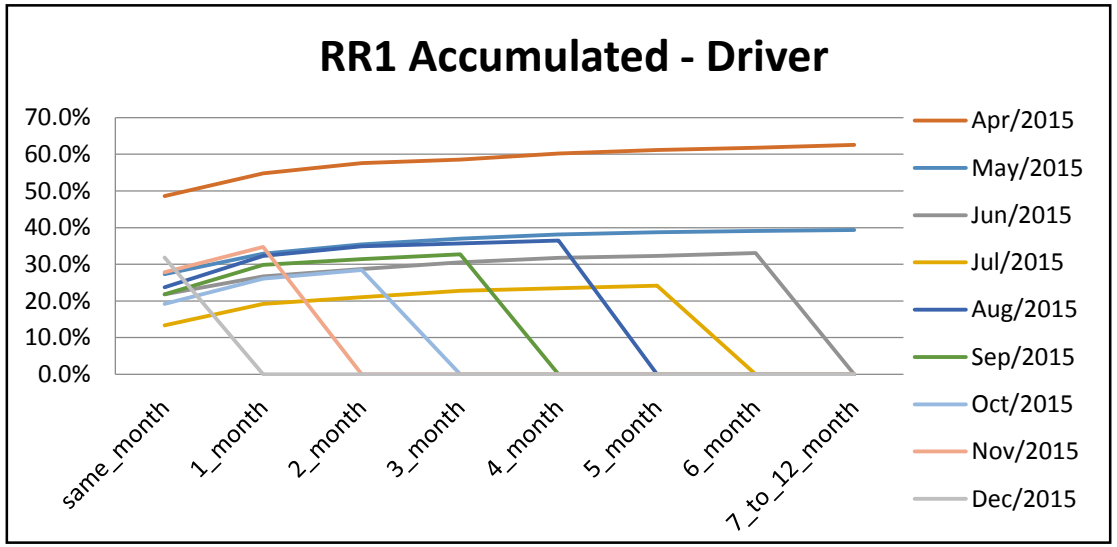
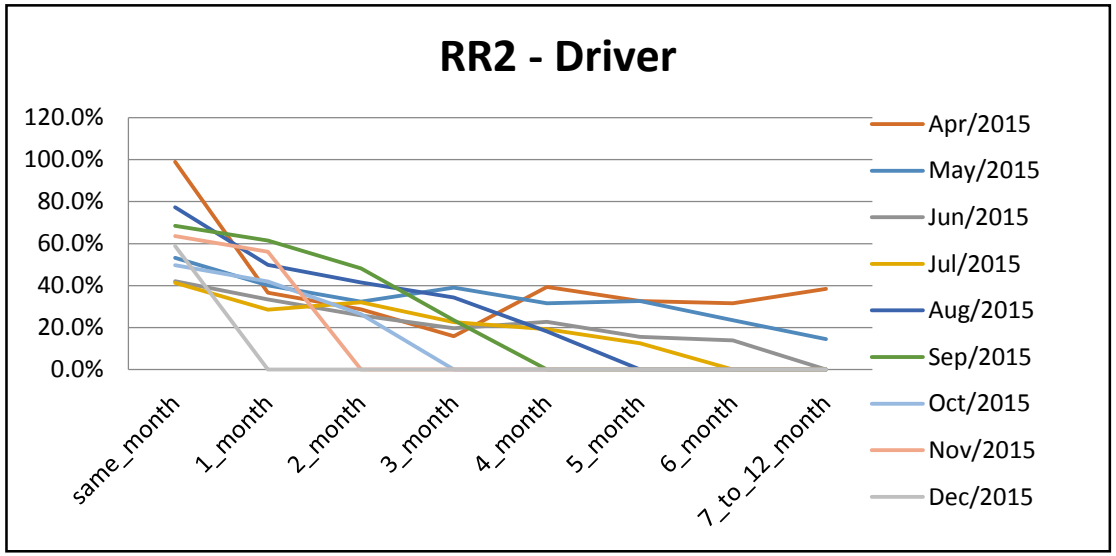
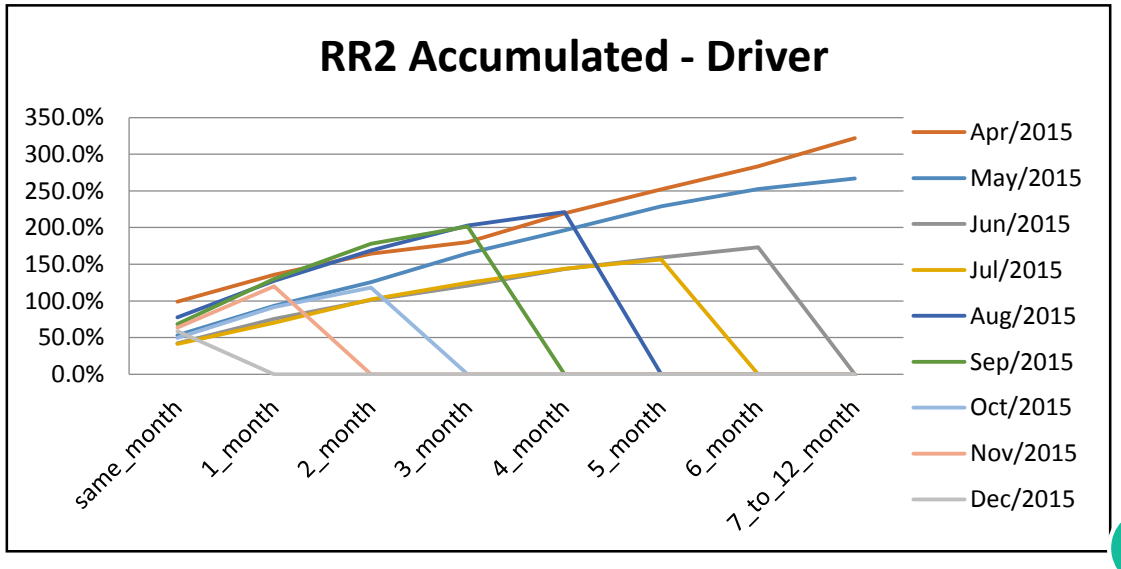
Total

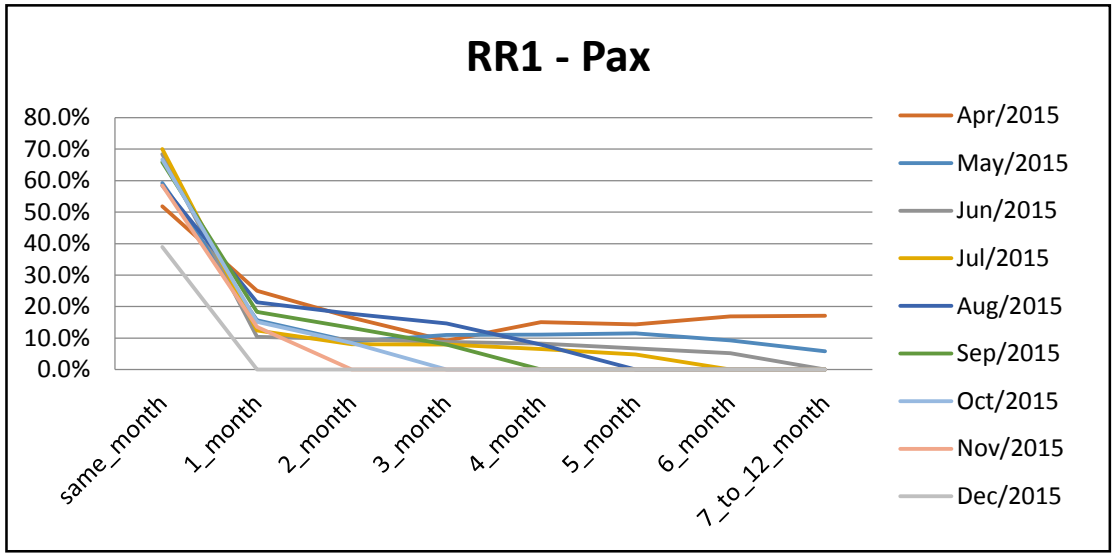

RR1 - Driver
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015

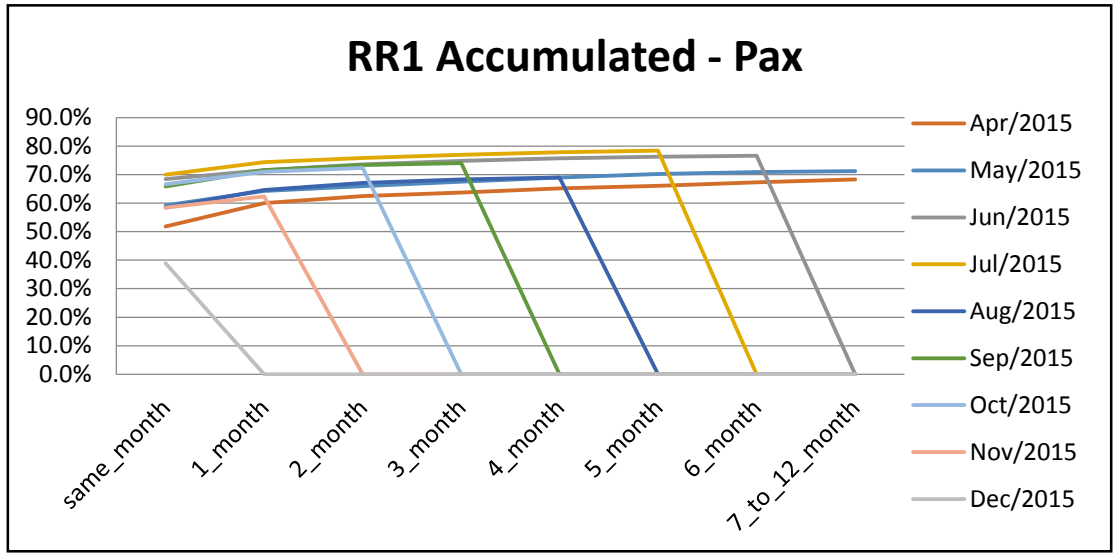

RR1 Accumulated - Driver
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015


RR2 - Driver
120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015


RR2 Accumulated - Driver
350.0%
300.0%
250.0%
200.0%
150.0%
100.0%
50.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015

Total


RR1 - Pax
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015


RR1 Accumulated - Pax
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
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Jul/2015
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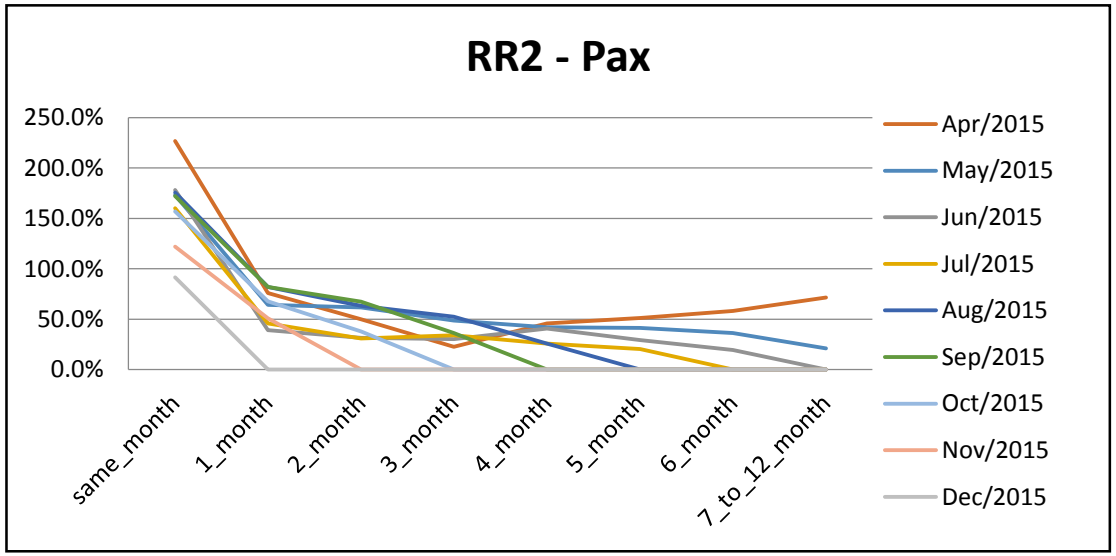
Sep/2015
Oct/2015
Nov/2015
Dec/2015


RR2 - Pax
250.0%
200.0%
150.0%
100.0%
50.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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7_to_12_month
Apr/2015
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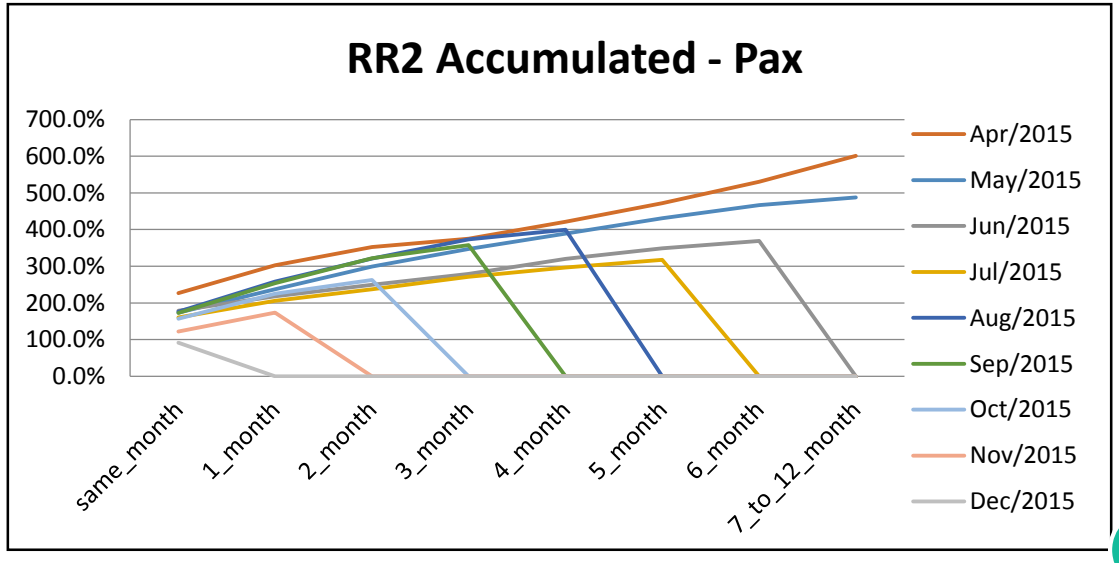
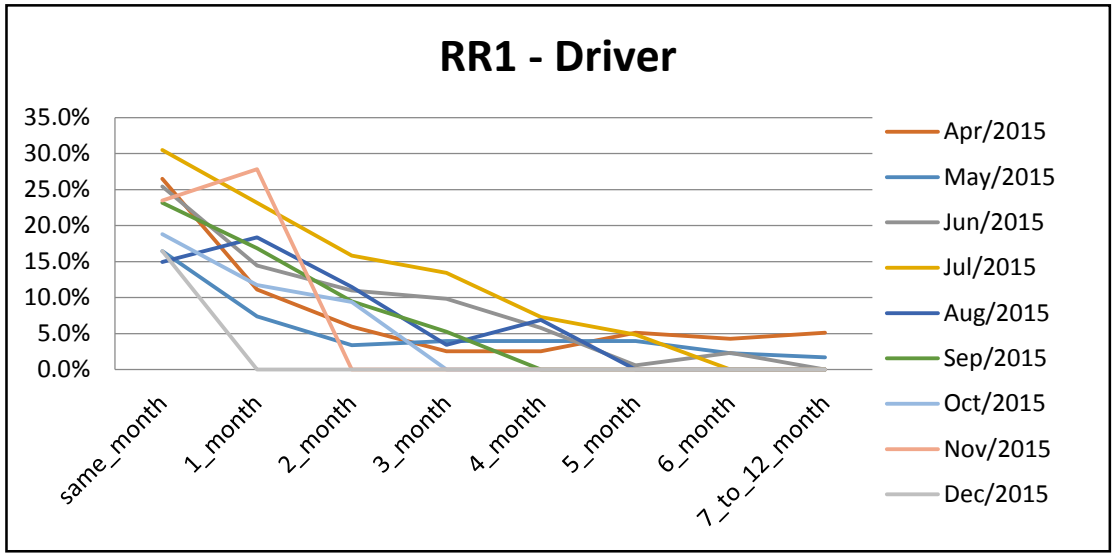
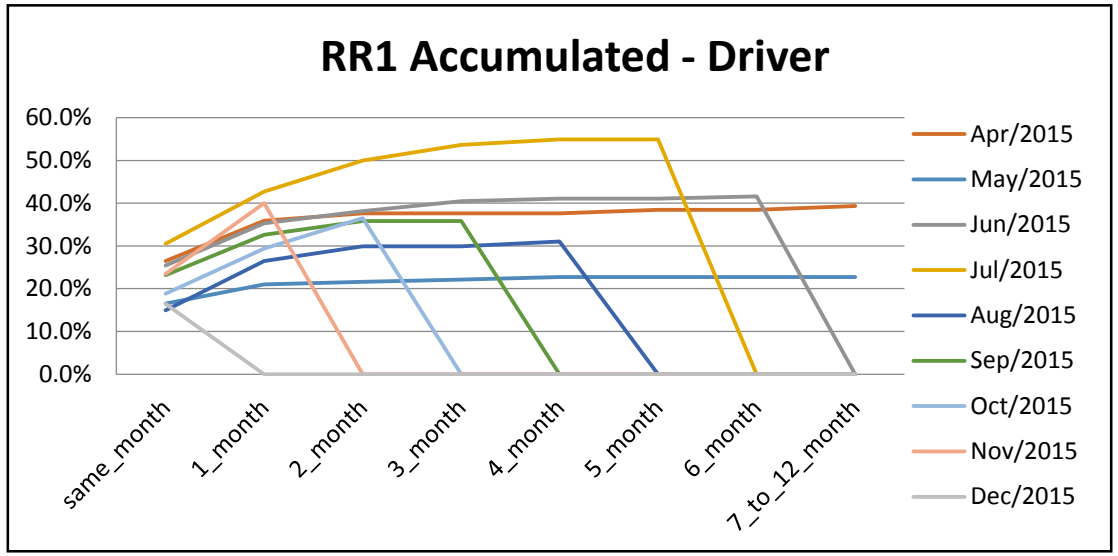
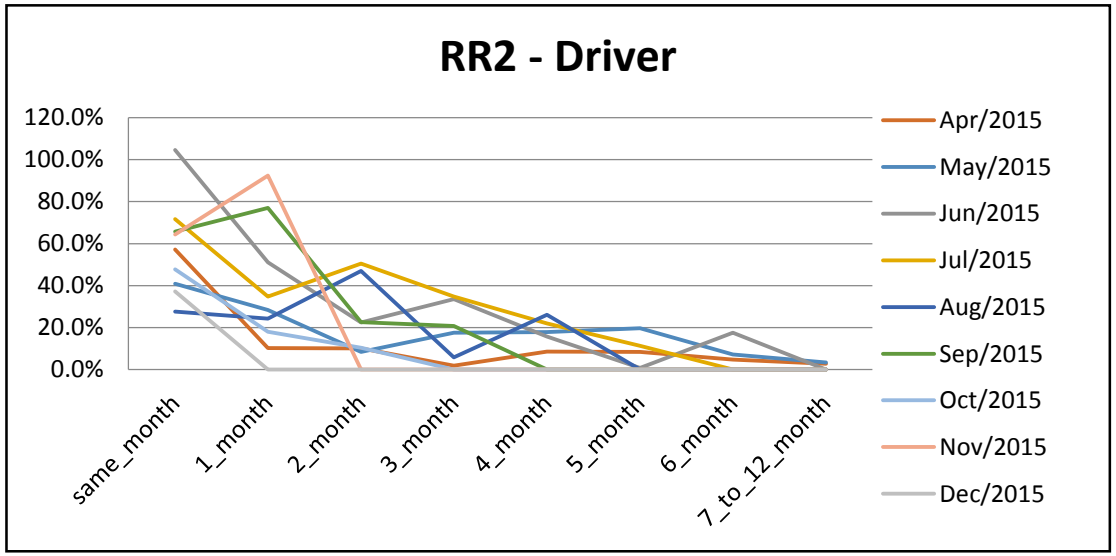
Nov/2015
Dec/2015

