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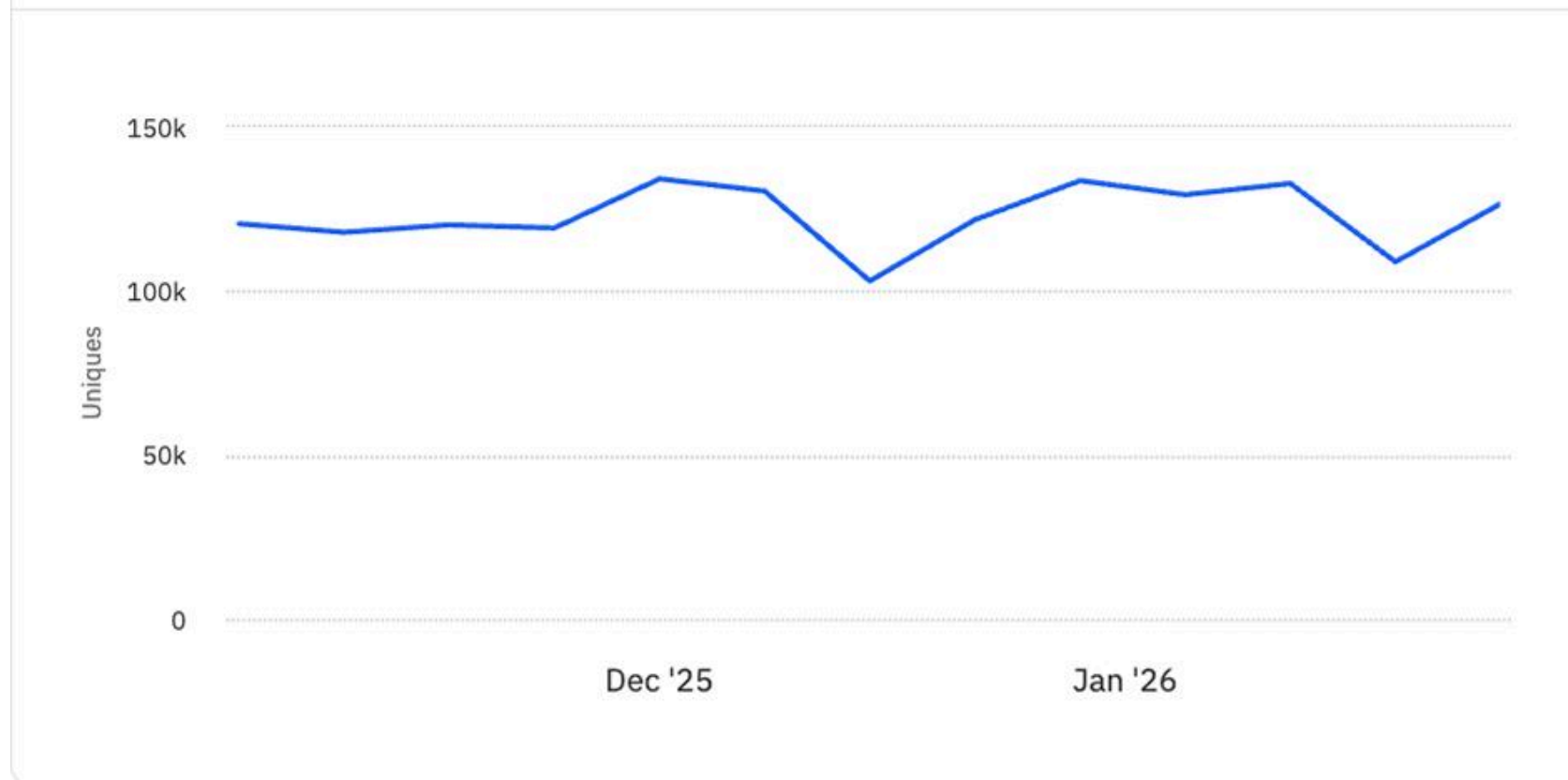
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What's our weekly active user trend and retention over the last 90 days?

