

CUSTOMER RETENTION

first_month 202011 202012 202101 202102 202103

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|--------|------|------|------|------|------|
| 202011 | 100% | 53% | 42% | 28% | 10% |
| 202012 | | 100% | 26% | 10% | 2% |
| 202101 | | | 100% | 18% | 2% |
| 202102 | | | | 100% | 4% |
| 202103 | | | | | 100% |