

Lifecycle and retention dashboard

Jan 1, 2018 - Dec 31, 2023

Cohort

# Total Orders 4,068 📈 N/A	Gross Merchandise Volume (GMV) 321,799 € No data	AOV 88 € No data	Discount (total sum) 39,743 € No data	Revenue per visitor 3 € No data	CLTV 315 € No data
# Customers 1,170 📈 N/A	Customer retention rate (%) 45% No data	Repeat purchase rate (RPR) 79% No data	# Visitors (traffic) 124,036 📈 N/A	Conversion rate, % 0.94% No data	Purchase frequency 3.48 No data

Cohort by users & orders

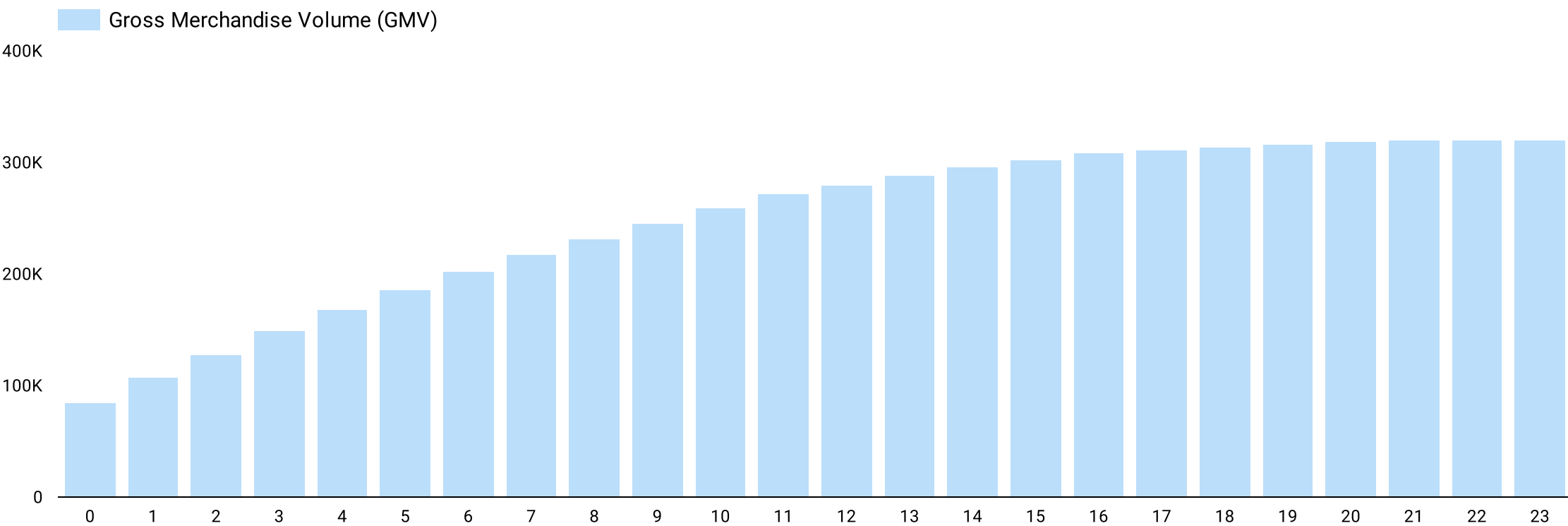
Next Month / Users / Orders																
	0		1		2		3		4		5		6		7	
Month	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Order
Dec 1, 2022	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-
Jan 1, 2023	68	69	12	14	15	19	13	17	15	18	11	13	13	15	7	1
Feb 1, 2023	125	142	33	37	37	45	32	35	28	30	31	37	24	29	21	2
Mar 1, 2023	126	136	39	46	32	37	28	32	27	31	25	30	19	23	15	1
Apr 1, 2023	87	96	15	17	9	9	13	15	13	16	14	14	15	20	20	2
May 1, 2023	62	67	12	14	15	19	12	15	8	9	16	17	11	13	7	
Jun 1, 2023	98	105	26	27	23	27	24	24	21	23	27	31	15	16	20	2
Jul 1, 2023	90	95	25	29	17	19	21	25	19	21	11	12	11	12	13	1
Aug 1, 2023	79	81	15	15	9	10	17	19	5	5	6	6	16	17	2	
Sep 1, 2023	74	80	10	15	10	16	10	10	11	10	5	5	11	10	10	1
Grand total	1,143	1,224	250	286	217	257	219	250	187	212	177	206	166	193	149	17

