**Objective:** Evaluate the User Retention pattern of Super Store over a 12-month period, starting from

January 2017.

**1. Overview:**

* Cohorts defined by the month of user acquisition.
* Metrics include User Retention.

**2. Key Metrics** – User Retention:

* First-month retention: around 15% of total first month users, indicating a bad initial user experience.
* Second-month retention: Drops to around 17%, highlighting issues in user engagement post-onboarding.
* Third-month retention: Average around 21%, indicating a need for focused retention strategies.

**3. Findings** –User Retention:

* Initial user satisfaction is low, which show by a clear drop-off after the first month, indicating potential onboarding challenges.
* Third-month retention is a critical point; targeted interventions are needed to improve user engagement during this period.

**4. Insights:**

**a. Retention Strategies:**

* Implement investigation in customer satisfaction to address potential users’ challenges.
* Develop targeted re-engagement campaigns for cohorts experiencing third-month drop-offs.

**b. Marketing Optimization:**

* Allocate additional marketing resources to channels that performed well in Aug and Nov 2017, considering potential seasonal factors.
* Consider engagements events in Sep and Oct 2017 as the increase in retention rates.
* Highlight and promote the successful month 2017 feature to other cohorts, potentially through push notifications or targeted promotions.

**5. Recommendations:**

* Conduct A/B testing on onboarding processes to identify the most effective methods for user education and engagement.
* Refine marketing strategies based on seasonal patterns and channel effectiveness.
* Invest in further development and promotion of successful features to enhance overall user engagement.

**6. Future Considerations:**

* Regularly update and reevaluate the cohort analysis to adapt strategies based on evolving user behavior and market dynamics.
* Consider exploring additional factors such as user demographics and geographical location for a more comprehensive understanding of user behavior.

**Conclusion:**

The cohort analysis reveals valuable insights into user retention and engagement, providing actionable recommendations to enhance overall user experience and optimize marketing strategies.