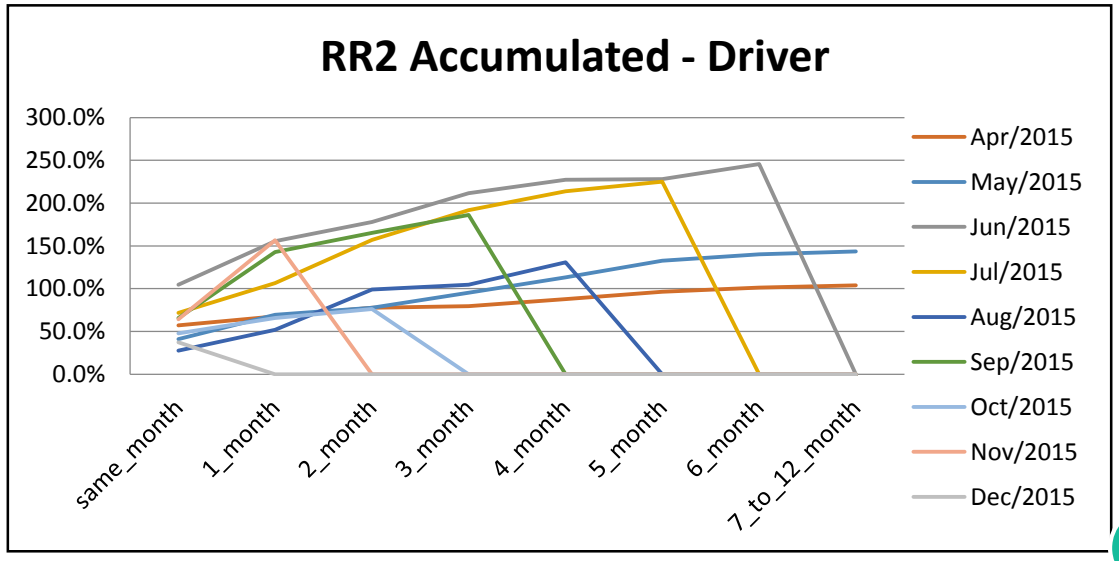

RR2 Accumulated - Pax
700.0%
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015

Argentina + Uruguay

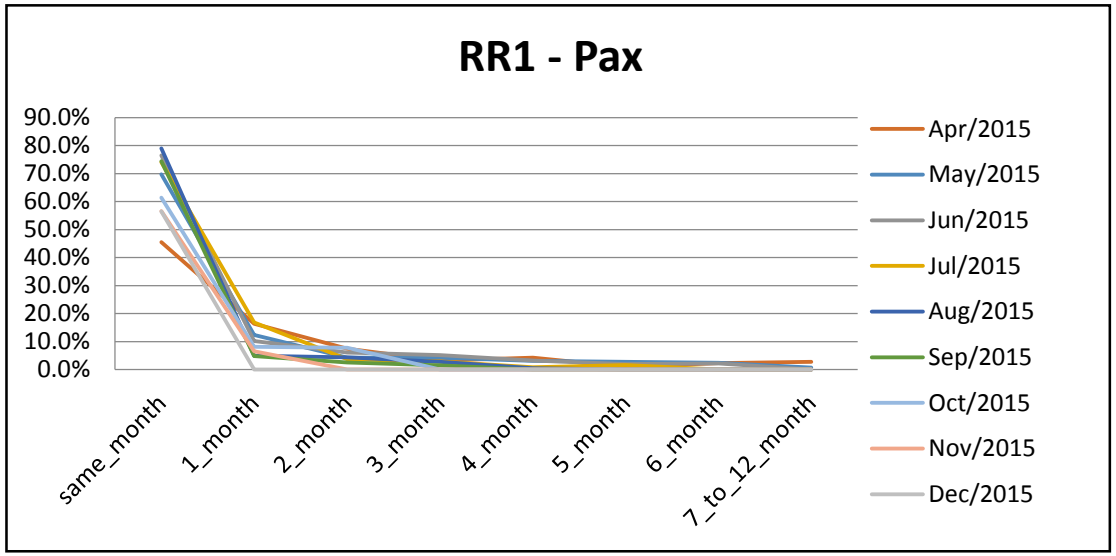


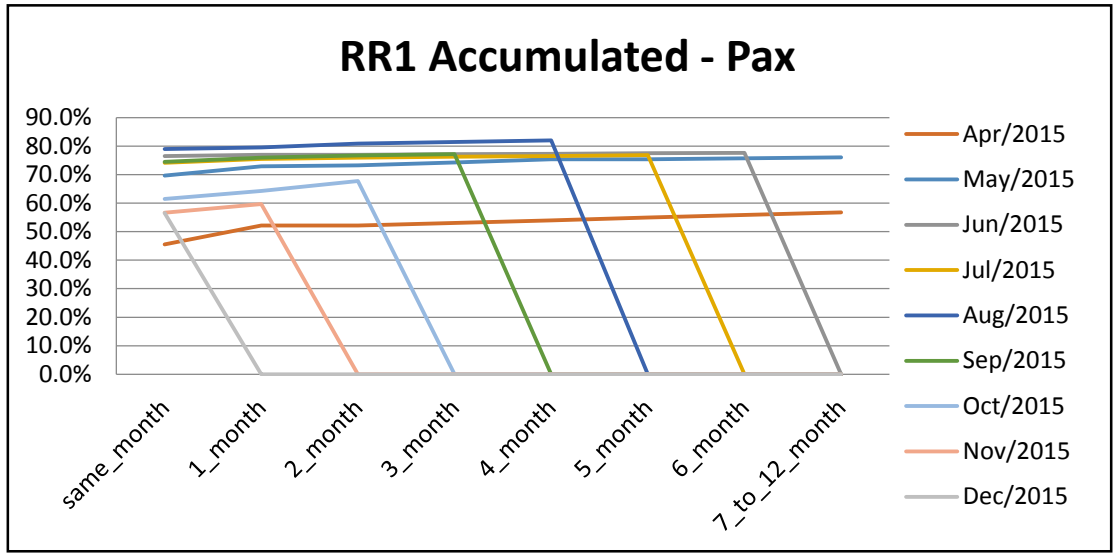


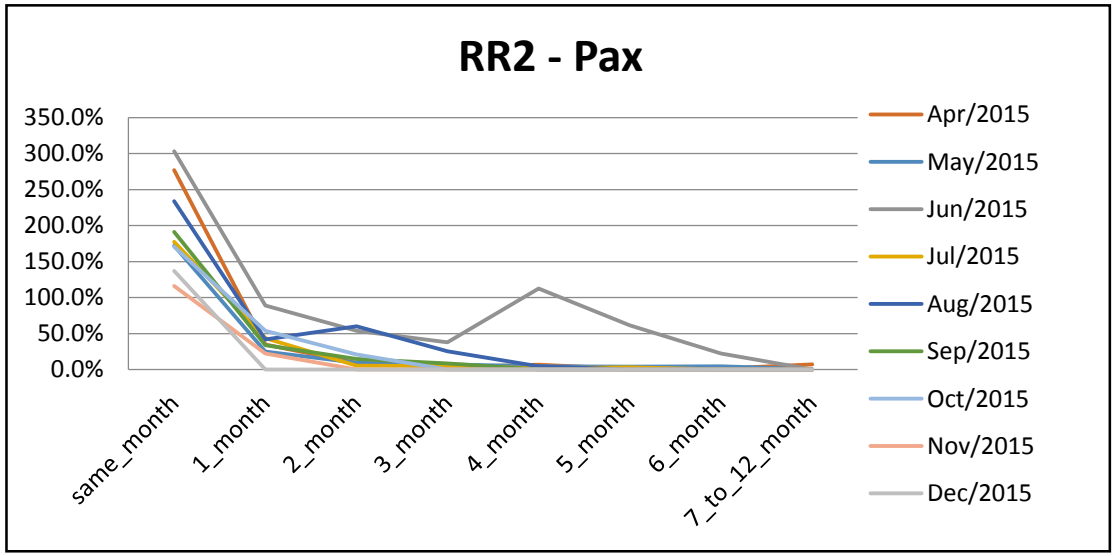


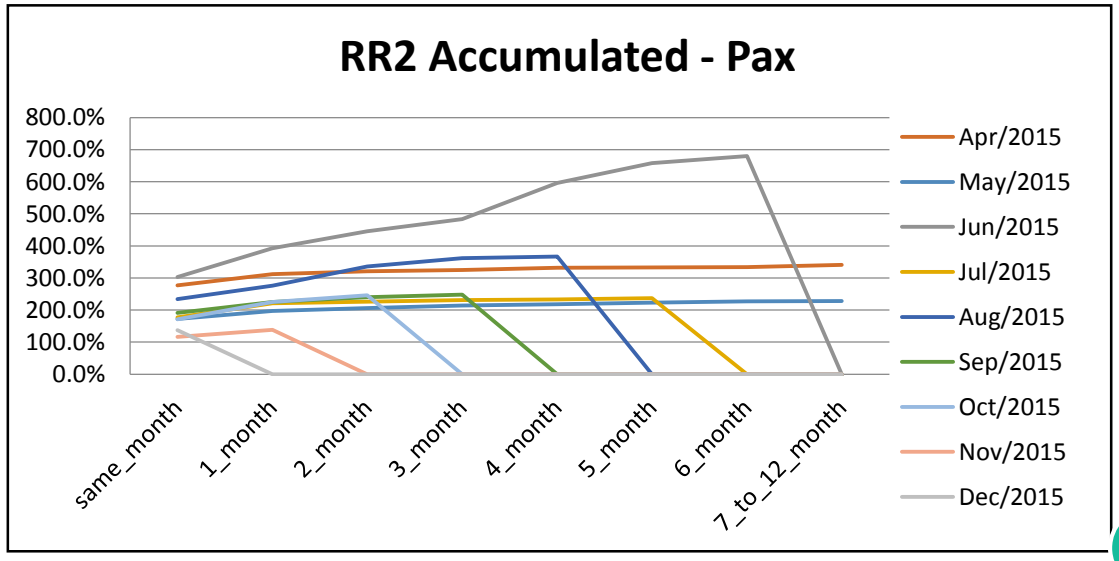


Argentina + Uruguay

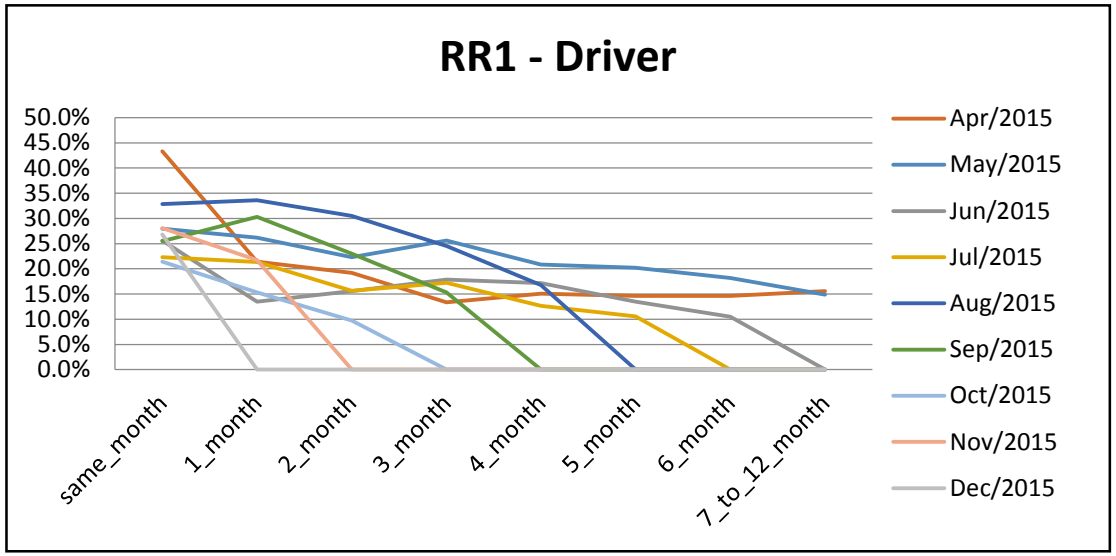








Brasil


RR1 - Driver
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
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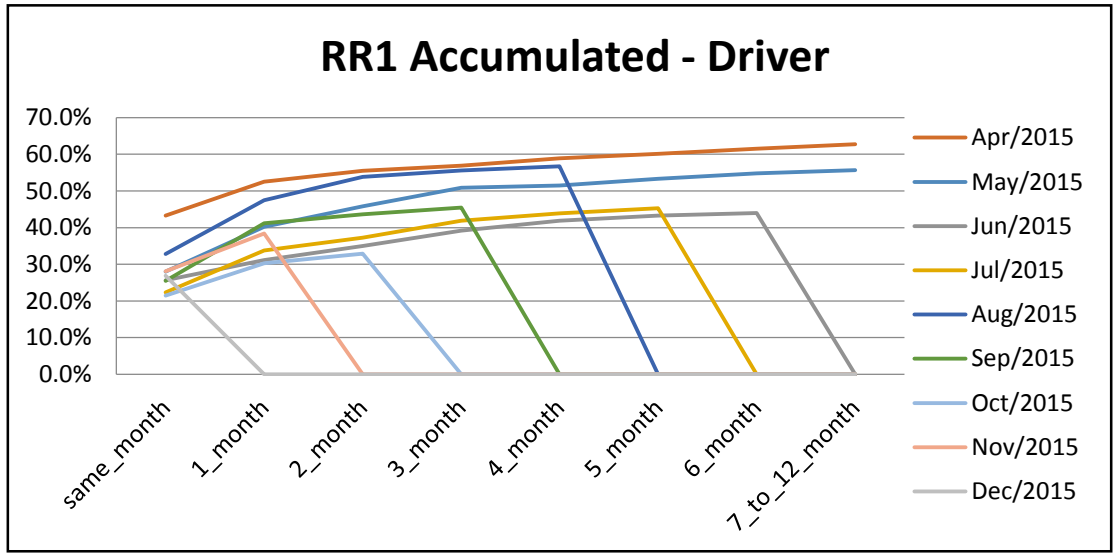
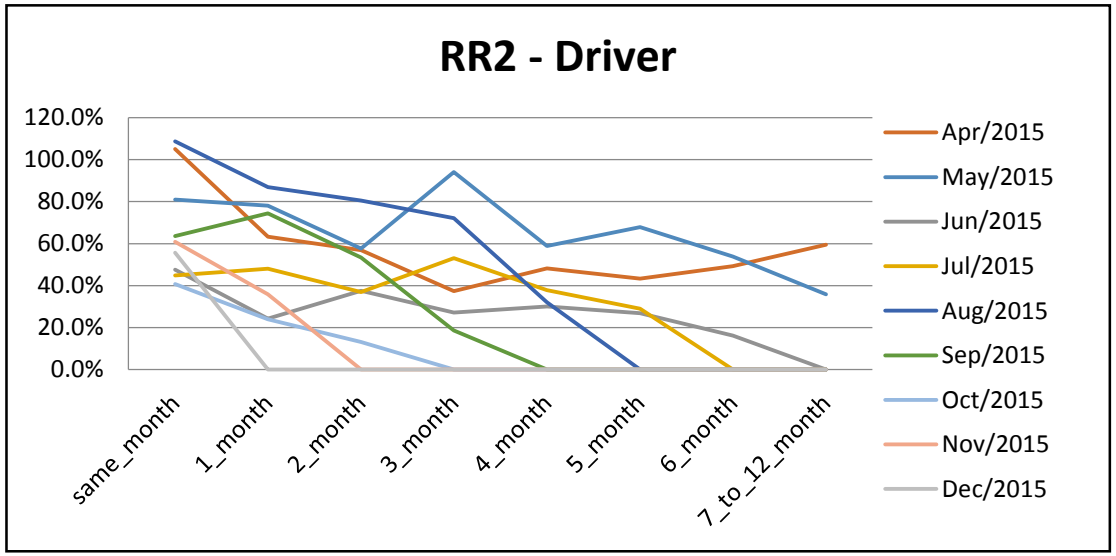
Nov/2015
Dec/2015


RR1 Accumulated - Driver
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
Jul/2015
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015


