

USER RETENTION COHORT ANALYSIS

Project: Mobile App Alpha

Date Range: Oct 01 - Oct 31, 2023
Metric: Return Rate (%)

Cohort Month	Users	Day 0	Day 1	Day 3	Day 7	Day 14	Day 30
Oct 01 - Oct 07	1,240	100%	42.5%	31.2%	22.8%	18.1%	12.4%
Oct 08 - Oct 14	1,150	100%	38.2%	29.5%	20.1%	15.5%	-
Oct 15 - Oct 21	1,420	100%	45.8%	34.0%	25.3%	-	-
Oct 22 - Oct 28	1,080	100%	40.1%	30.7%	-	-	-

AVG. DAY 1 RETENTION

41.65%

AVG. DAY 7 RETENTION

22.73%

TOTAL NEW USERS

4,890

CHURN RATE (30D)

87.60%

Confidential Internal Report - Generated via Analytics Module v2.4