

User Conversion Funnel Analysis	
100%	
cart	35.99%
product	35.99%
purchase	18.89%
home	9.12%
25.3%	

Conversion Funnel	
100%	
cart	25.00%
home	25.00%
product	25.00%
purchase	25.00%
100%	

Conversion Funnel (Product)	
100%	
cart	39.61%
product	39.61%
purchase	20.78%
52.5%	

Cancellation Funnel (from Products)	
100%	
product	57.14%
cart	28.59%
cancel	14.27%
25%	

Traffic Source

All

Browser

All

Age

All

Country

All

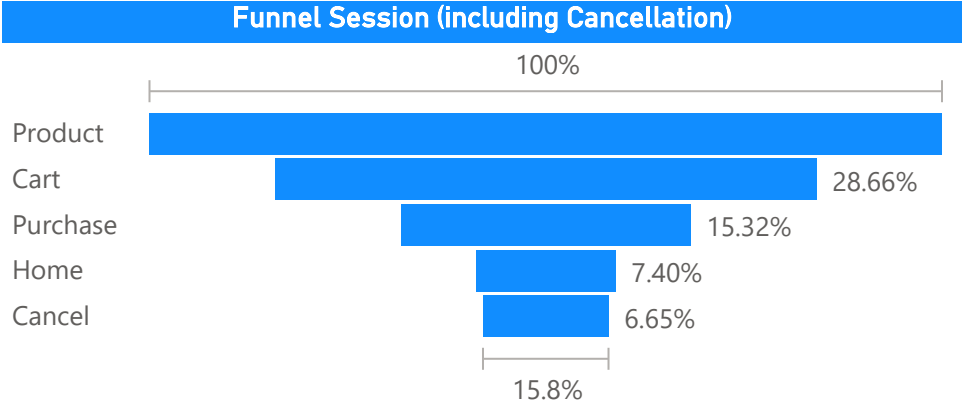
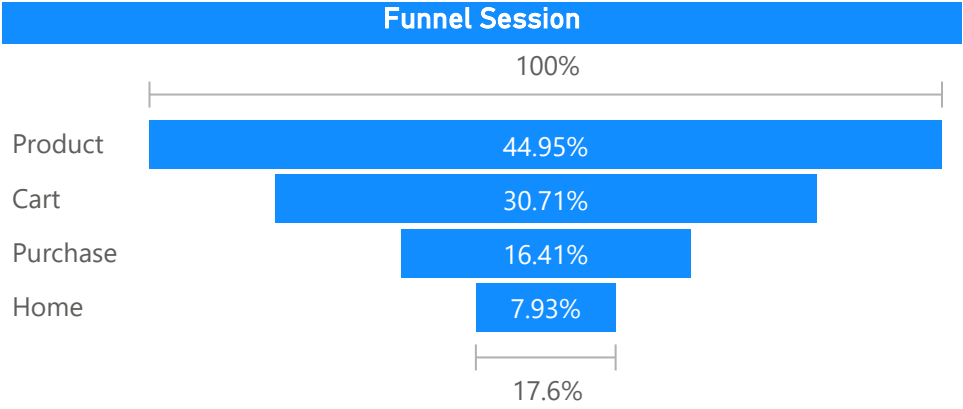
City

All

Cohort Retention Analysis

Monthly Retention Cohort													
Month	0	1	2	3	4	5	6	7	8	9	10	11	Total
January	100.00%	4.76%	2.56%	2.38%	2.50%	2.32%	2.26%	2.01%	2.44%	1.71%	1.89%	2.44%	100.00%
February	100.00%	4.70%	2.51%	2.51%	2.19%	2.12%	2.90%	2.77%	2.45%	3.02%	2.51%		100.00%
March	100.00%	5.27%	2.53%	1.74%	2.92%	2.69%	2.47%	2.64%	1.91%	2.64%			100.00%
April	100.00%	5.39%	1.95%	2.41%	2.92%	2.75%	2.35%	2.18%	2.41%				100.00%
May	100.00%	4.42%	2.21%	3.29%	2.10%	2.54%	2.37%	2.48%					100.00%
June	100.00%	4.93%	2.55%	2.77%	2.71%	2.27%	3.10%						100.00%
July	100.00%	4.63%	2.39%	1.77%	2.81%	2.55%							100.00%
August	100.00%	4.33%	2.80%	3.06%	3.36%								100.00%
September	100.00%	5.25%	2.83%	2.73%									100.00%
October	100.00%	5.25%	3.68%										100.00%
November	100.00%	5.74%											100.00%
December	100.00%												100.00%
Total	100.00%	4.51%	2.13%	1.82%	1.72%	1.35%	1.19%	0.92%	0.69%	0.54%	0.31%	0.18%	100.00%

Daily Retention Cohort														
Day	0	1	2	3	4	5	6	7	8	9	10	11	12	13
1	100.00%	13.51%	9.61%	7.80%	2.23%	0.42%	0.14%	0.28%	0.14%		0.28%	0.14%	0.28%	
2	100.00%	11.33%	11.89%	8.39%	4.48%	0.28%	0.14%	0.14%				0.42%	0.28%	0.14%
3	100.00%	12.24%	11.39%	9.00%	2.67%		0.14%	0.14%	0.14%	0.14%	0.28%			0.14%
4	100.00%	10.60%	9.80%	6.75%	4.11%	0.40%	0.13%		0.13%				0.13%	0.26%
5	100.00%	11.11%	11.39%	6.67%	4.72%	0.56%		0.14%		0.14%		0.14%		
6	100.00%	12.13%	11.44%	7.11%	4.04%	0.84%	0.28%		0.28%	0.70%	0.56%		0.14%	0.28%
7	100.00%	12.13%	9.87%	7.05%	4.94%	0.14%			0.42%		0.14%	0.14%	0.28%	
8	100.00%	11.30%	9.63%	8.34%	3.98%			0.13%						0.13%
9	100.00%	9.67%	9.12%	7.73%	4.14%	0.55%	0.55%	0.14%	0.28%		0.14%			0.14%
10	100.00%	9.63%	9.37%	6.33%	3.17%	0.53%		0.53%	0.53%			0.40%		
11	100.00%	10.60%	8.79%	6.97%	3.63%	0.28%		0.28%		0.14%	0.14%	0.42%	0.14%	0.28%
Total	100.00%	11.27%	9.95%	7.31%	3.85%	0.33%	0.16%	0.13%	0.16%	0.13%	0.13%	0.11%	0.11%	0.14%



