



User Conversion Funnel Analysis

Traffic Source

All

Browser

All

Age

All

Cohort Retention Analysis

Country

All

City

All

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%
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%		
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%