Cohort Analysis 1 - Time to List (Days)

Time to List (Days)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Feb-23	114.3	96.8	89.6	77.2	71.2	63.4	58.7	53.2	50.1	49.6	48.0	46.4	44.2	42.1	39.9	37.7	35.7	33.9	32.4	31.0
Mar-23	79.3	77.3	64.9	60.4	53.2	49.5	44.4	42.1	42.5	41.3	40.2	38.4	36.6	34.6	32.6	30.8	29.2	27.8	26.6	
Apr-23	75.3	57.7	54.1	46.7	43.5	38.6	36.8	37.9	37.1	36.3	34.7	33.0	31.1	29.3	27.5	26.1	24.8	23.6		
May-23	40.1	43.5	37.2	35.6	31.3	30.4	32.5	32.3	32.0	30.6	29.2	27.5	25.8	24.1	22.8	21.6	20.6			
Jun-23	46.8	35.7	34.1	29.1	28.4	31.2	31.2	31.0	29.6	28.1	26.3	24.6	22.9	21.6	20.4	19.4				
Jul-23	24.5	27.7	23.2	23.8	28.1	28.6	28.7	27.4	26.0	24.2	22.5	20.9	19.6	18.5	17.6					
Aug-23	30.9	22.5	23.6	29.0	29.5	29.4	27.8	26.2	24.2	22.3	20.5	19.2	18.1	17.1						
Sep-23	14.0	19.9	28.4	29.1	29.1	27.3	25.5	23.4	21.4	19.5	18.2	17.0	16.0							
Oct-23	25.7	35.6	34.1	32.9	30.0	27.4	24.7	22.3	20.1	18.6	17.3	16.2								
Nov-23	45.4	38.3	35.3	31.1	27.7	24.5	21.8	19.4	17.8	16.4	15.3									
Dec-23	31.3	30.2	26.3	23.3	20.4	17.9	15.7	14.3	13.2	12.3										
Jan-24	29.2	23.8	20.6	17.7	15.2	13.1	11.9	10.9	10.2											
Feb-24	18.3	16.3	13.8	11.7	9.9	9.0	8.3	7.8												
Mar-24	14.4	11.5	9.5	7.8	7.1	6.6	6.3													
Apr-24	8.7	7.1	5.6	5.3	5.1	4.9														
May-24	5.5	4.0	4.2	4.2	4.2															
Jun-24	2.5	3.6	3.8	3.8																
Jul-24	4.6	4.4	4.3																	
Aug-24	4.2	4.1																		
Sep-24	4.1																			

This analysis, measured in **days**, tracks the time from when a user signs up to when they list their first project. The trailing twelve month average is **16 days.**

Cohort Analysis 2 - Time to First Bid (Hours)

Time to First Bid (Hours)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Feb-23	21.6	31.0	29.3	24.8	23.3	20.7	19.3	18.2	17.2	17.5	17.0	16.6	16.1	15.6	15.2	14.8	14.3	13.8	13.4	13.0
Mar-23	40.4	33.1	25.8	23.7	20.6	18.9	17.7	16.6	17.1	16.6	16.2	15.6	15.2	14.7	14.3	13.8	13.4	12.9	12.5	
Apr-23	25.9	18.5	18.1	15.6	14.6	14.0	13.3	14.2	13.9	13.7	13.4	13.1	12.8	12.4	12.0	11.7	11.3	11.0		
May-23	11.2	14.3	12.2	11.8	11.6	11.2	12.5	12.4	12.4	12.1	11.9	11.7	11.4	11.0	10.7	10.4	10.1			
Jun-23	17.4	12.7	12.0	11.7	11.1	12.7	12.6	12.5	12.2	12.0	11.7	11.4	11.0	10.7	10.4	10.0				
Jul-23	8.0	9.3	9.8	9.6	11.8	11.8	11.8	11.6	11.4	11.1	10.9	10.5	10.2	9.9	9.6					
Aug-23	10.7	10.7	10.1	12.7	12.6	12.5	12.1	11.8	11.5	11.2	10.7	10.4	10.0	9.7						
Sep-23	10.7	9.8	13.4	13.1	12.8	12.4	11.9	11.6	11.2	10.7	10.4	10.0	9.6							
Oct-23	9.0	14.8	13.9	13.4	12.7	12.1	11.7	11.3	10.7	10.3	9.9	9.5								
Nov-23	20.5	16.3	14.9	13.6	12.8	12.2	11.6	11.0	10.5	10.0	9.6									
Dec-23	12.1	12.0	11.3	10.8	10.5	10.1	9.6	9.2	8.8	8.5										
Jan-24	12.0	11.0	10.4	10.1	9.7	9.2	8.8	8.4	8.1											
Feb-24	10.0	9.7	9.5	9.2	8.6	8.3	7.9	7.6												
Mar-24	9.3	9.3	8.9	8.3	8.0	7.6	7.2													
Apr-24	9.3	8.7	7.9	7.6	7.2	6.9														
May-24	8.1	7.2	7.1	6.7	6.4															
Jun-24	6.4	6.5	6.2	6.0																
Jul-24	6.7	6.1	5.8																	
Aug-24	5.6	5.4																		
Sep-24	5.2																			