RR2 - Driver
120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
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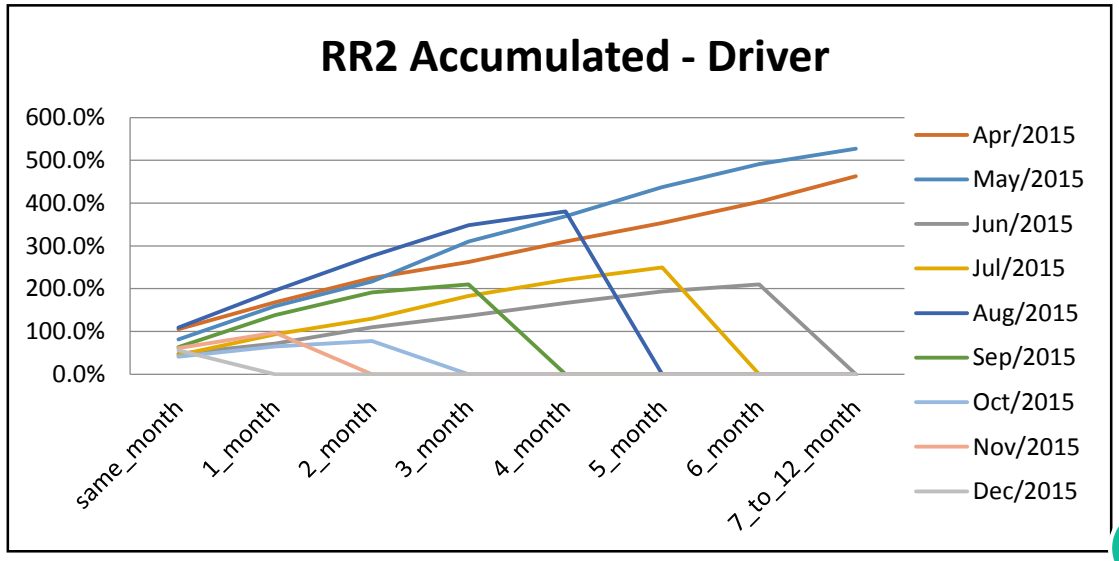
Nov/2015
Dec/2015


RR2 Accumulated - Driver
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
May/2015
Jun/2015
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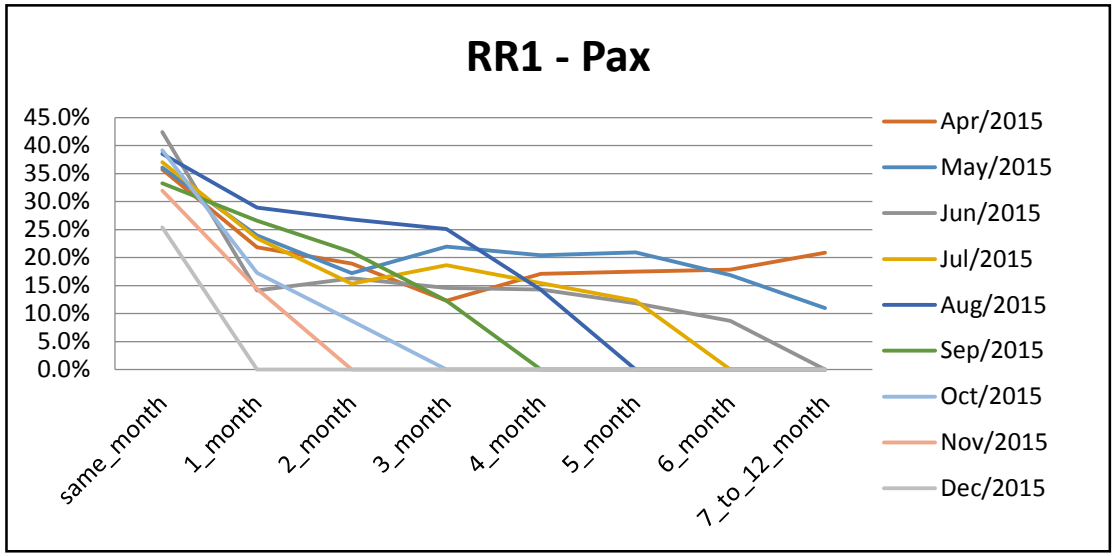
Aug/2015
Sep/2015
Oct/2015
Nov/2015
Dec/2015

Brasil


RR1 - Pax
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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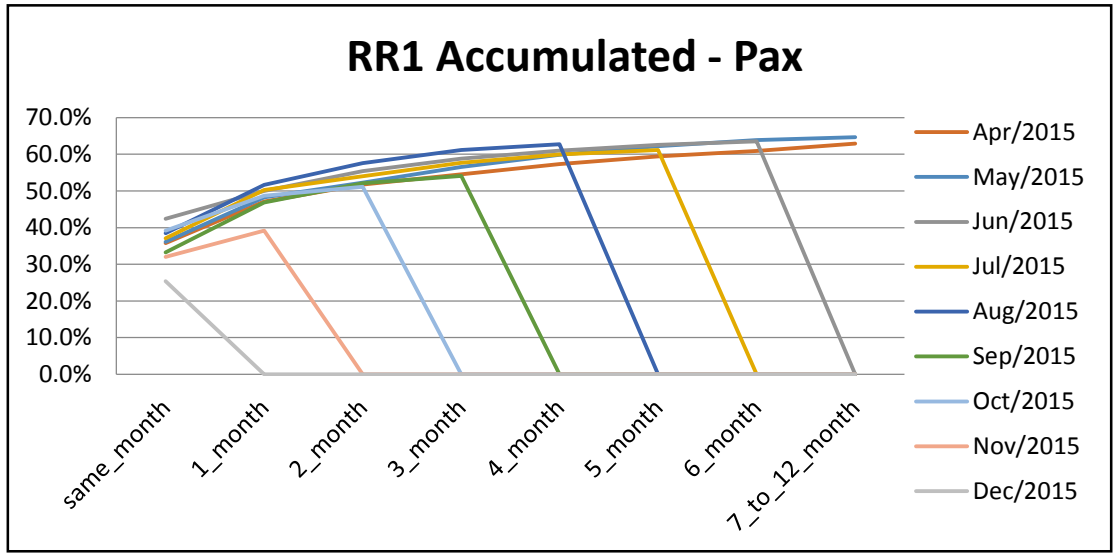
Dec/2015


RR1 Accumulated - Pax
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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Apr/2015
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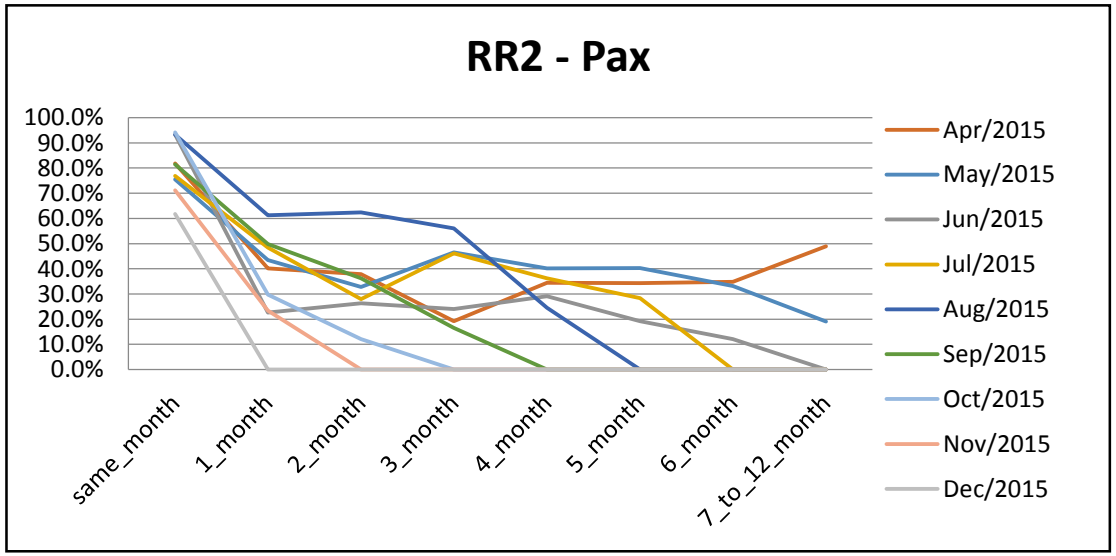
Dec/2015


RR2 - Pax
100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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7_to_12_month
Apr/2015
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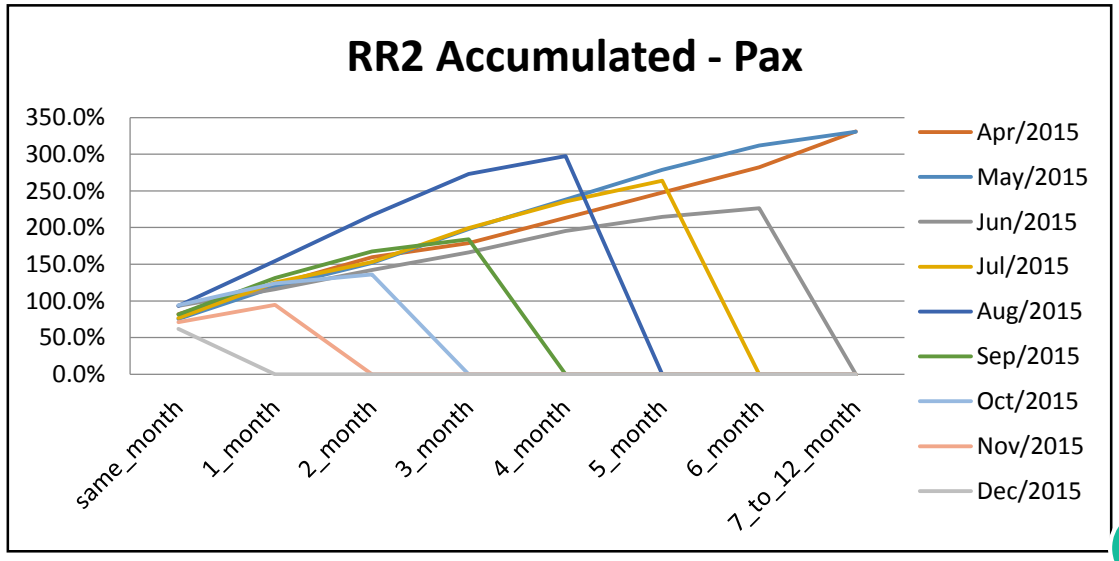
Dec/2015


RR2 Accumulated - Pax
350.0%
300.0%
250.0%
200.0%
150.0%
100.0%
50.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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7_to_12_month
Apr/2015
May/2015
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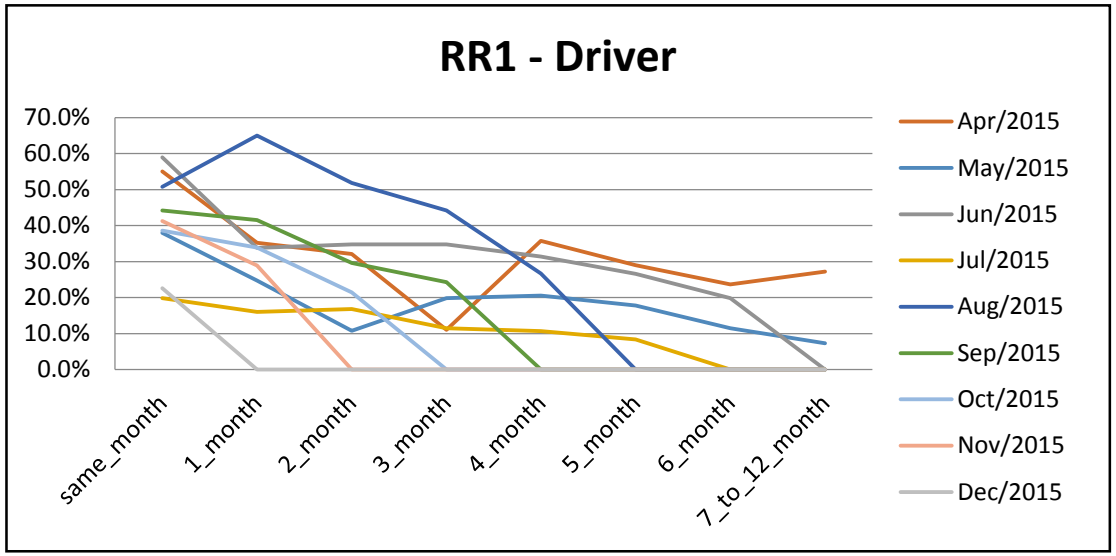
Oct/2015
Nov/2015
Dec/2015

Chile


RR1 - Driver
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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Apr/2015
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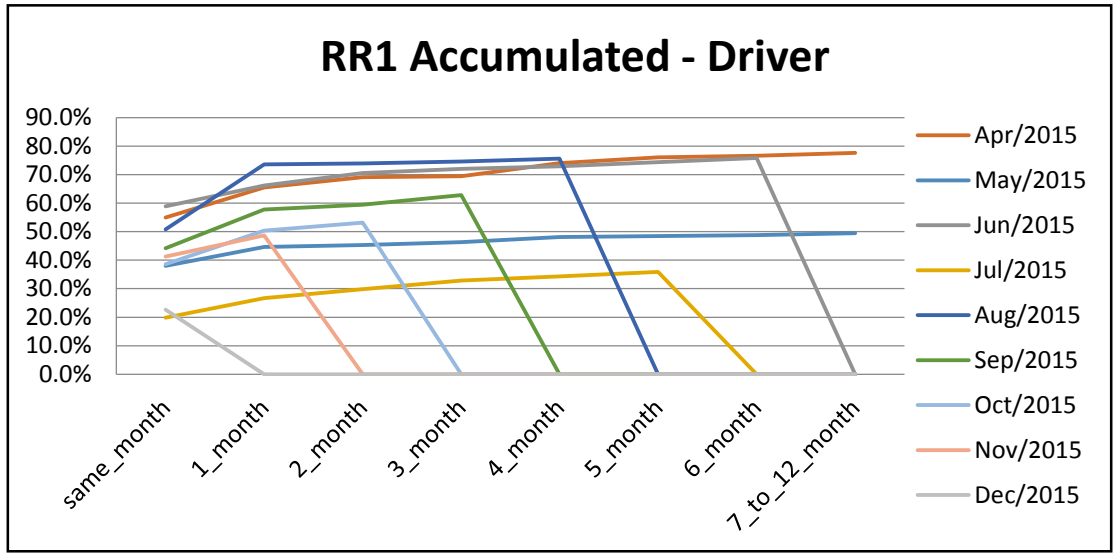
Dec/2015


RR1 Accumulated - Driver
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
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7_to_12_month
Apr/2015
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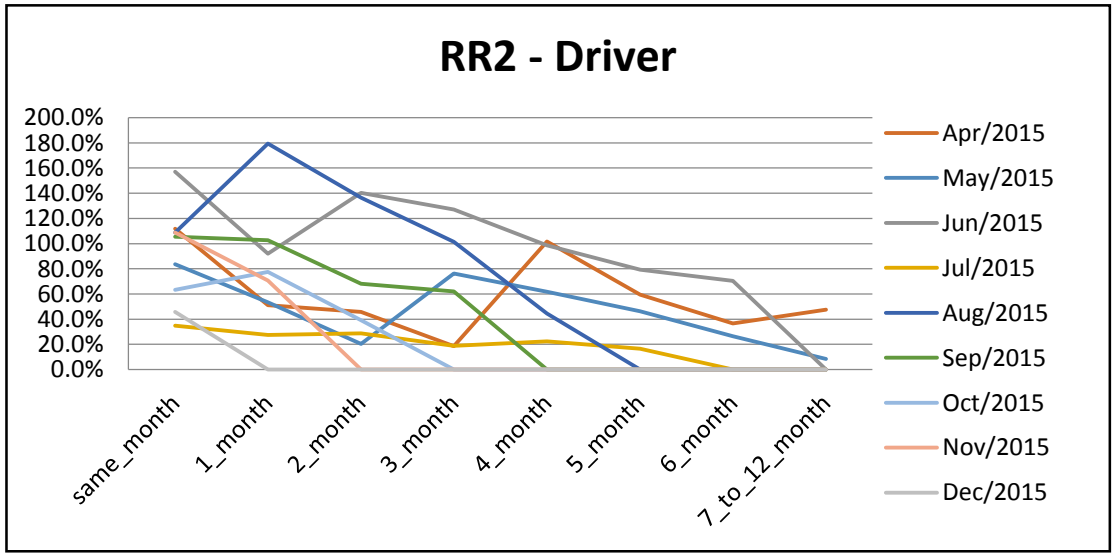
Nov/2015
Dec/2015


RR2 - Driver
200.0%
180.0%
160.0%
140.0%
120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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7_to_12_month
Apr/2015
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Oct/2015
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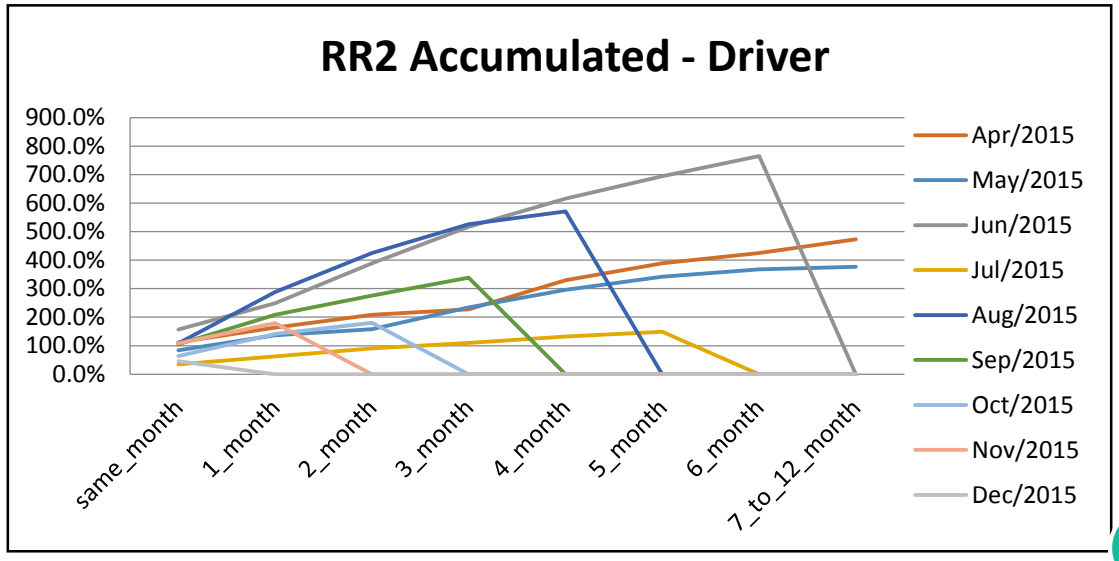
Dec/2015