Next Month / Users / Orders																
	0		1		2		3		4		5		6		7	
Month	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders	Users	Orders
Dec 1, 2022	-	-	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-
Jan 1, 2023	100.0%	100.0%	17.6%	20.3%	22.1%	27.5%	19.1%	24.6%	22.1%	26.1%	16.2%	18.8%	19.1%	21.7%	10.3%	15.9%
Feb 1, 2023	100.0%	100.0%	26.4%	26.1%	29.6%	31.7%	25.6%	24.6%	22.4%	21.1%	24.8%	26.1%	19.2%	20.4%	16.8%	16.9%
Mar 1, 2023	100.0%	100.0%	31.0%	33.8%	25.4%	27.2%	22.2%	23.5%	21.4%	22.8%	19.8%	22.1%	15.1%	16.9%	11.9%	13.2%
Apr 1, 2023	100.0%	100.0%	17.2%	17.7%	10.3%	9.4%	14.9%	15.6%	14.9%	16.7%	16.1%	14.6%	17.2%	20.8%	23.0%	25.0%
May 1, 2023	100.0%	100.0%	19.4%	20.9%	24.2%	28.4%	19.4%	22.4%	12.9%	13.4%	25.8%	25.4%	17.7%	19.4%	11.3%	11.9%
Jun 1, 2023	100.0%	100.0%	26.5%	25.7%	23.5%	25.7%	24.5%	22.9%	21.4%	21.9%	27.6%	29.5%	15.3%	15.2%	20.4%	21.0%
Jul 1, 2023	100.0%	100.0%	27.8%	30.5%	18.9%	20.0%	23.3%	26.3%	21.1%	22.1%	12.2%	12.6%	12.2%	12.6%	14.4%	15.8%
Aug 1, 2023	100.0%	100.0%	19.0%	18.5%	11.4%	12.3%	21.5%	23.5%	6.3%	6.2%	7.6%	7.4%	20.3%	21.0%	2.5%	2.5%

Cohort by Gross Merchandise Volume (GMV) - Revenue

Next Month / Gross Merchandise Volume (GMV)											
Month	0	1	2	3	4	5	6	7	8	Grand total	
Dec 1, 2022	-	0	-	-	-	-	-	-	-	0	
Jan 1, 2023	5,001.34	787.99	1,176.68	1,350.93	1,132.8	765.06	1,095.42	652.77	706.56	€	23,302.14
Feb 1, 2023	9,207.04	2,657.67	3,668.52	2,778.62	2,376.28	3,213.06	2,088.17	2,170.49	2,833	2,170.49	48,267.27
Mar 1, 2023	8,859.98	3,062.25	2,805.37	2,610.11	2,812.52	2,364.29	1,955.82	1,870.32	2,391.13	2,170.49	43,554.03
Apr 1, 2023	7,602.34	1,924.81	933.14	1,044.42	1,217.81	1,029.93	1,530.87	1,917.04	1,294.32	1,176.68	24,844.37
May 1, 2023	4,449.63	1,279.36	1,841.58	1,325.4	601.01	1,619.18	1,526.12	1,206.62	715.67	1,176.68	19,832.15
Jun 1, 2023	7,596.27	2,470.32	2,636.12	2,541.41	2,295.14	3,333.58	1,365.93	1,754.49	1,114.3	1,176.68	35,446.94
Jul 1, 2023	6,941.05	2,155.64	1,519.74	1,804.15	1,797.24	1,405.42	983.03	1,044.76	1,060.15	1,176.68	26,778.05
Aug 1, 2023	5,541.81	1,284.16	671.96	1,796.68	435.88	468.35	1,356.57	128.64	656.37	1,176.68	16,391.97
Grand total	85,255	22,349.39	20,827.07	21,354.3	18,283.55	17,750.98	16,128.3	15,297.2	13,833	14,844.37	320,214

Cohort by Gross Merchandise Volume (GMV) - Cumulative Revenue



Next Month / Cumulative GMV																
Month	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Dec 1, 2022	-	0.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jan 1, 2023	5,001.3	5,789.3	6,966.0	8,316.9	9,449.7	10,214...	11,310...	11,963...	12,669...	13,328...	14,567...	15,124...	15,691...	16,639...	17,902...	18,788...
Feb 1, 2023	9,207.0	11,864...	15,533...	18,311...	20,688...	23,901...	25,989...	28,159...	30,992...	33,144...	35,004...	36,993...	38,255...	40,009...	41,464...	42,907...
Mar 1, 2023	8,860.0	11,922...	14,727...	17,337...	20,150...	22,514...	24,470...	26,340...	28,731...	30,878...	32,602...	34,198...	35,722...	36,919...	38,488...	39,778...
Apr 1, 2023	7,602.3	9,527.1	10,460...	11,504...	12,722...	13,752...	15,283...	17,200...	18,494...	19,684...	20,445...	21,194...	22,042...	22,759...	23,218...	23,454...
May 1, 2023	4,449.6	5,729.0	7,570.6	8,896.0	9,497.0	11,116...	12,642...	13,848...	14,564...	15,987...	16,584...	17,540...	17,993...	18,346...	18,610...	18,894...
Jun 1, 2023	7,596.3	10,066...	12,702...	15,244...	17,539...	20,872...	22,238...	23,993...	25,107...	26,670...	28,975...	30,227...	31,227...	32,257...	33,315...	33,937...
Jul 1, 2023	6,941.0	9,096.7	10,616...	12,420...	14,217...	15,623...	16,606...	17,651...	18,711...	20,548...	21,037...	22,859...	23,372...	24,226...	25,213...	26,492...
Aug 1, 2023	5,541.8	6,826.0	7,497.9	9,294.6	9,730.5	10,198...	11,555...	11,684...	12,340...	12,884...	13,582...	14,691...	15,227...	15,957...	16,055...	16,350...
Sep 1, 2023	5,674.9	6,904.6	8,174.4	9,294.8	10,461...	10,909...	12,268...	13,058...	13,905...	14,744...	16,099...	17,244...	17,579...	18,657...	18,955...	-