

Cohort Retention Story (PDF)

Chart 1: Logo retention heatmap

Chart 2: Net retention proxy curves (3 cohorts max)

Chart 3: M2 retention by first_product_family

Directional artifact for portfolio review. Right-censored months are shown as missing.

Source HTML: [exports/cohort_retention_story.html](#)

Memo: [docs/DECISION_MEMO_1PAGE.md](#)

Chart 1: Logo Retention Heatmap

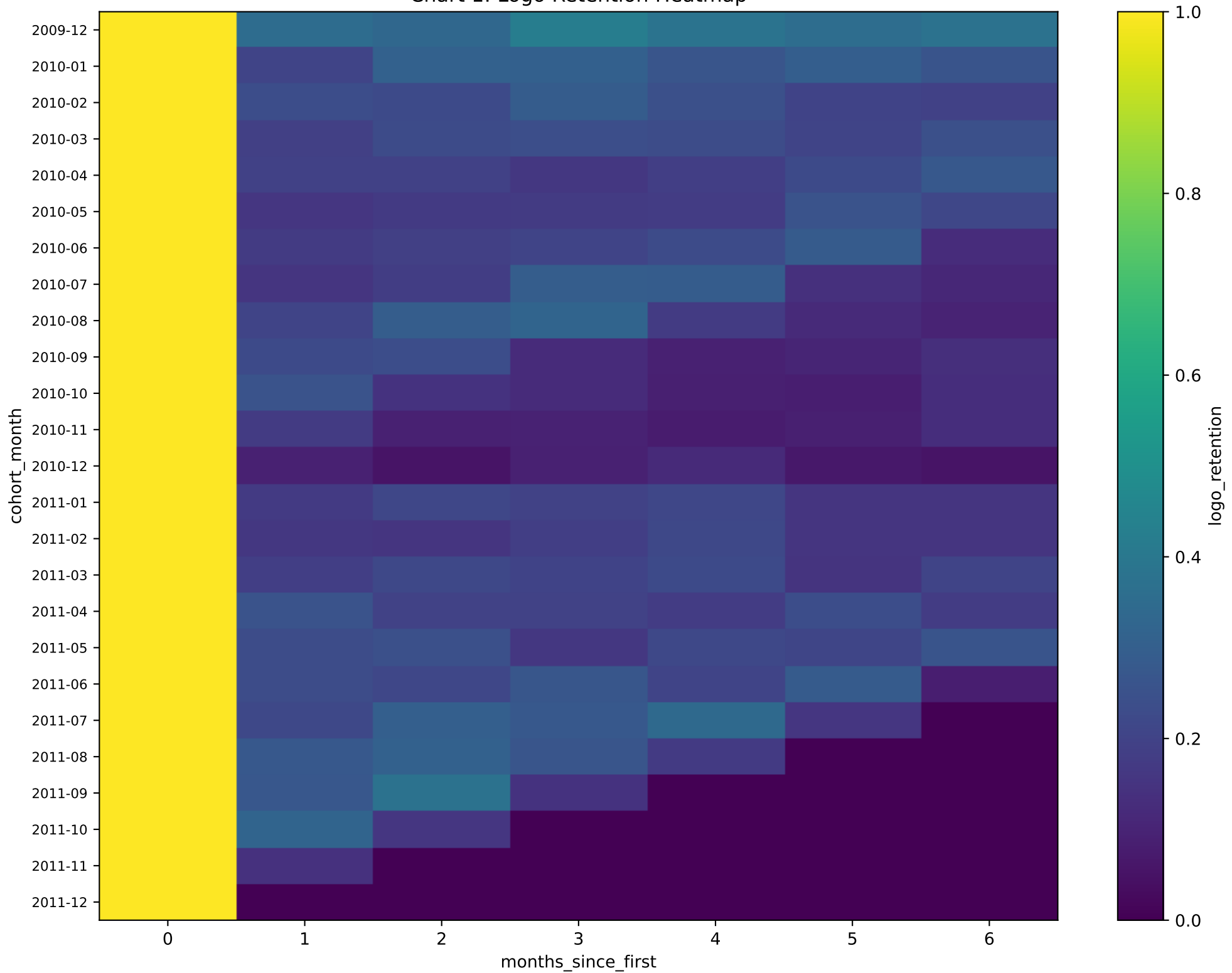


Chart 2: Net Retention Proxy Curves (3 cohorts max)