RR2 Accumulated - Driver
900.0%
800.0%
700.0%
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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7_to_12_month
Apr/2015
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Nov/2015
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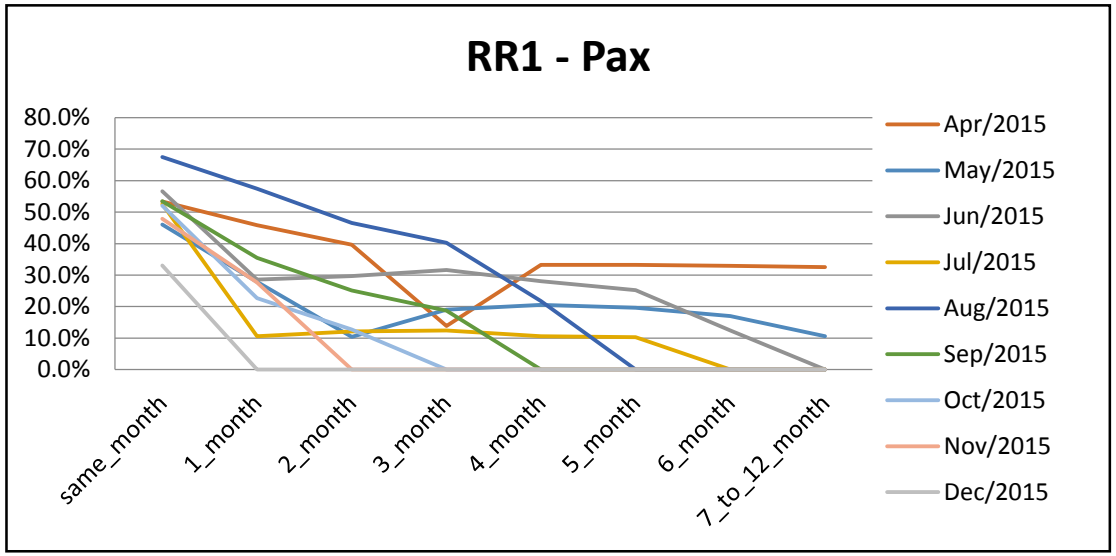
Chile


RR1 - Pax
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
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4_month
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Apr/2015
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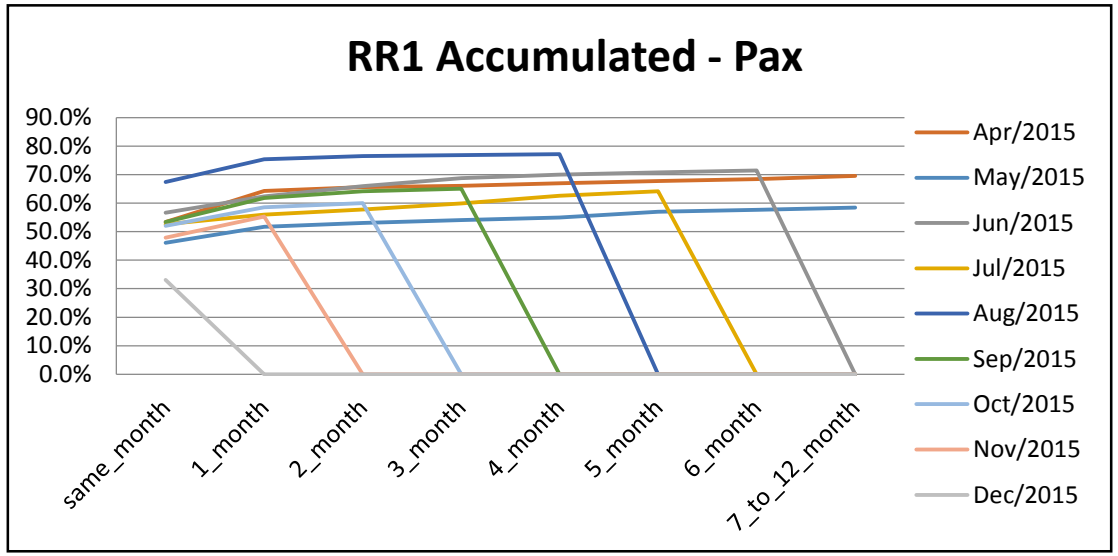
RR1 Accumulated - Pax
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
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Apr/2015
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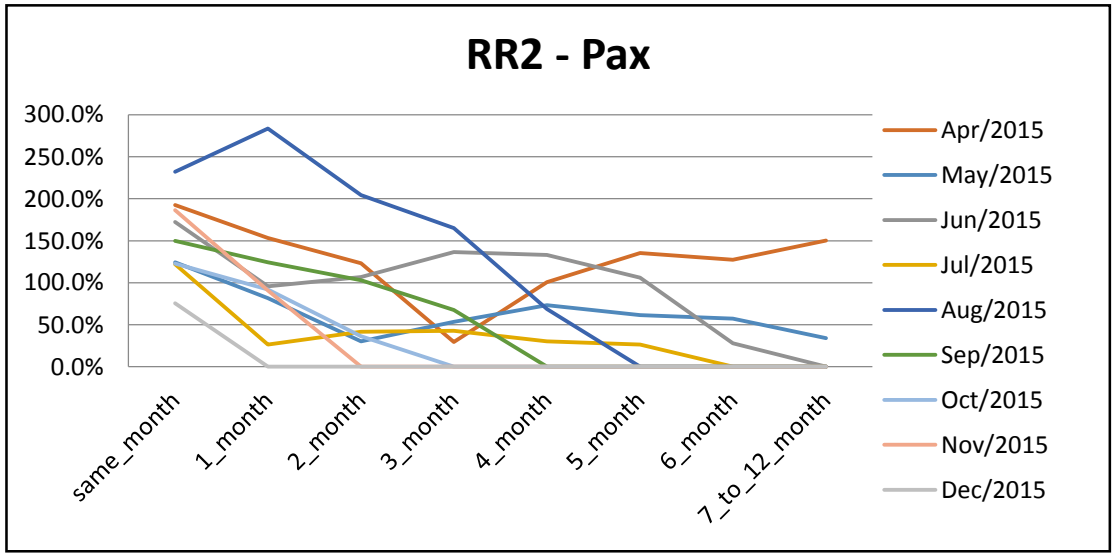
RR2 - Pax
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200.0%
150.0%
100.0%
50.0%
0.0%
same_month
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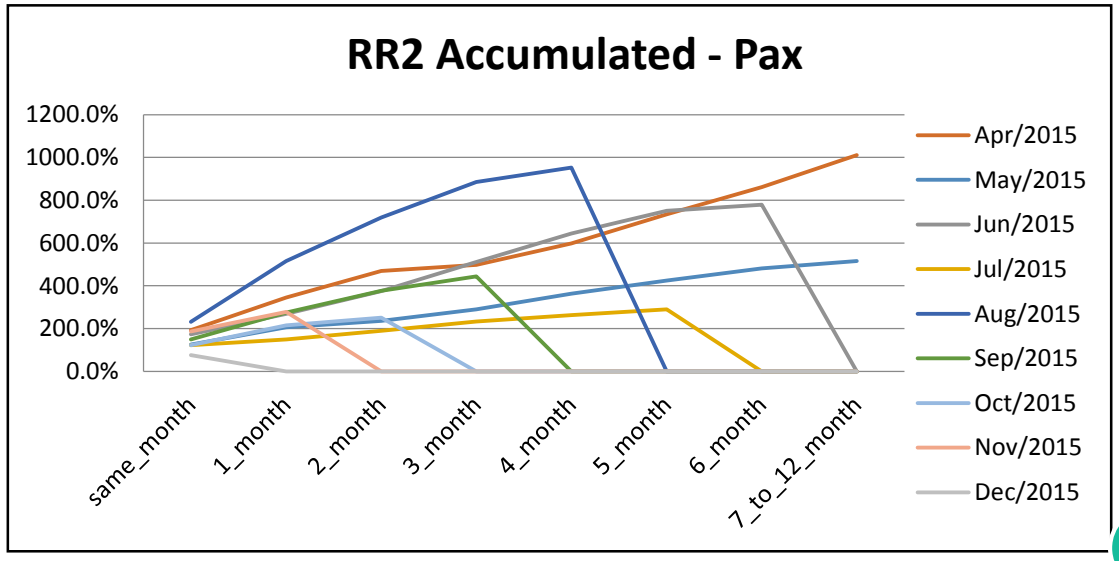
RR2 Accumulated - Pax
1200.0%
1000.0%
800.0%
600.0%
400.0%
200.0%
0.0%
same_month
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2_month
3_month
4_month
5_month
6_month
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Apr/2015
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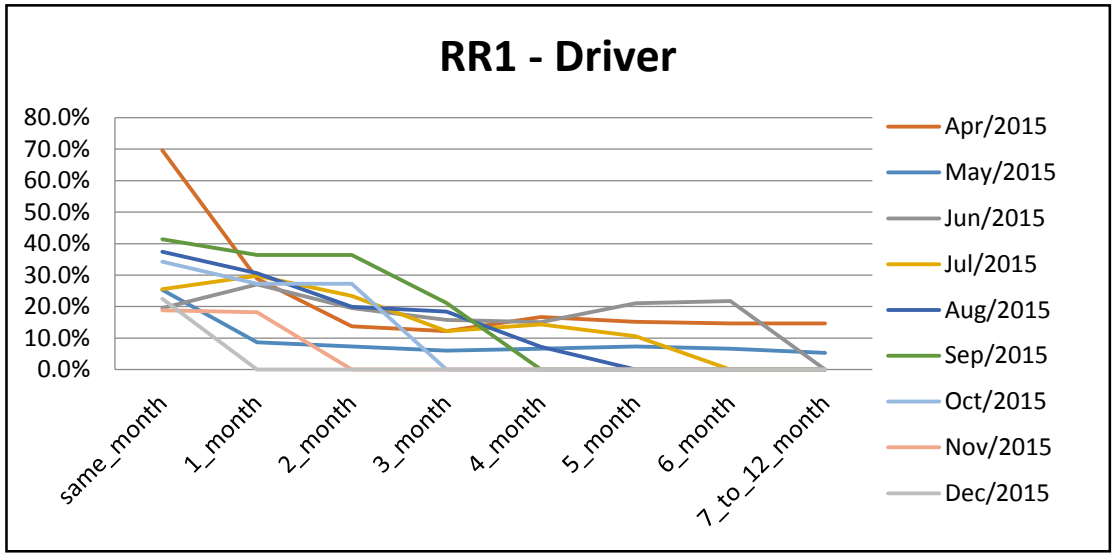
Nov/2015
Dec/2015

Colombia


RR1 - Driver
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
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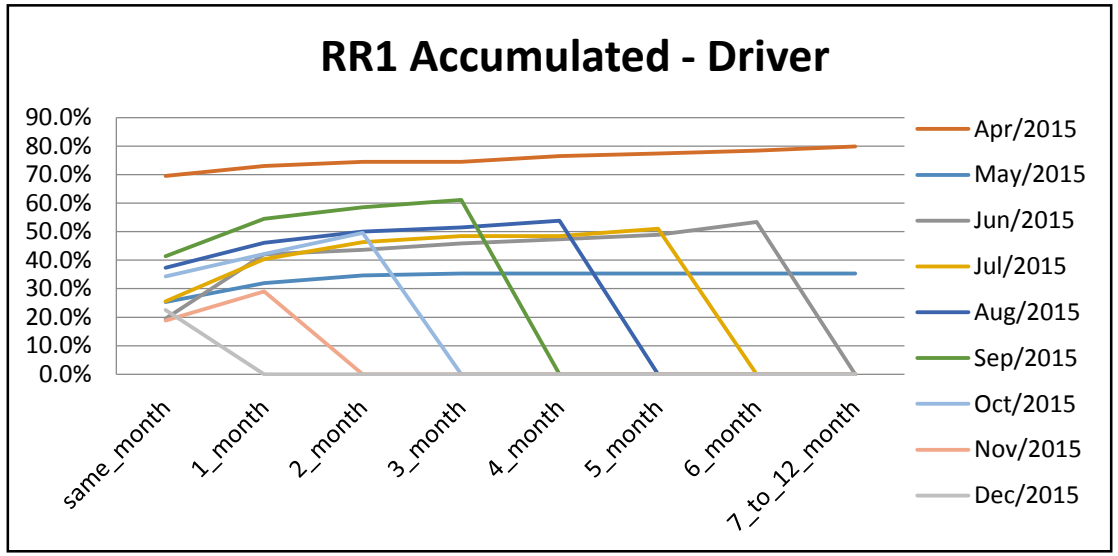
RR1 Accumulated - Driver
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
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Apr/2015
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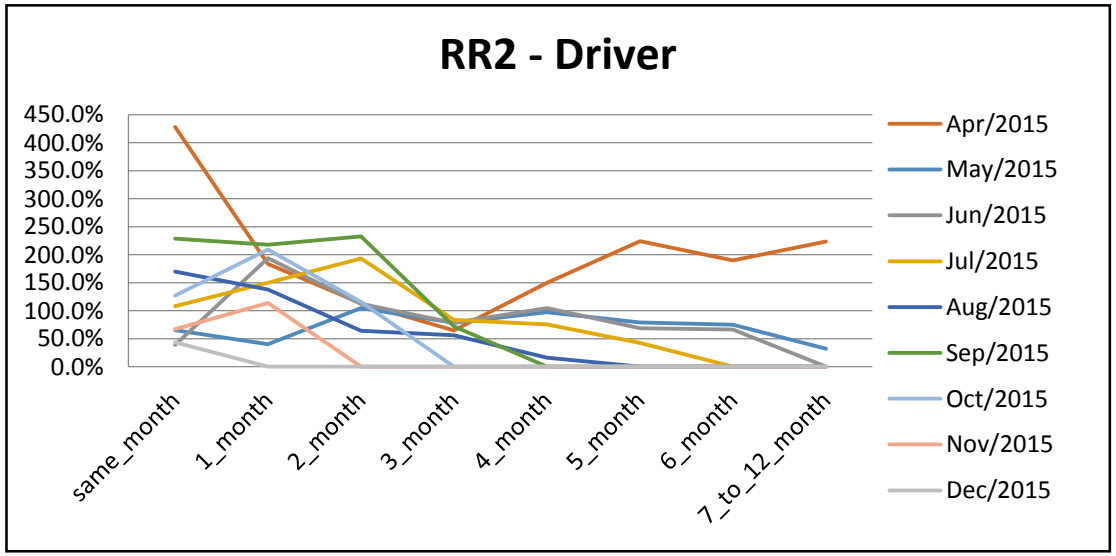
Dec/2015


RR2 - Driver
450.0%
400.0%
350.0%
300.0%
250.0%
200.0%
150.0%
100.0%
50.0%
0.0%
same_month
1_month
2_month
3_month
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5_month
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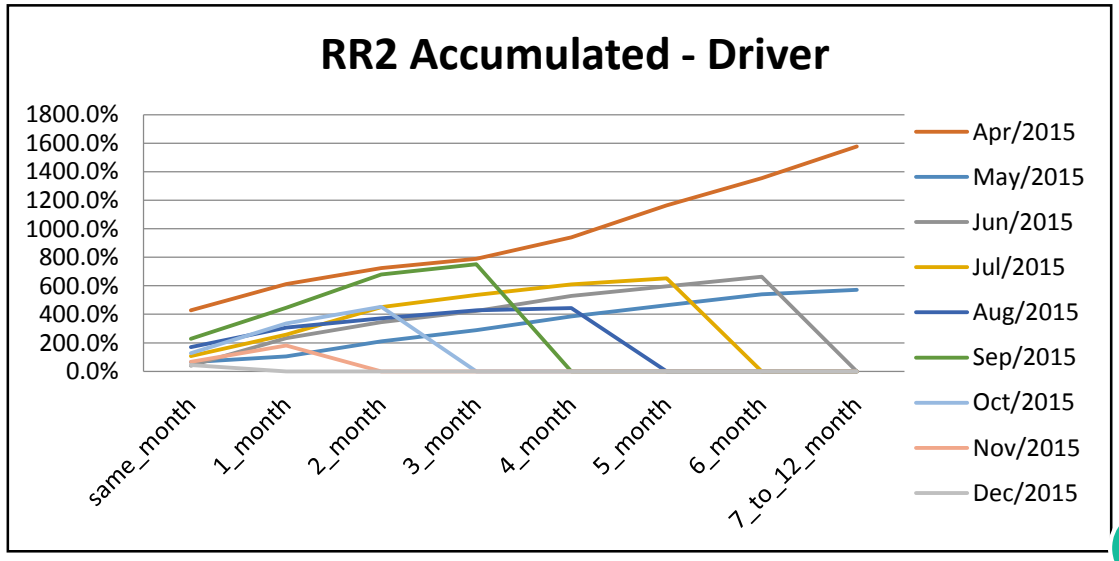
RR2 Accumulated - Driver
1800.0%
1600.0%
1400.0%
1200.0%
1000.0%
800.0%
600.0%
400.0%
200.0%
0.0%
same_month
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3_month
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Apr/2015
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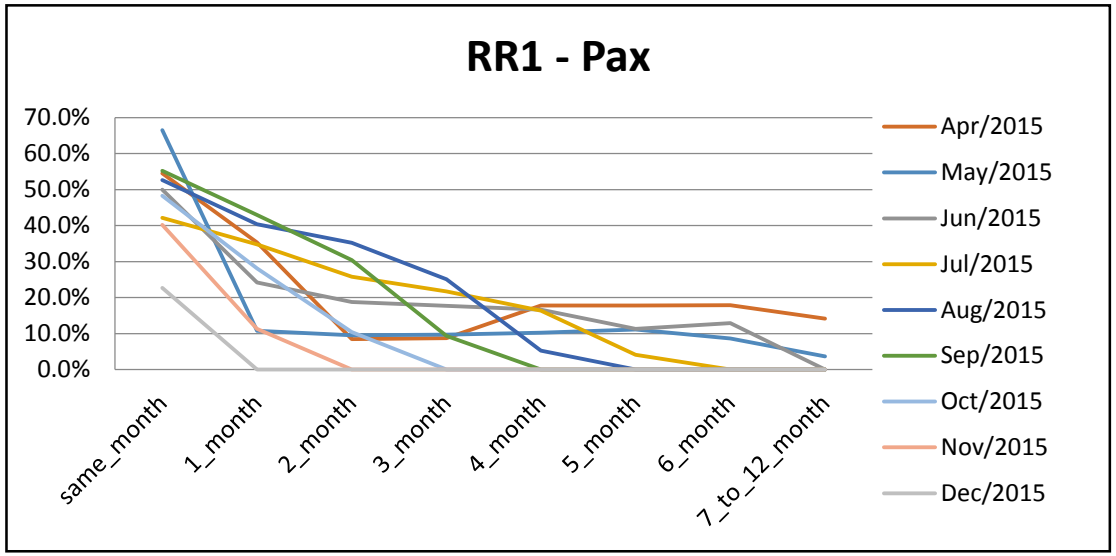
Colombia


