ONE PAGE SUMMARY

IT & Software › Data Analytics › Cohort Analysis

Introduction to Cohort Analysis

Unlock Insights with Cohort Analysis in Data Analytics

DEFINITION

> Cohort analysis is a method used to study the behavior of groups over time. It helps identify trends and patterns within specific segments of data.

KEY CONCEPTS

Cohorts

Cohorts are groups of users or subjects who share a common characteristic during a specific time period.

Retention Rate

Retention rate measures the percentage of users who continue to engage with a product or service over time.

User Segmentation

User segmentation involves dividing users into distinct groups based on shared traits or behaviors for targeted analysis.

Time Frames

Cohort analysis often examines data across different time frames to observe changes in behavior or performance.

Comparative Analysis

This involves comparing different cohorts to understand how changes in strategy affect user behavior.

EXAMPLES

→ Analyzing customer purchases by month of signup.

→ Tracking app usage among users who joined in Q1 versus Q2.

→ Evaluating churn rates for different marketing campaigns.

MEMORY TIPS

★ Remember 'Cohort' as 'Common Group' to link shared characteristics.

★ Use 'R.U.T.' for Retention, User segmentation, and Time frames.

★ Think of 'Cohorts' as 'Clubs' to visualize groups of users.

COMMON MISTAKES

✗ Failing to define cohorts clearly, leading to mixed data.

✗ Neglecting to analyze over appropriate time frames.

✗ Ignoring external factors that may influence cohort behavior.

QUICK RECAP

Cohort analysis helps identify trends by studying specific user groups over time. Focus on defining cohorts, measuring retention, and comparing behaviors to gain actionable insights.