Product growth report

Cohort retention / January - June / Illustrative data

Early retention is improving.

Week-one retention rose from 78% to 88%. February retained 56% at week four, up from January's 52%. Later cohorts still need time to mature.

January W1	May W1	February W4
78%	88%	56%

Retention, week by week

A cohort view of a fictional product launch

	W0	W1	W2	W3	W4	W5
Jan	100%	78%	64%	57%	52%	49%
Feb	100%	81%	68%	60%	56%	-
Mar	100%	84%	72%	65%	-	-
Apr	100%	85%	75%	-	-	-
May	100%	88%	-	-	-	-
Jun	100%	-	-	-	-	-

Later cohorts improve early retention. Blank weeks are not yet observed.

ILLUSTRATIVE DATA / SAVED NOTEBOOK OUTPUT

Next step: Investigate onboarding changes, then compare equally mature cohorts before making a long-term retention claim.

Illustrative data only. Real decisions also need cohort sizes and uncertainty.