RR1 - Pax
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
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Apr/2015
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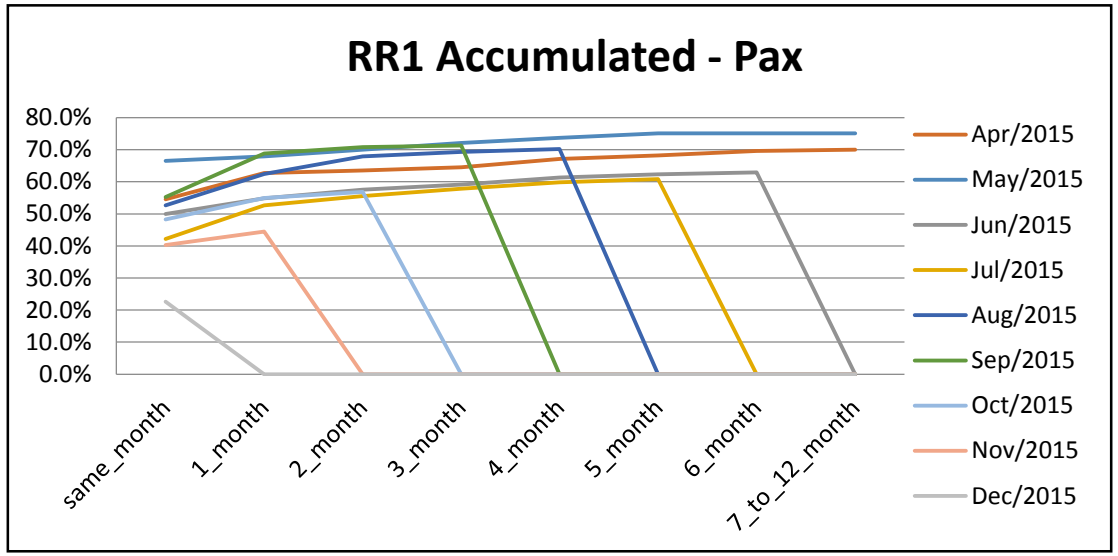
RR1 Accumulated - Pax
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
3_month
4_month
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Apr/2015
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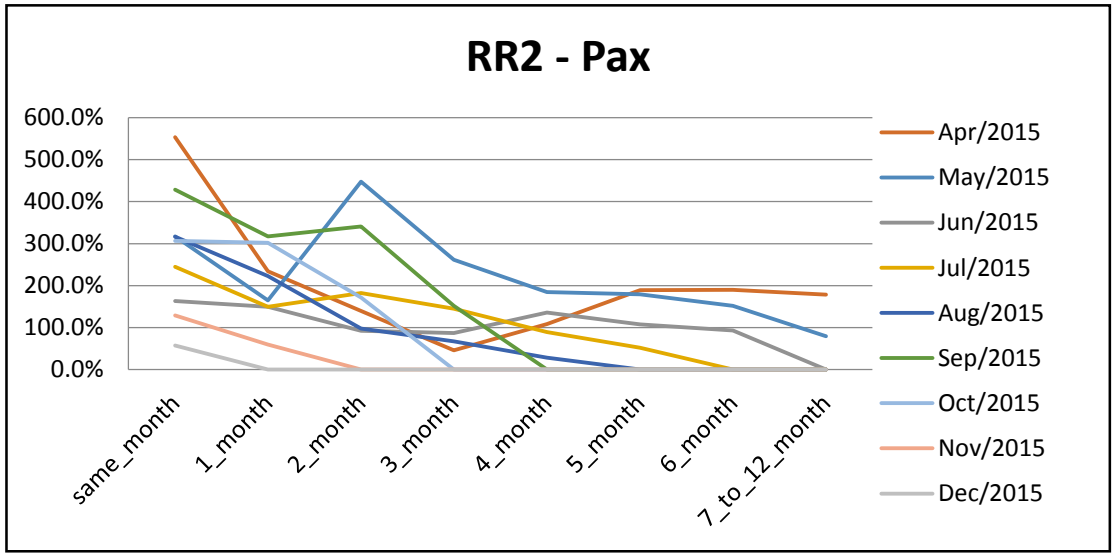
RR2 - Pax
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
1_month
2_month
3_month
4_month
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Apr/2015
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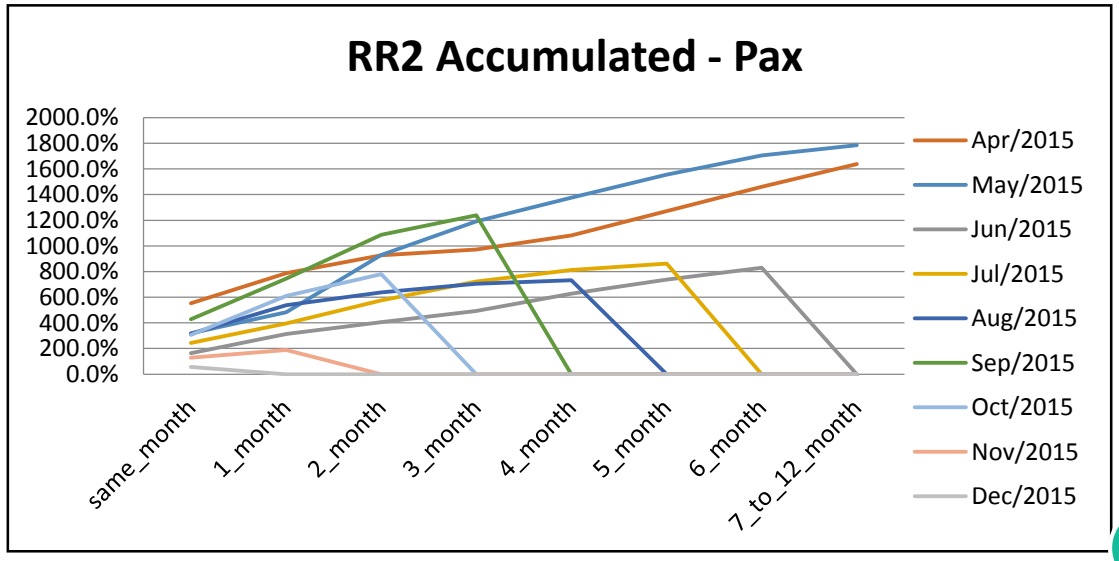
RR2 Accumulated - Pax
2000.0%
1800.0%
1600.0%
1400.0%
1200.0%
1000.0%
800.0%
600.0%
400.0%
200.0%
0.0%
same_month
1_month
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3_month
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5_month
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7_to_12_month
Apr/2015
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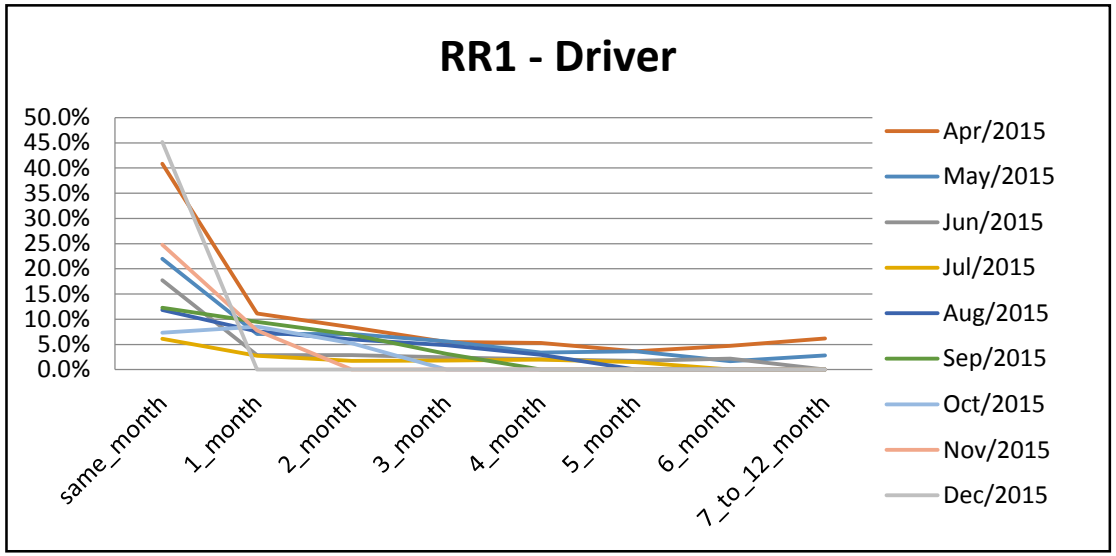
Oct/2015
Nov/2015
Dec/2015

India


RR1 - Driver
50.0%
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
same_month
1_month
2_month
3_month
4_month
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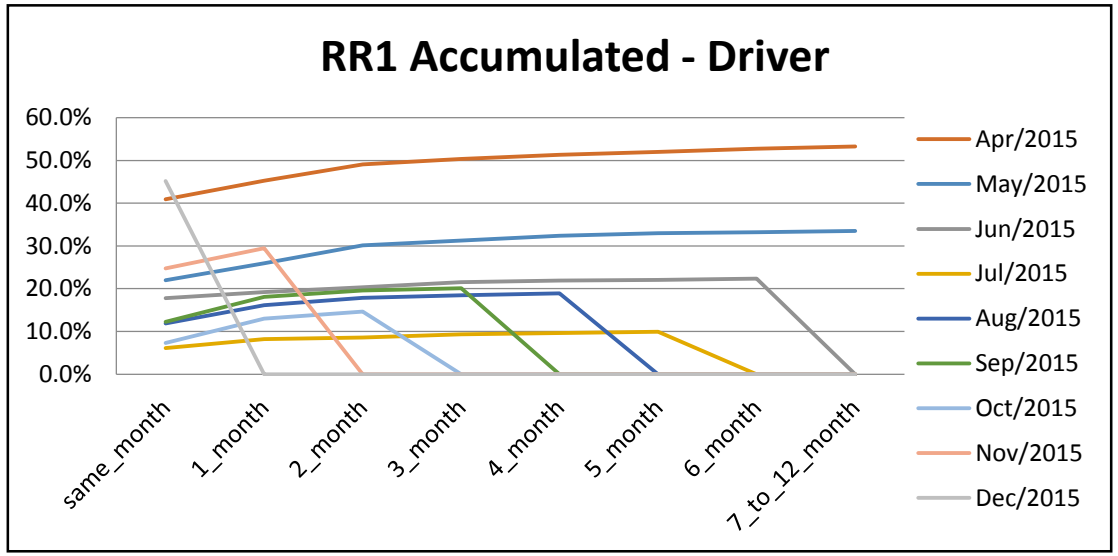
Dec/2015


RR1 Accumulated - Driver
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
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4_month
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Apr/2015
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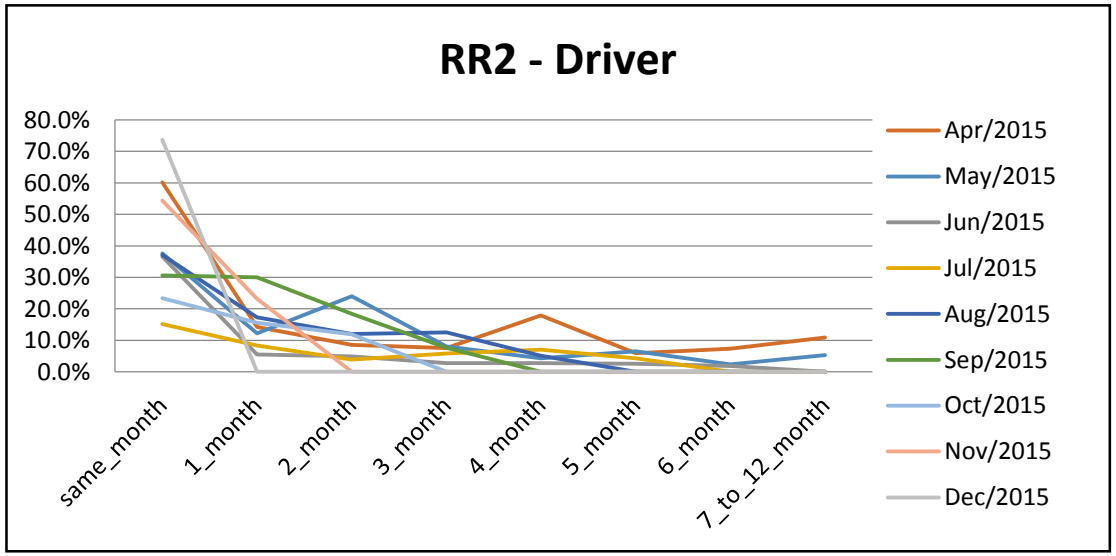
RR2 - Driver
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
2_month
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4_month
5_month
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Apr/2015
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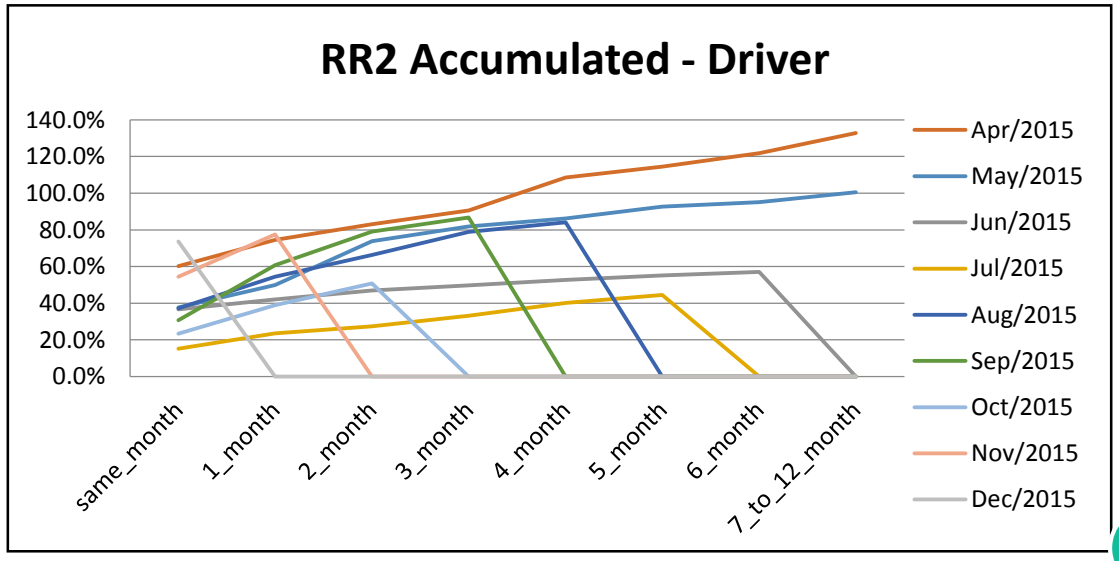
Nov/2015
Dec/2015


RR2 Accumulated - Driver
140.0%
120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
same_month
1_month
2_month
3_month
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7_to_12_month
Apr/2015
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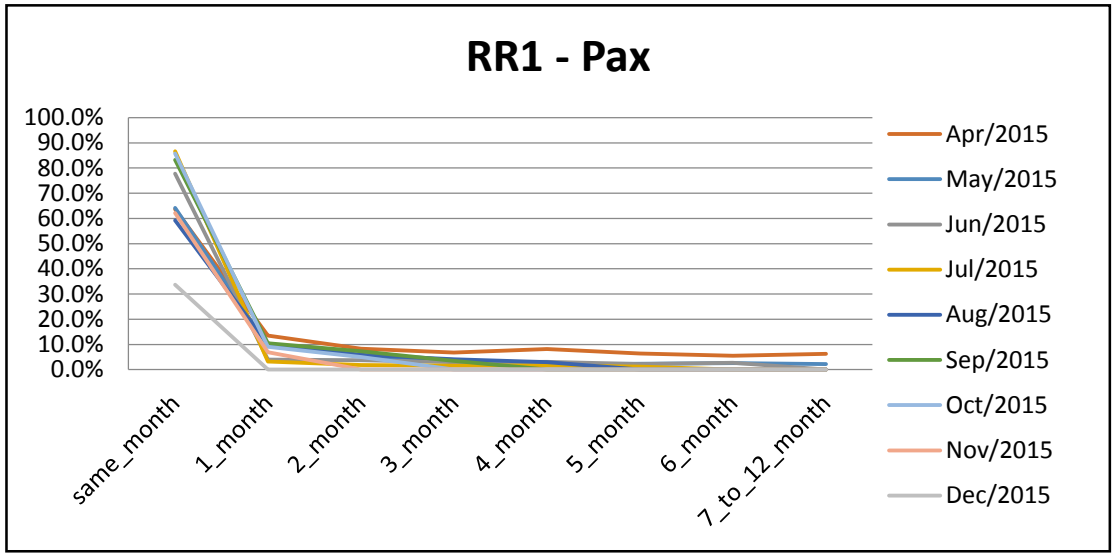
Oct/2015
Nov/2015
Dec/2015