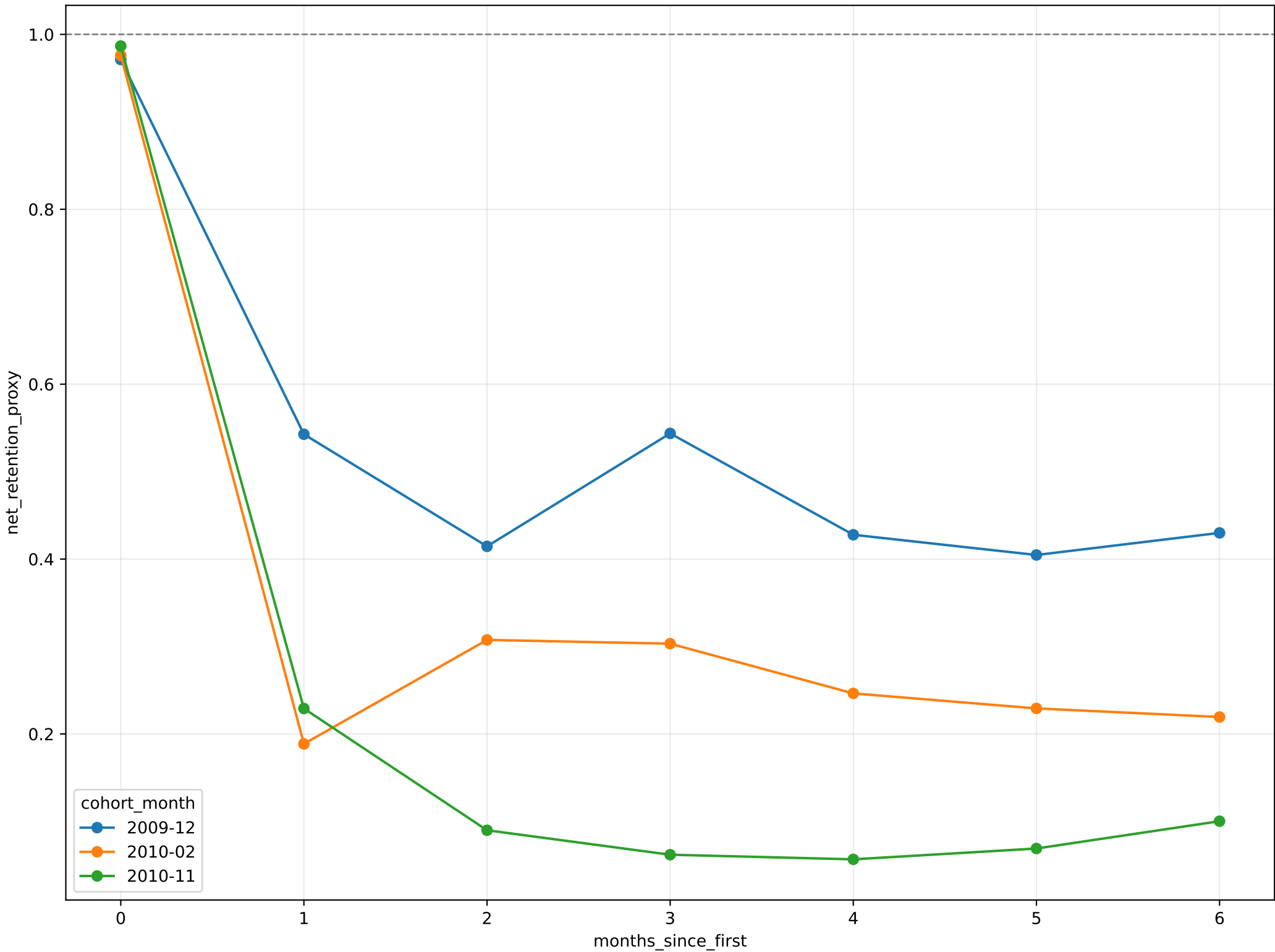


Chart 3: M2 Retention by first_product_family

