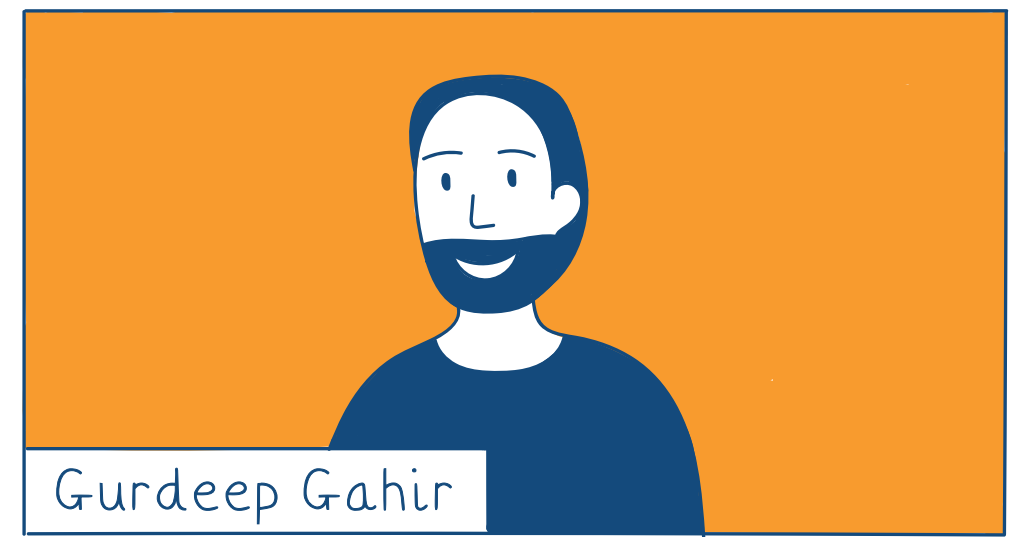


# How to use and create cohort analysis

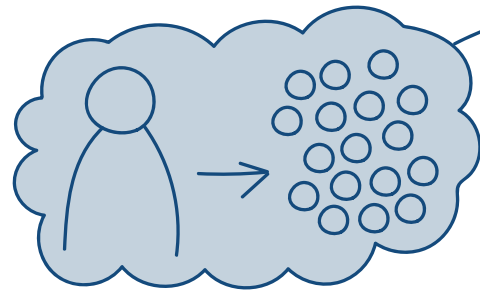
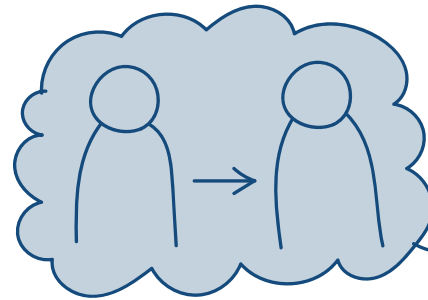


A group or segment that share the same characteristics

## Cohort Analysis

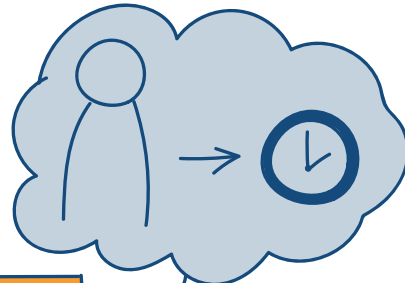
### Example uses of cohort analysis

- 🏠 Repairs raised (current status)
- ✕ Customer complaints
- ❓ Customer queries
- 📄 Donations process completion
- 📄 Invoice status



### Longitudinal study

Must have the time element

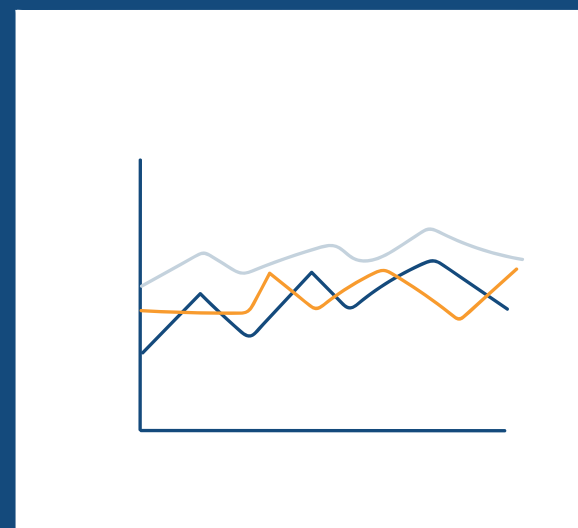


Observe one cohort over a period of time

Look at the differences between cohorts

Compare cohorts to the wider population

### \* How to present your findings



### How to conduct a cohort analysis

- 1 Confirm what you want to get from it
- 2 What data do you need?
- 3 Over what time period (Frequency?)?
- 4 Get the raw data
  - Find from records. Lagging indicator (already happened)
  - Observe and capture as it happens (leading indicator)
- 5 Present findings (pivot table)\*

Current status cohort analysis helps frontline staff. What do we need to be doing differently right now?

### What next?

See shapes and patterns in the graph. Does anything need to be investigated?