India


RR1 - Pax
100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
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4_month
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Apr/2015
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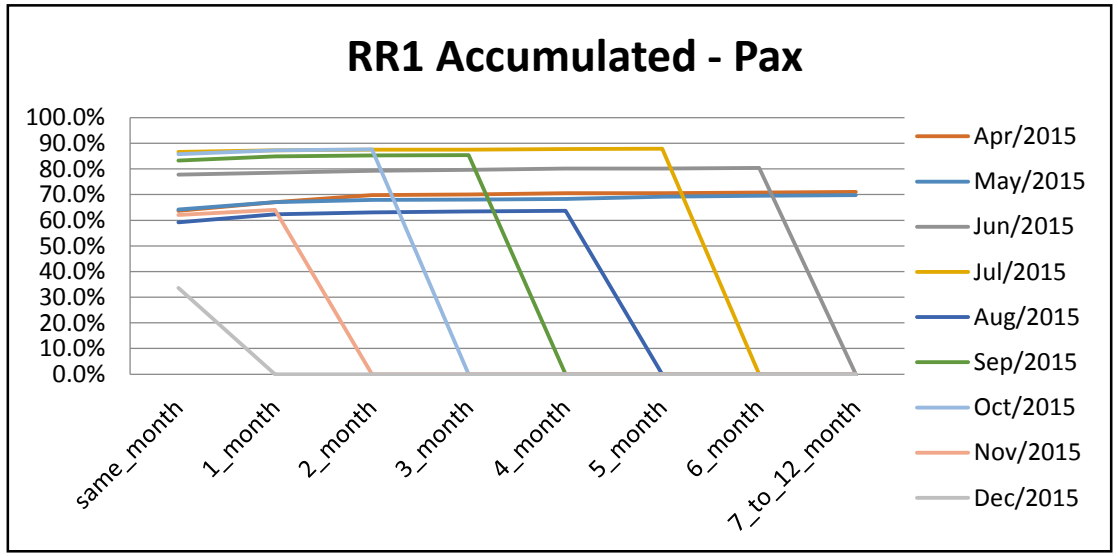
RR1 Accumulated - Pax
100.0%
90.0%
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Apr/2015
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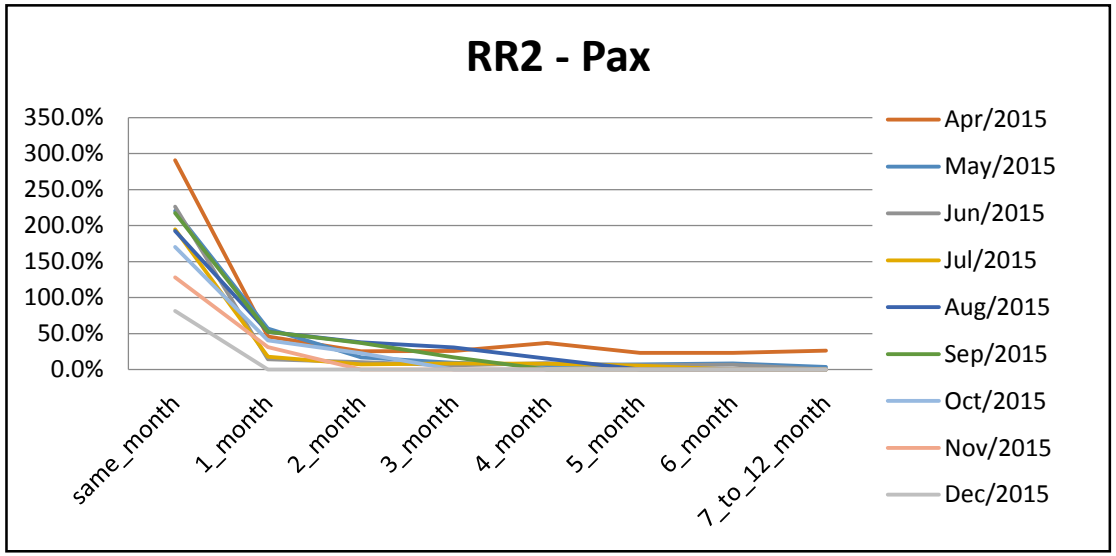
Nov/2015
Dec/2015


RR2 - Pax
350.0%
300.0%
250.0%
200.0%
150.0%
100.0%
50.0%
0.0%
same_month
1_month
2_month
3_month
4_month
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7_to_12_month
Apr/2015
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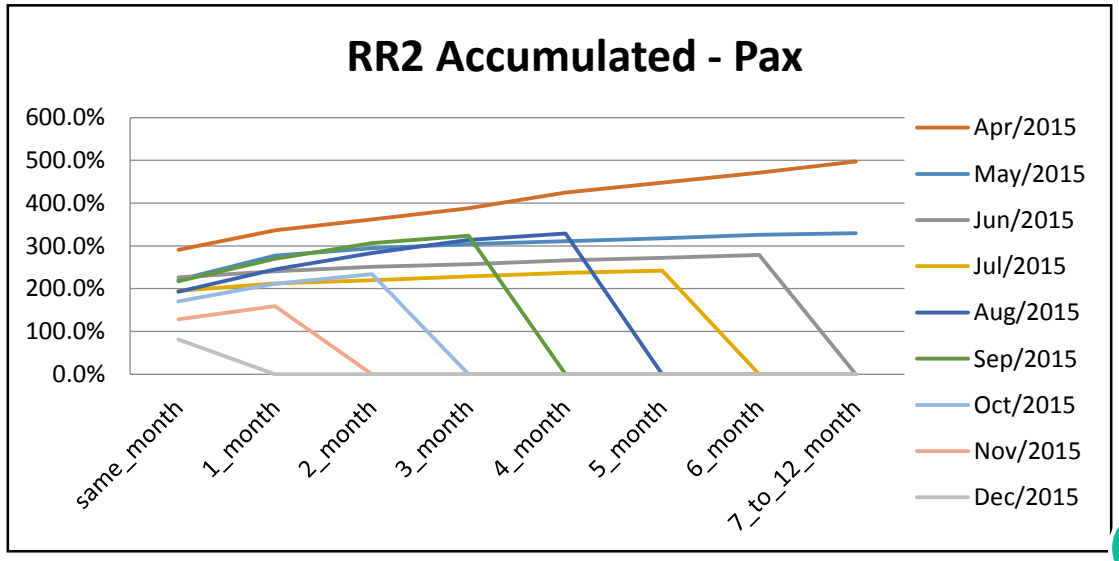
RR2 Accumulated - Pax
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
1_month
2_month
3_month
4_month
5_month
6_month
7_to_12_month
Apr/2015
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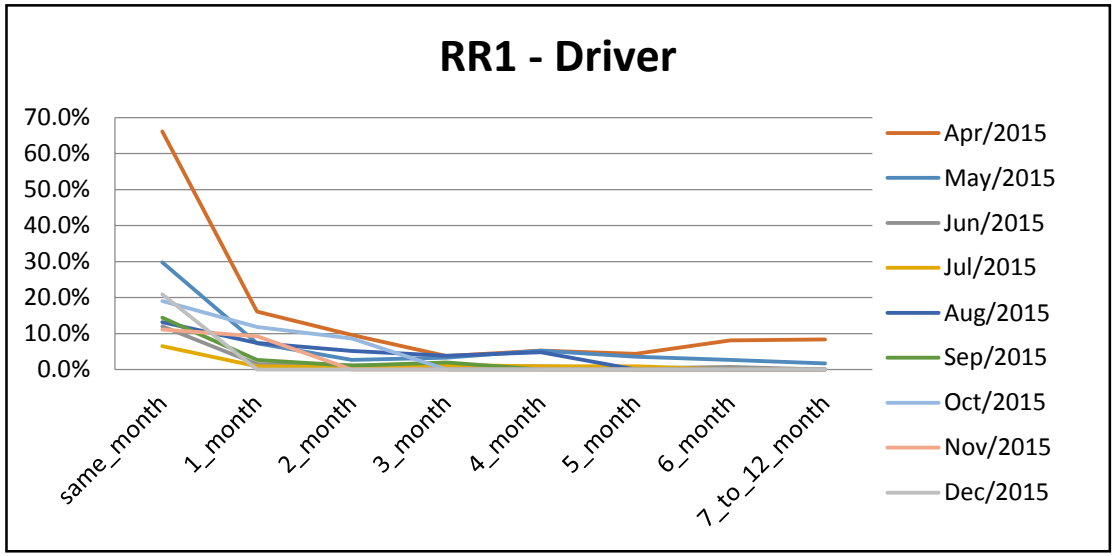
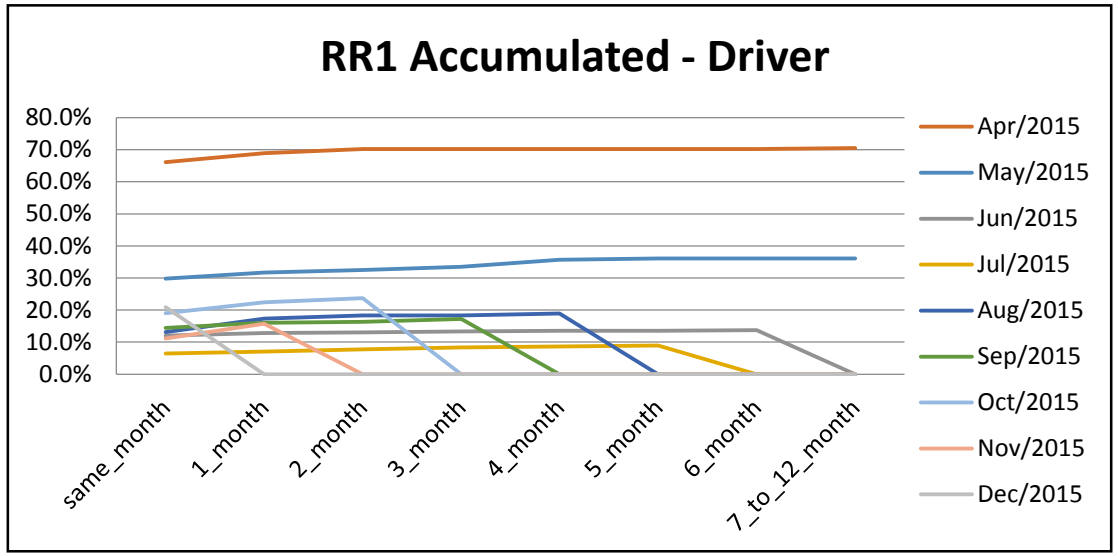
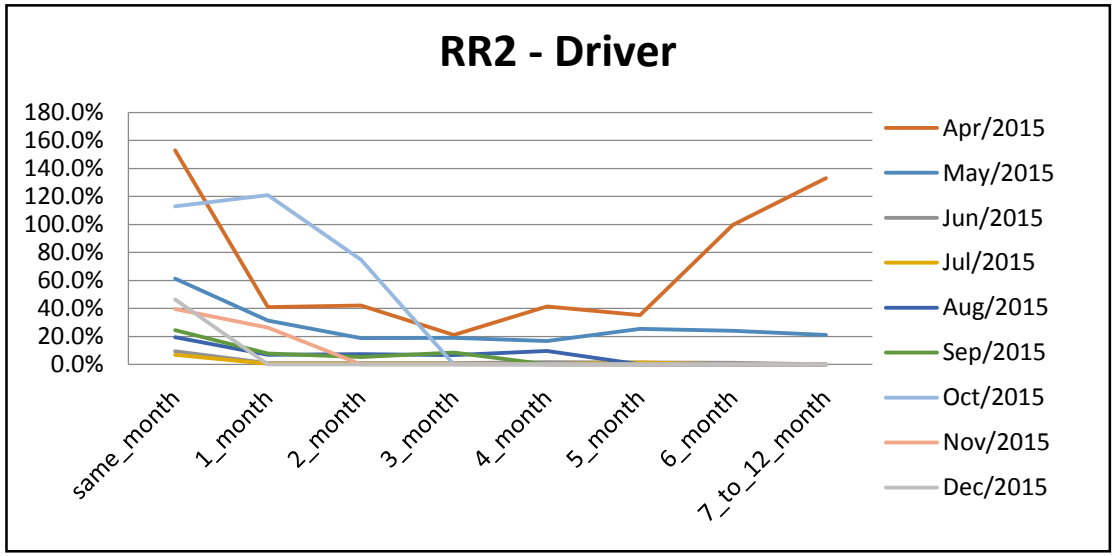
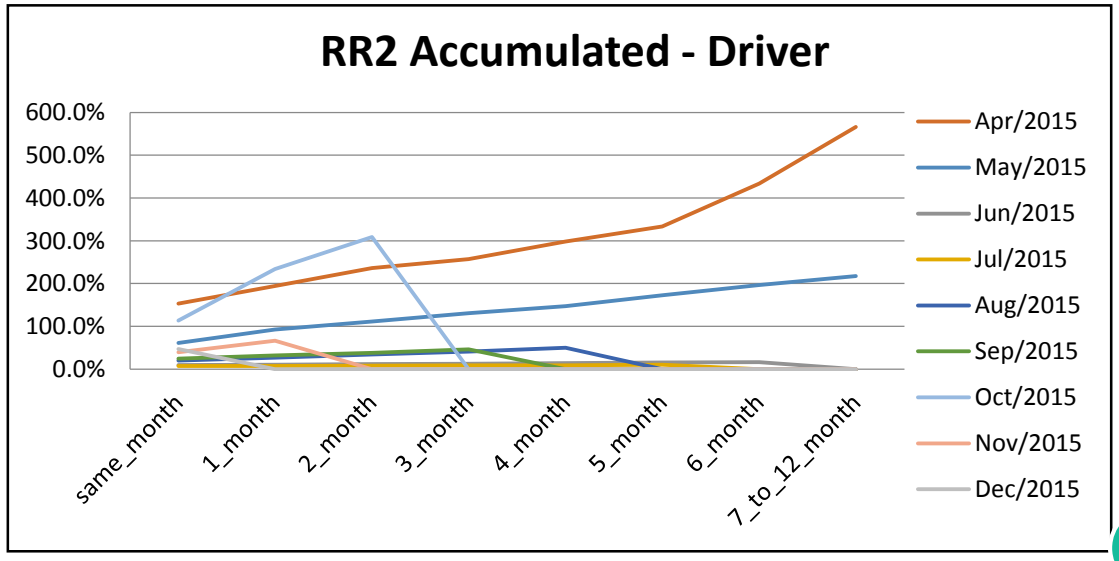
Nov/2015
Dec/2015

