## Cohort Matrix

| 59.0  | 88.6  | 242.8 | 211.9                 |
|-------|-------|-------|-----------------------|
| 0.0   | 124.9 | 116.2 | 129.5                 |
| 3780  | 1929  | 3135  | 3069                  |
| 1437  | 784   | 1288  | 1226                  |
| 146.2 | 173.2 | 272.9 | 154.3                 |
| 0.0   | 1.3   | 0.0   |                       |
| 4197  | 3194  | 2541  |                       |
| 1632  | 1354  | 1098  | 180.7<br>3568<br>1538 |
| 218.4 | 179.3 | 166.3 | 182.6                 |
| 0.0   | 148.7 | 92.2  | 304.4                 |
| 4790  | 3714  | 2907  | 2678                  |
| 1630  | 1358  | 1148  | 1082                  |
| 273.0 | 203.6 | 197.3 | 184.2                 |
| 0.0   | 223.1 | 64.1  | 223.5                 |
| 4304  | 3069  | 2298  | 3943                  |
| 1766  | 1120  | 930   | 1603                  |
| 445.9 | 219.2 | 209.1 | 188.5                 |
| 0.0   | 282.2 | 98.1  | 223.1                 |
| 3577  | 3327  | 3426  | 3871                  |
| 1114  | 1418  | 1353  | 1540                  |

| Avg. Weekly | New Users |  |  |
|-------------|-----------|--|--|
|             |           |  |  |
| 13 000      | 47.000    |  |  |

## Cohort Matrix

| 217.1<br>159.5<br>4121<br>1568 |                                | 231.<br>282.<br>384(<br>144( | .5<br>6                        |                              | 1.<br>4. | 33.6<br>44.1<br>394<br>693     |
|--------------------------------|--------------------------------|------------------------------|--------------------------------|------------------------------|----------|--------------------------------|
|                                | 189.7<br>81.7<br>3772<br>1545  |                              | 200.0<br>169.0<br>2716<br>1126 |                              |          | 240.5<br>210.9<br>3748<br>1532 |
|                                | 202.2<br>162.5<br>3461<br>1437 |                              |                                | 228.<br>258.<br>377.<br>1554 | .1       |                                |
|                                | 227.2<br>233.6<br>3100<br>1288 |                              |                                | 261.<br>167.<br>2293<br>978  | .4<br>3  |                                |

## Avg. Weekly New Users

| 43.000 | 47.000 |
|--------|--------|