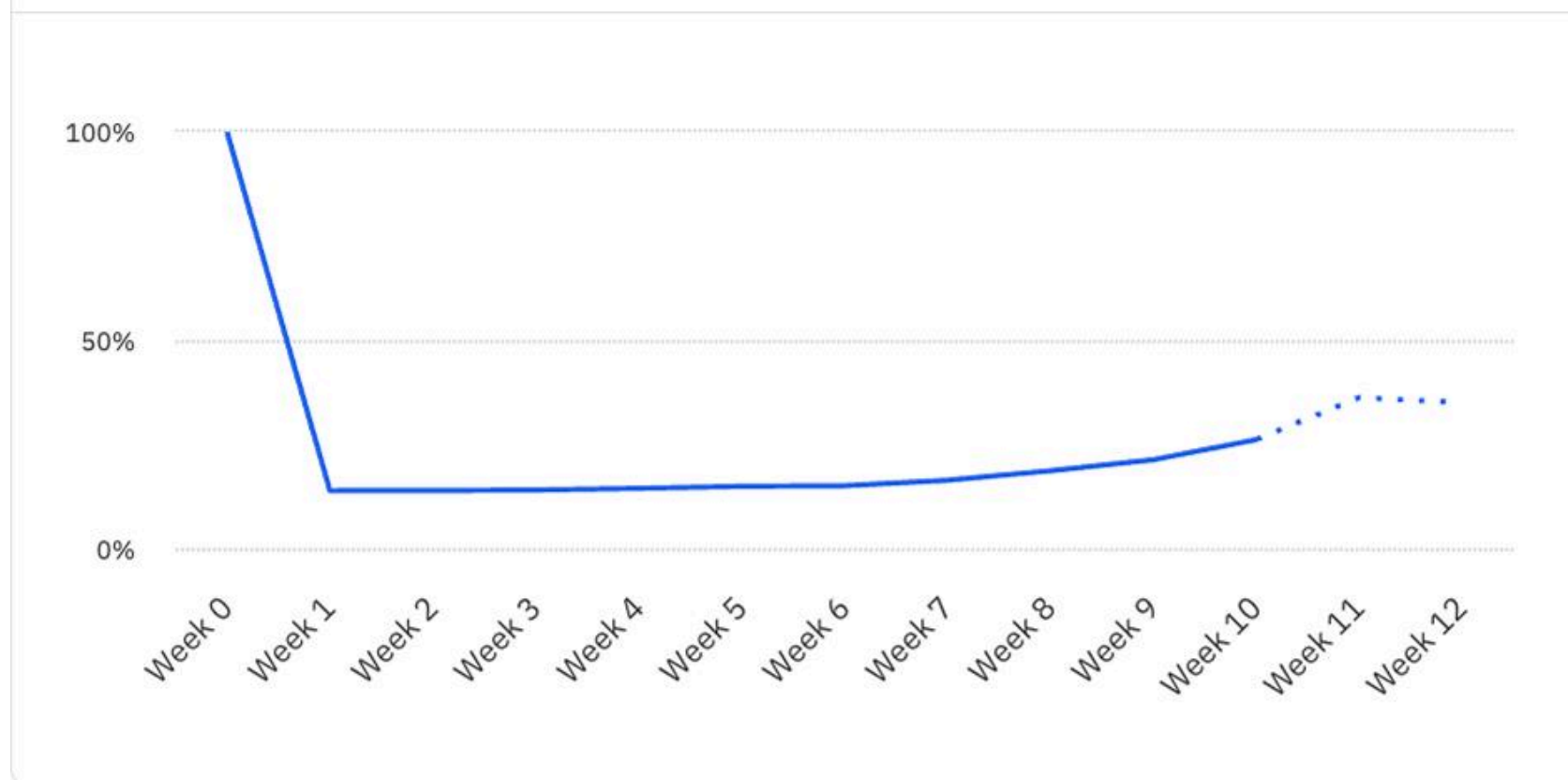
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Your weekly active users have been relatively stable around **115k-140k** over the last 90 days, with peaks in late October and early December, followed by a mid-December dip—likely reflecting seasonal patterns or holiday behavior. The retention chart shows how cohorts of users from each week return in subsequent weeks, helping you understand engagement stickiness beyond just the active user count.

Weekly Active Users (Last 90 Days)



Weekly Retention (Last 90 Days)



Based on this data, here are 3 takeaways:

- **Week 1 retention is consistently strong at ~46-47%** across all cohorts from October through December, showing your product successfully brings nearly half of active users back the following week—a solid foundation for engagement.
- **Retention stabilizes around 42-44% by Week 12**, indicating you retain a loyal core user base over three months. The curve flattens nicely after the initial Week 1 drop, which is exactly what you want to see.
- **No significant degradation across cohorts**—users who started in early October retain just as well as those from late December, suggesting your product experience remains consistently sticky regardless of when users engage.

Next question to explore: What behaviors or features do the 42% of users who stick around for 12+ weeks have in common?

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Current Page

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AI can make mistakes. Verify results.

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