Malaysia + Singapore

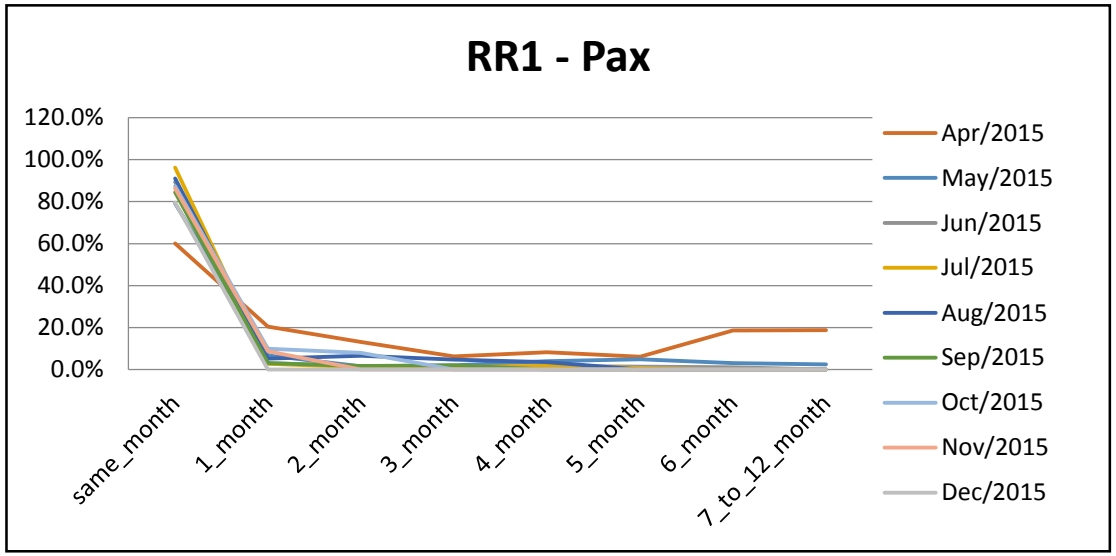


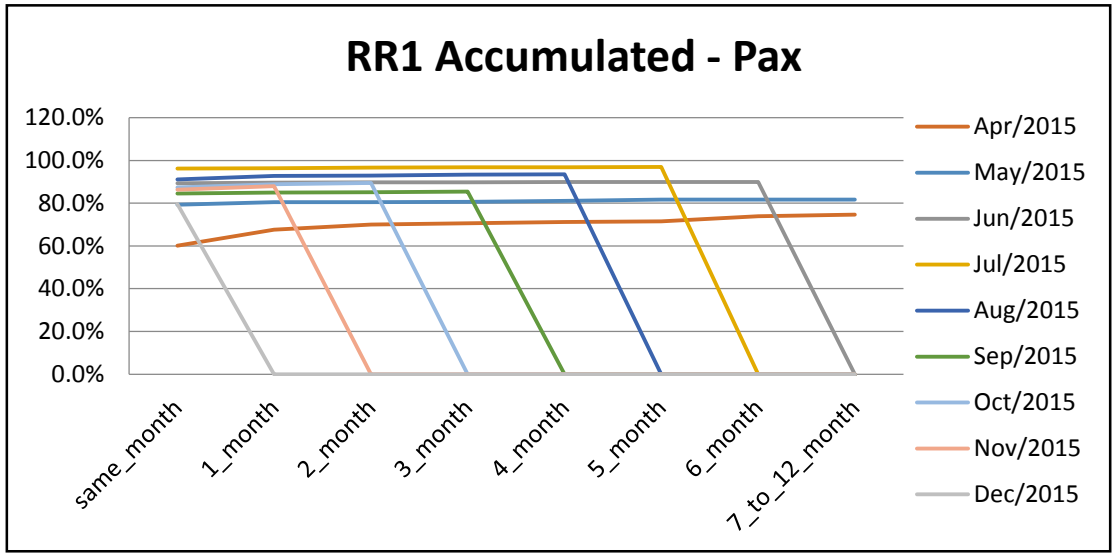


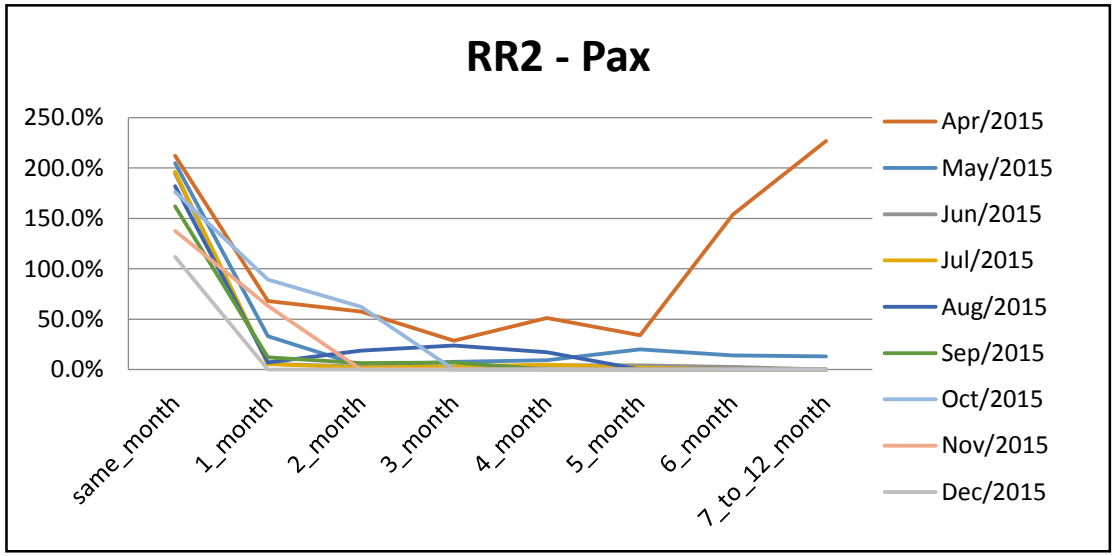


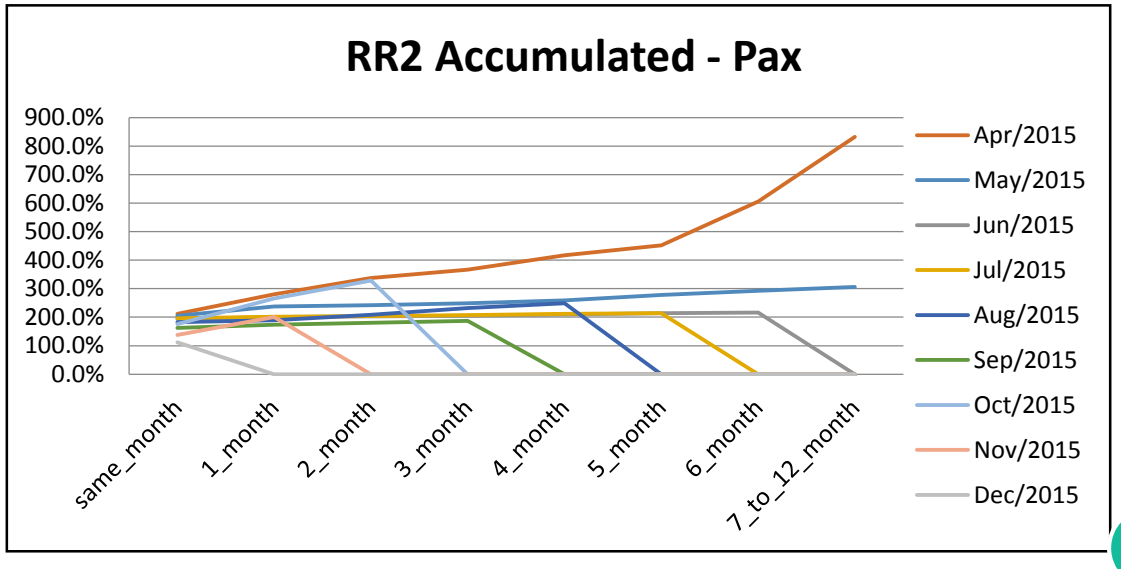


Malaysia + Singapore

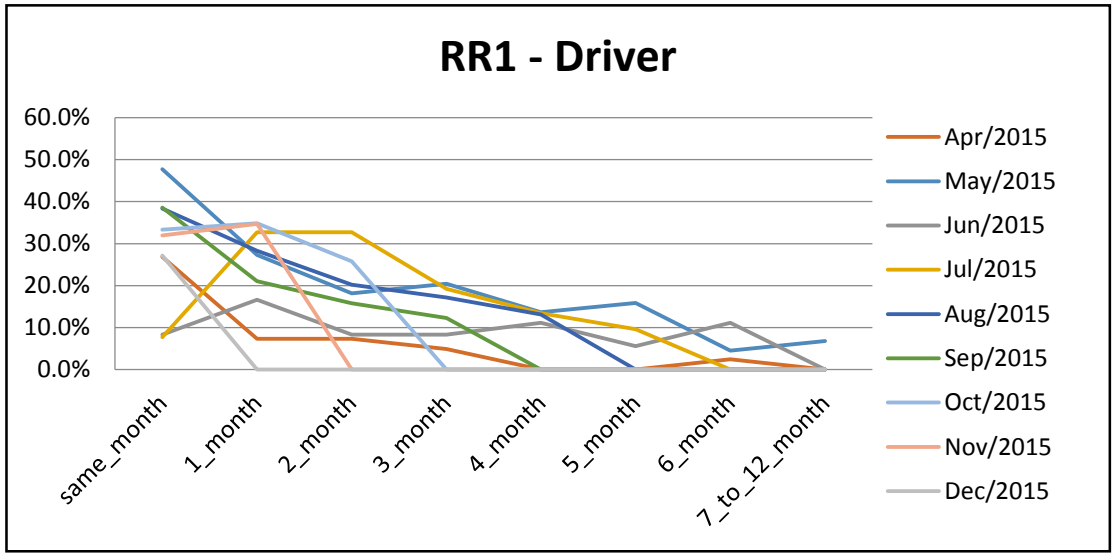








Mexico


RR1 - Driver
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
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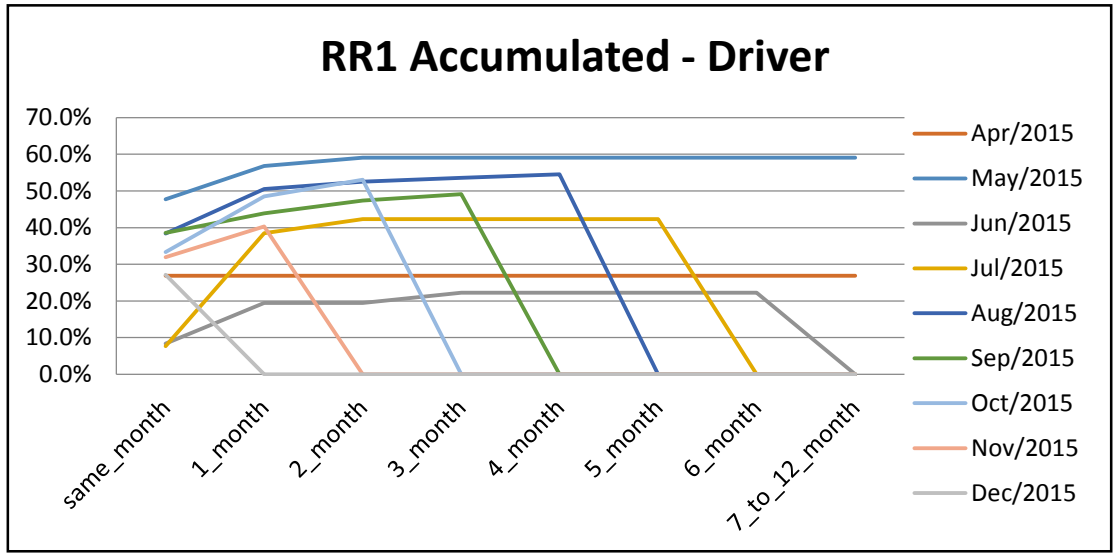
RR1 Accumulated - Driver
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
same_month
1_month
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7_to_12_month
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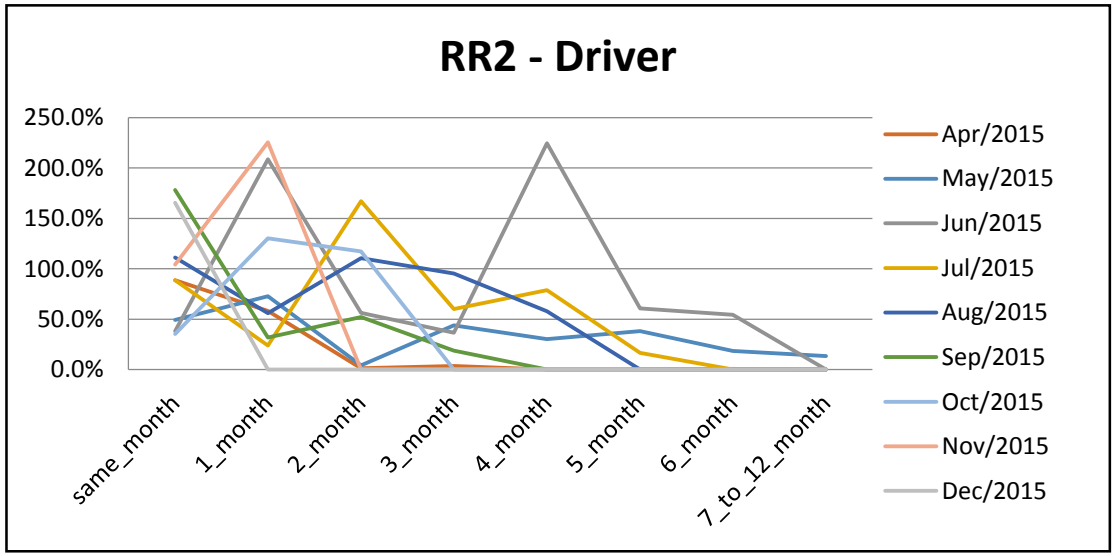
RR2 - Driver
250.0%
200.0%
150.0%
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50.0%
0.0%
same_month
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7_to_12_month
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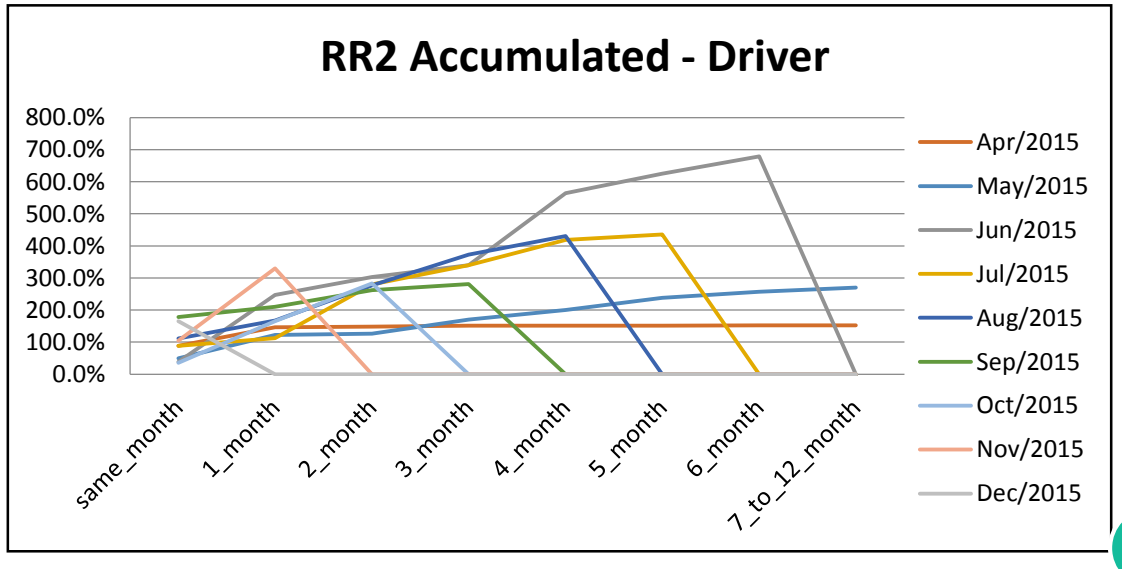
RR2 Accumulated - Driver
800.0%
700.0%
600.0%
500.0%
400.0%
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same_month
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6_month
7_to_12_month
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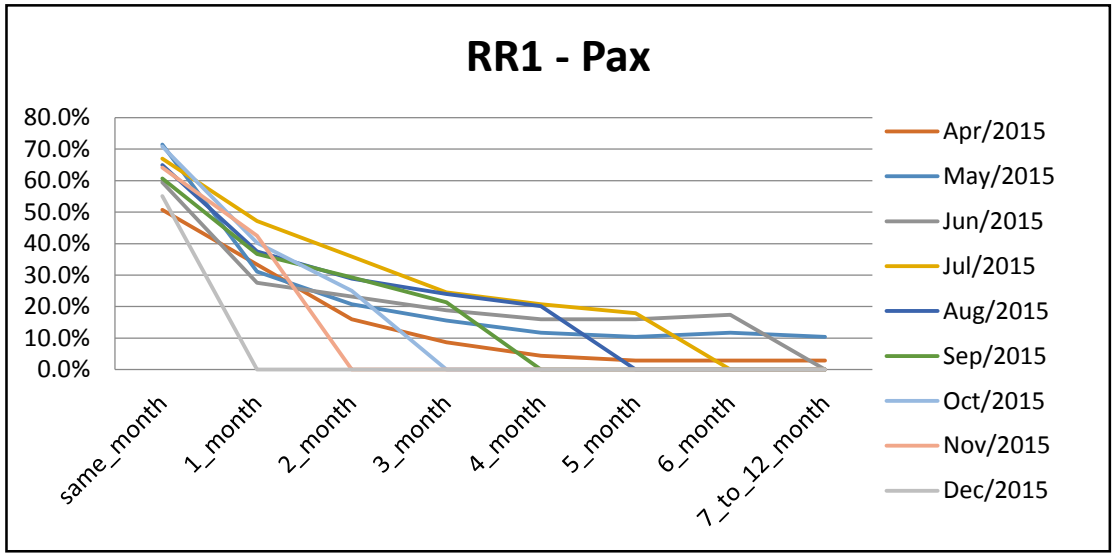
Mexico


RR1 - Pax
80.0%
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same_month
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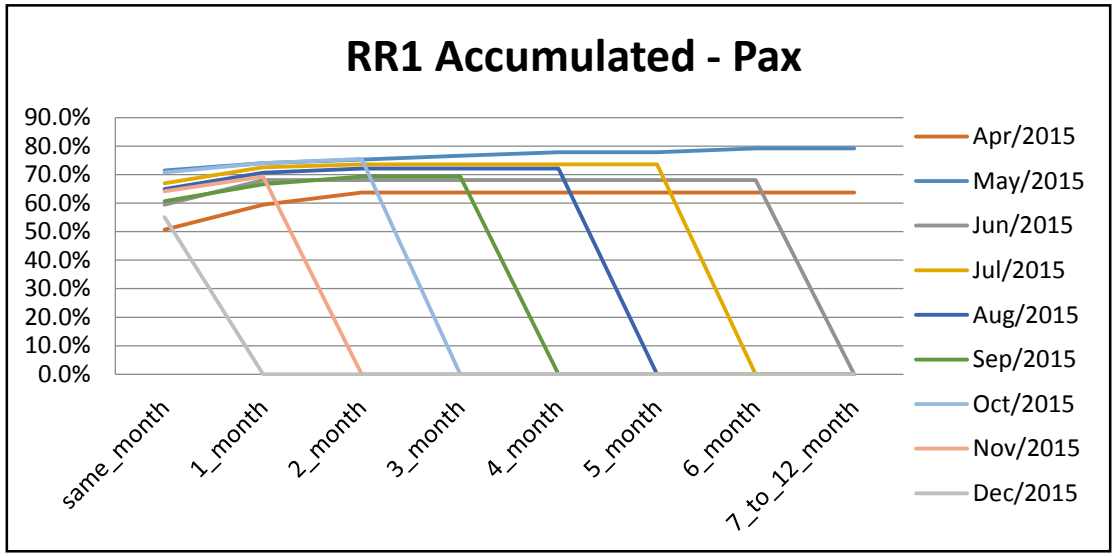
RR1 Accumulated - Pax
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
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same_month
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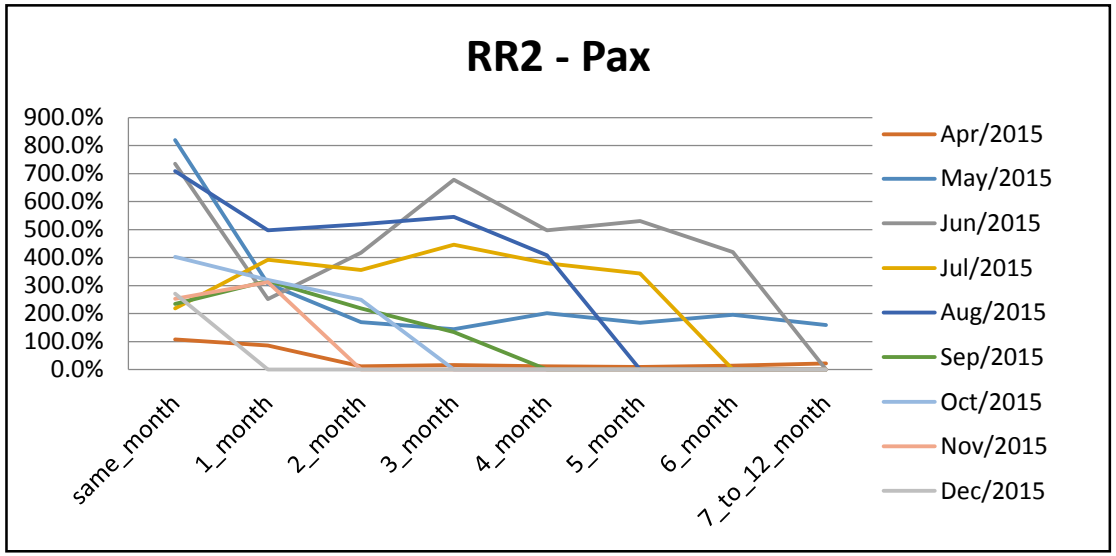
RR2 - Pax
900.0%
800.0%
700.0%
600.0%
500.0%
400.0%
300.0%
200.0%
100.0%
0.0%
same_month
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7_to_12_month
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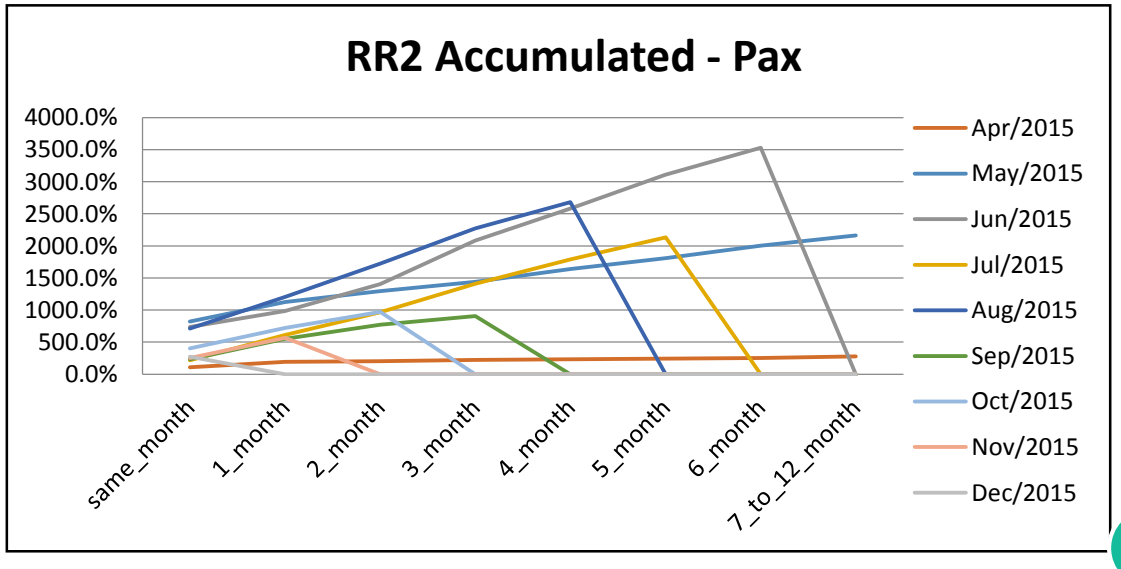
RR2 Accumulated - Pax
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3500.0%
3000.0%
2500.0%
2000.0%
1500.0%
1000.0%
500.0%
0.0%
same_month
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7_to_12_month
Apr/2015
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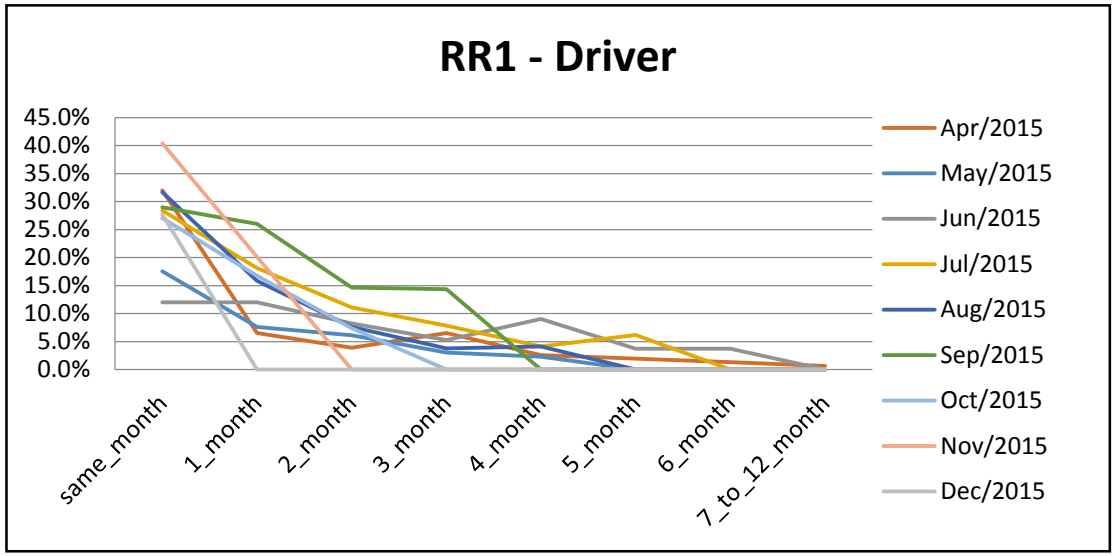
Pakistan