Monthly Retention Cohort (Python)													
Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
January	100.00%	6.19%	3.38%	2.85%	2.98%	3.43%	2.58%	2.80%	3.12%	2.36%	2.94%	3.12%	100.00%
February	100.00%	6.92%	2.95%	3.34%	3.00%	3.00%	3.97%	3.34%	3.20%	3.73%	3.05%		100.00%
March	100.00%	7.16%	3.47%	2.56%	3.60%	3.13%	3.26%	3.08%	2.82%	3.47%			100.00%
April	100.00%	6.72%	2.90%	2.77%	3.47%	3.25%	3.81%	2.73%	3.51%				100.00%
May	100.00%	6.16%	3.12%	3.75%	3.29%	3.16%	3.16%	3.20%					100.00%
June	100.00%	6.82%	3.15%	3.02%	3.72%	3.41%	4.02%						100.00%
July	100.00%	6.18%	3.25%	2.64%	3.86%	3.54%							100.00%
August	100.00%	6.32%	3.87%	4.15%	4.03%								100.00%
September	100.00%	7.28%	4.19%	3.86%									100.00%
October	100.00%	8.16%	4.39%										100.00%
November	100.00%	7.60%											100.00%
December	100.00%												100.00%
Total	100.00%	6.24%	2.85%	2.35%	2.25%	1.82%	1.62%	1.18%	0.97%	0.72%	0.45%	0.24%	100.00%

Daily Retention Cohort (Python)								
Day	0	1	2	3	4	5	6	7
1	100.00%	16.53%	12.78%	13.79%	12.98%	1.01%	0.10%	0.10%
2	100.00%	16.12%	13.45%	11.53%	14.19%	1.07%	0.21%	0.21%
3	100.00%	14.21%	12.57%	11.26%	10.60%	0.98%	0.33%	0.21%
4	100.00%	14.23%	13.13%	12.73%	13.43%	1.10%	0.20%	0.10%
5	100.00%	14.92%	13.44%	13.86%	13.54%	1.06%	0.32%	0.41%
6	100.00%	14.88%	13.34%	12.02%	13.12%	1.54%	0.22%	0.31%
7	100.00%	13.50%	12.83%	11.94%	11.72%	0.67%	0.11%	0.31%
8	100.00%	13.21%	11.46%	11.66%	11.15%	0.31%		0.10%
9	100.00%	13.96%	12.42%	13.24%	12.53%	0.41%	0.62%	0.21%
10	100.00%	11.67%	10.20%	10.73%	11.46%	1.37%	0.32%	0.41%
11	100.00%	13.23%	11.53%	11.32%	10.79%	0.85%		0.31%
12	100.00%	12.70%	13.46%	11.52%	12.06%	0.97%	0.32%	
Total	100.00%	14.53%	12.68%	12.58%	12.38%	0.91%	0.18%	0.19%

Monthly Retention Cohort													
Month	0	1	2	3	4	5	6	7	8	9	10	11	Total
January	100.00%	4.76%	2.56%	2.38%	2.50%	2.32%	2.26%	2.01%	2.44%	1.71%	1.89%	2.44%	100.00%
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August	100.00%	4.33%	2.80%	3.06%	3.36%								100.00%
September	100.00%	5.25%	2.83%	2.73%									100.00%
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November	100.00%	5.74%											100.00%
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Total	100.00%	4.51%	2.13%	1.82%	1.72%	1.35%	1.19%	0.92%	0.69%	0.54%	0.31%	0.18%	100.00%

Daily Retention Cohort								
Day	0	1	2	3	4	5	6	7
1	100.00%	13.51%	9.61%	7.80%	2.23%	0.42%	0.14%	0.28%
2	100.00%	11.33%	11.89%	8.39%	4.48%	0.28%	0.14%	0.14%
3	100.00%	12.24%	11.39%	9.00%	2.67%		0.14%	0.14%
4	100.00%	10.60%	9.80%	6.75%	4.11%	0.40%	0.13%	
5	100.00%	11.11%	11.39%	6.67%	4.72%	0.56%		0.14%
6	100.00%	12.13%	11.44%	7.11%	4.04%	0.84%	0.28%	
7	100.00%	12.13%	9.87%	7.05%	4.94%	0.14%		
8	100.00%	11.30%	9.63%	8.34%	3.98%			0.13%
9	100.00%	9.67%	9.12%	7.73%	4.14%	0.55%	0.55%	0.14%
10	100.00%	9.63%	9.37%	6.33%	3.17%	0.53%		0.53%
11	100.00%	10.60%	8.79%	6.97%	3.63%	0.28%		0.28%
12	100.00%	11.02%	7.34%	6.92%	3.81%	0.85%	0.28%	
Total	100.00%	11.27%	9.95%	7.31%	3.85%	0.33%	0.16%	0.13%