



Cohort Retention Analysis

Tracking user retention patterns across 13 months of cohort data

Understanding the Heatmap

This heatmap visualises retention percentages across six lifecycle stages (PCT_0 through PCT_6) for each cohort, spanning February 2021 to February 2022. Colour intensity reveals magnitude—darker shades indicate higher retention values. All cohorts begin at 100% retention at stage zero, establishing a consistent baseline for comparison.



Key Retention Patterns

Early Cohorts Strong

February to June 2021 cohorts maintain robust retention through later stages, demonstrating sustained user engagement.

Mid-Year Decline

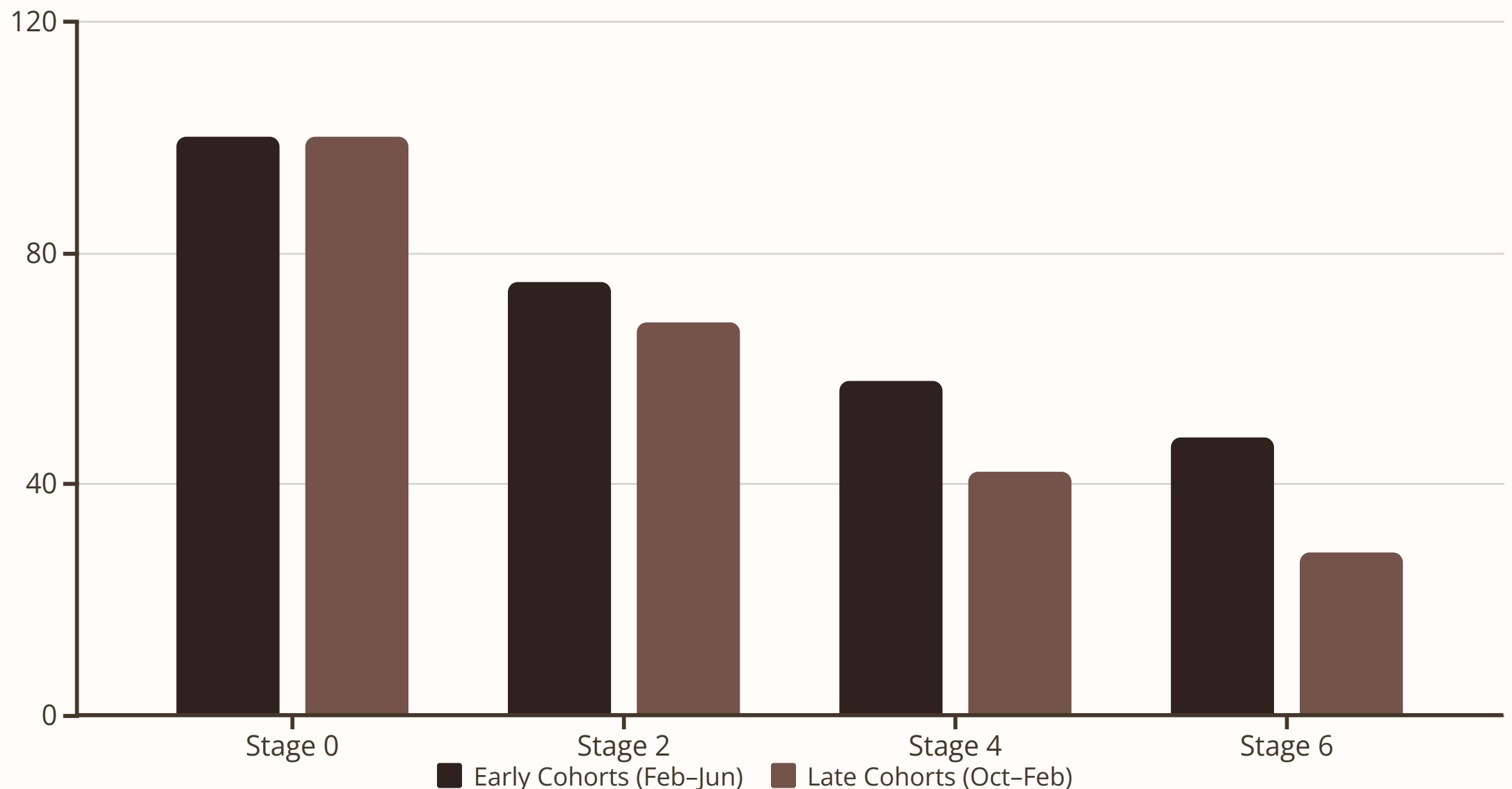
Cohorts from July–September 2021 show moderate retention degradation at advanced stages compared to earlier months.

Later Cohorts Weakening

October 2021 onwards exhibits noticeably lower retention percentages at later lifecycle stages, signalling potential product or market shifts.

Comparative Cohort Performance

Early 2021 cohorts substantially outperform later cohorts at equivalent stages. By stage six, early cohorts retain 40–50% more users than late-2021 cohorts. This divergence suggests either improved product-market fit early in the period or changing user acquisition quality later.



Strategic Implications & Next Steps

1 Investigate Root Causes

Examine product changes, feature rollouts, or operational shifts occurring around July 2021 that may explain the retention cliff.

2 Audit User Acquisition

Analyse acquisition channels and cohort composition for late-2021 cohorts to assess whether demographic or source quality changed.

3 Optimise Onboarding

Prioritise enhancing early-stage experience (PCT_0 to PCT_2) where attrition accelerates in weaker cohorts.