RR1 - Driver
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40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
same_month
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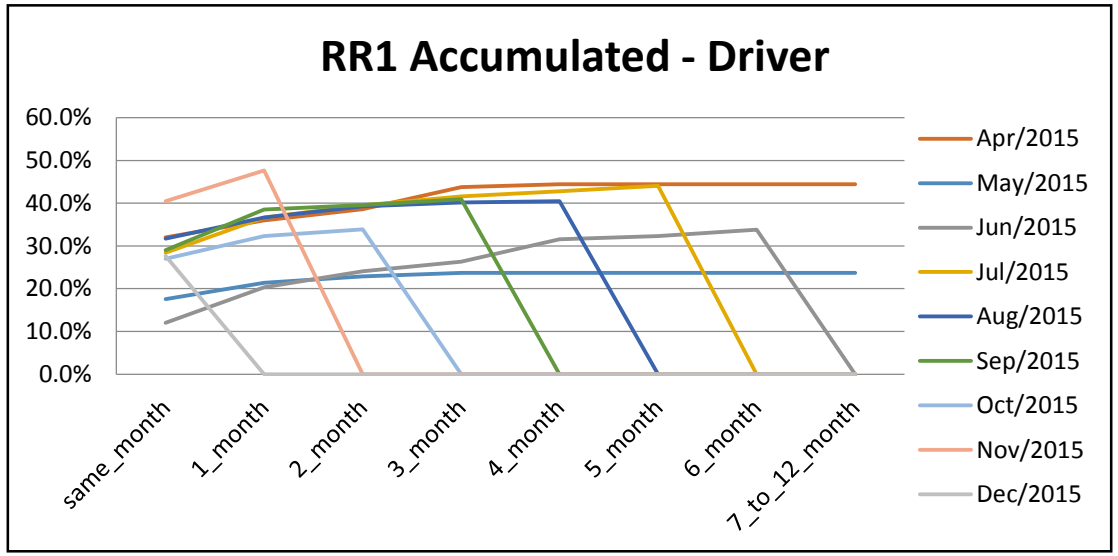
RR1 Accumulated - Driver
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40.0%
30.0%
20.0%
10.0%
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same_month
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7_to_12_month
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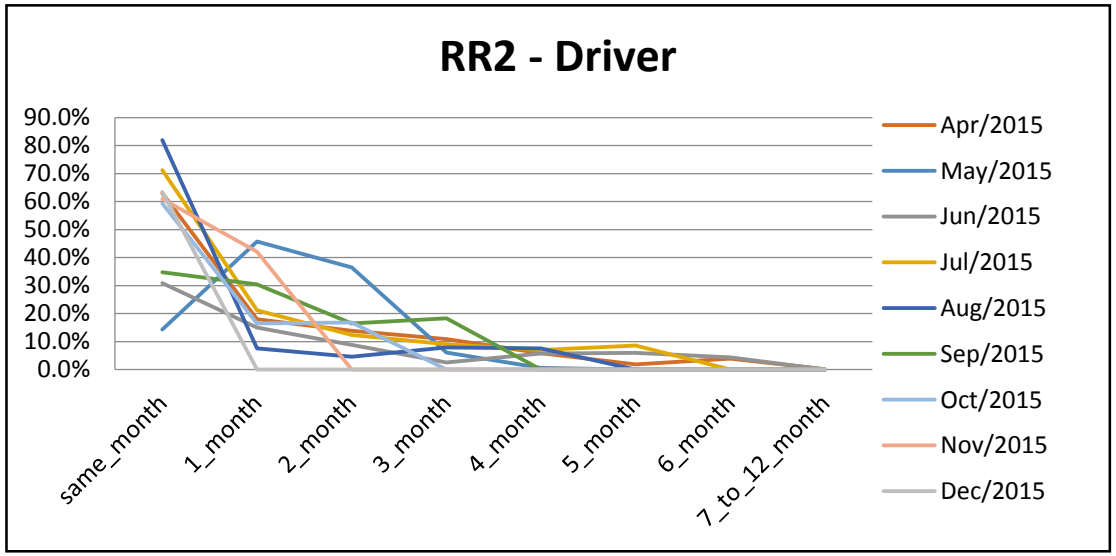
RR2 - Driver
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
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same_month
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7_to_12_month
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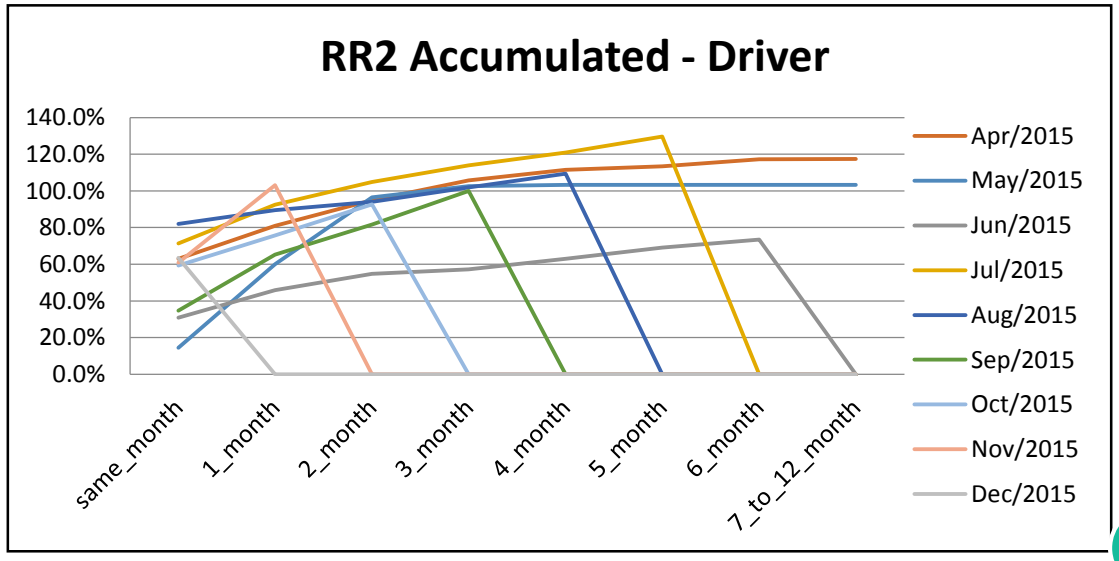
RR2 Accumulated - Driver
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120.0%
100.0%
80.0%
60.0%
40.0%
20.0%
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same_month
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7_to_12_month
Apr/2015
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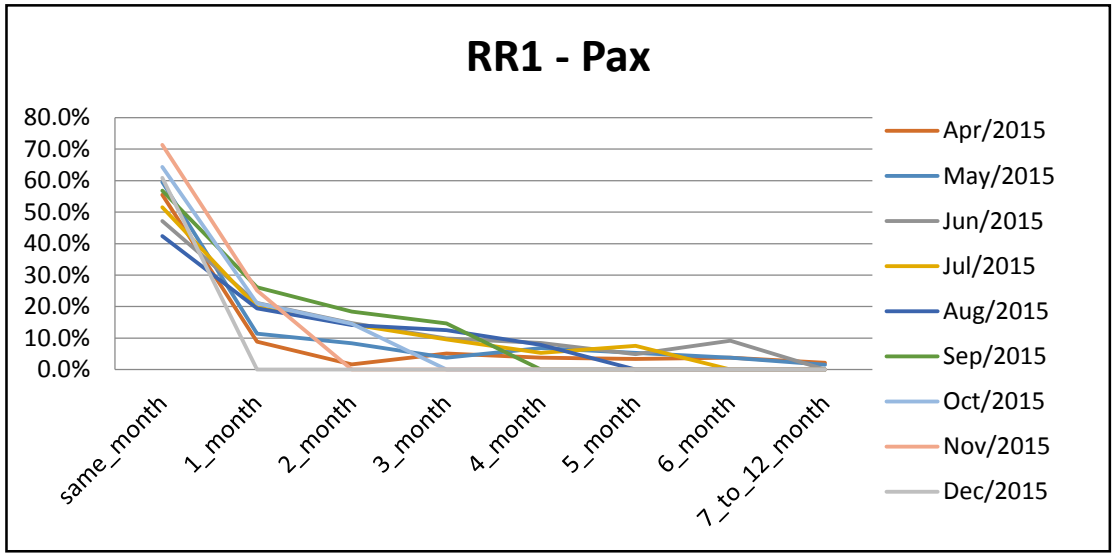
Pakistan


RR1 - Pax
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50.0%
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30.0%
20.0%
10.0%
0.0%
same_month
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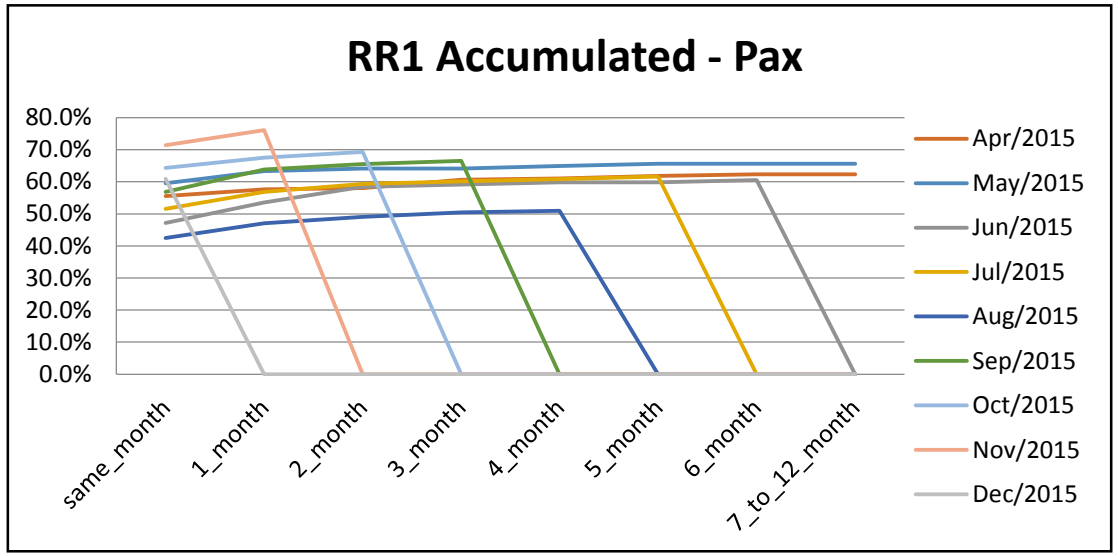
RR1 Accumulated - Pax
80.0%
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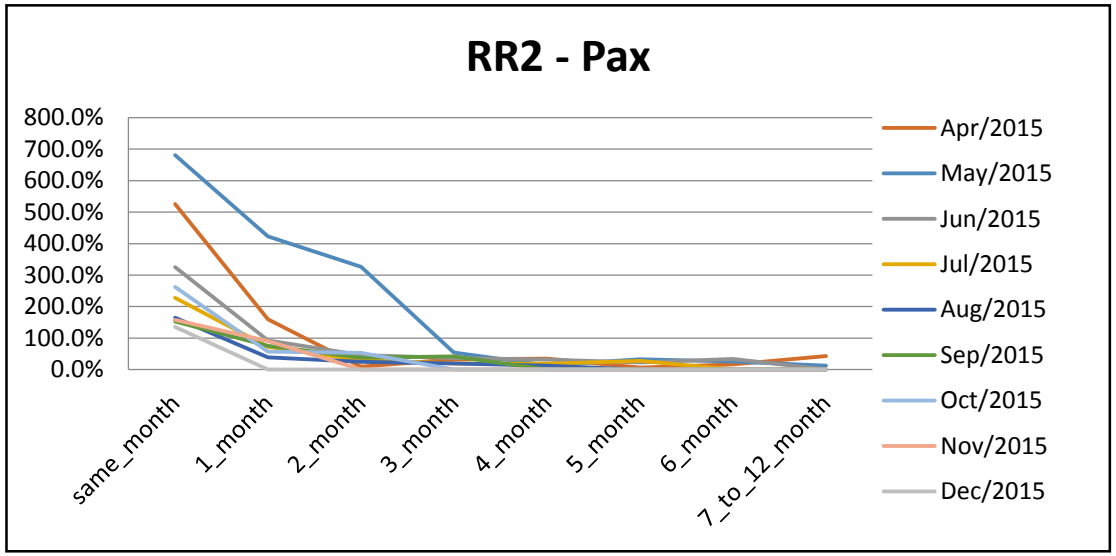
RR2 - Pax
800.0%
700.0%
600.0%
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400.0%
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100.0%
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same_month
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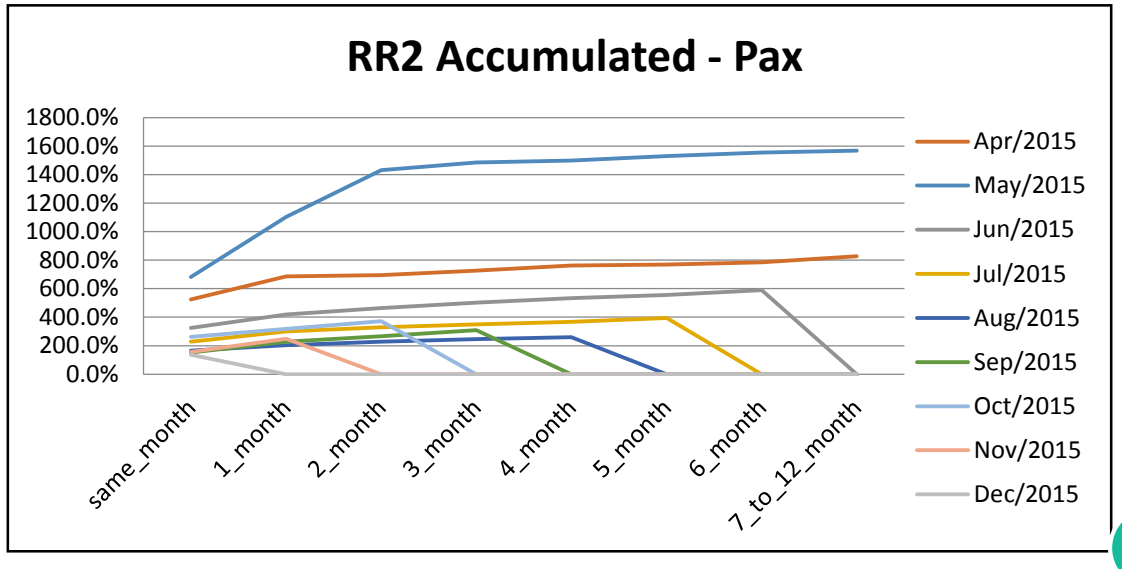
RR2 Accumulated - Pax
1800.0%
1600.0%
1400.0%
1200.0%
1000.0%
800.0%
600.0%
400.0%
200.0%
0.0%
same_month
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7_to_12_month
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Oct/2015
Nov/2015
Dec/2015

tripda

Social

Economical

Green

Secure

Convenient

Private and Confidential