

Retention rate, %

cohort_lifetime	1	2	3	4	5	6	7	8	9	10	11	12
0	16%	16%	15%	12%	11%	7%	8%	6%	10%	16%	18%	17%
1	166%	160%	123%	121%	79%	84%	69%	111%	172%	189%	182%	
10	456%	439%										
11	657%											
2	226%	174%	172%	111%	119%	98%	158%	243%	268%	258%		
3	231%	228%	148%	157%	130%	209%	323%	356%	342%			
4	270%	175%	187%	154%	248%	383%	422%	406%				
5	197%	210%	173%	280%	431%	475%	457%					
6	208%	171%	276%	425%	469%	451%						
7	158%	255%	393%	433%	417%							
8	237%	365%	402%	387%								
9	351%	387%	372%									