This analysis, measured in **hours**, tracks the time it takes from when a user list their first project to when they receive their first bid. This is what we call a "Magic Moment", an event in the user journey that has a significant impact on their experience. The trailing twelve month average is **9.6 hours.**

Cohort Analysis 3 - Average Project Value

Average Project Value

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Feb-23	$148	$154	$211	$222	$234	$233	$222	$239	$238	$234	$235	$232	$228	$228	$230	$238	$243	$241	$252	$261
Mar-23	$164	$251	$243	$253	$249	$232	$248	$245	$241	$242	$237	$233	$233	$235	$242	$247	$244	$256	$265	
Apr-23	$320	$264	$270	$261	$239	$255	$251	$246	$246	$241	$236	$236	$238	$245	$249	$247	$258	$267		
May-23	$237	$254	$248	$226	$248	$245	$240	$240	$236	$231	$231	$234	$241	$246	$244	$256	$265			
Jun-23	$286	$258	$221	$251	$246	$240	$241	$236	$230	$230	$233	$242	$247	$245	$257	$267				
Jul-23	$230	$198	$244	$241	$235	$236	$231	$226	$225	$229	$239	$245	$243	$256	$266					
Aug-23	$180	$247	$243	$235	$237	$231	$225	$225	$229	$240	$246	$243	$257	$268						
Sep-23	$295	$267	$253	$252	$243	$234	$233	$237	$247	$253	$249	$264	$274							
Oct-23	$233	$219	$226	$218	$210	$211	$220	$237	$246	$242	$259	$272								
Nov-23	$192	$220	$209	$200	$203	$216	$237	$248	$244	$263	$275									
Dec-23	$248	$217	$202	$205	$220	$243	$253	$248	$267	$280										
Jan-24	$190	$181	$189	$213	$243	$254	$248	$268	$282											
Feb-24	$170	$189	$223	$253	$262	$254	$275	$288												
Mar-24	$223	$253	$271	$275	$262	$283	$295													
Apr-24	$267	$278	$279	$264	$286	$298														
May-24	$282	$282	$264	$288	$300															
Jun-24	$282	$254	$291	$305																
Jul-24	$227	$295	$312																	
Aug-24	$367	$351																		
Sep-24	$339																			

This analysis measures the average project value of projects awarded through HUDU. The trailing twelve month average is **_$274._**

Cohort Analysis 4 - Time to Repeat Purchase (Days)

Time to Repeat Purchase (Days)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Feb-23	82.1	83.8	84.1	83.5	83.0	82.8	83.4	83.1	82.8	82.9	83.0	83.0	82.7	82.5	82.2	81.5	80.9	80.1	79.3	78.7
Mar-23	85.4	85.0	84.0	83.3	82.9	83.6	83.3	82.9	83.0	83.1	83.1	82.8	82.6	82.2	81.5	80.8	79.9	79.2	78.5	
Apr-23	84.7	83.3	82.6	82.3	83.2	82.9	82.5	82.7	82.9	82.8	82.6	82.3	81.9	81.2	80.5	79.6	78.8	78.1		
May-23	81.9	81.5	81.5	82.8	82.6	82.1	82.4	82.6	82.6	82.4	82.1	81.7	81.0	80.2	79.3	78.5	77.7			
Jun-23	81.1	81.3	83.1	82.7	82.2	82.5	82.7	82.7	82.4	82.1	81.7	80.9	80.1	79.1	78.2	77.5				
Jul-23	81.5	84.2	83.3	82.5	82.8	83.0	83.0	82.6	82.3	81.7	80.9	80.0	78.9	78.0	77.2					
Aug-23	86.8	84.2	82.8	83.1	83.3	83.2	82.7	82.4	81.7	80.8	79.8	78.7	77.7	76.9						
Sep-23	81.5	80.8	81.9	82.4	82.5	82.0	81.7	81.1	80.1	79.2	78.0	77.0	76.2							
Oct-23	80.0	82.1	82.7	82.7	82.1	81.7	81.1	80.0	78.9	77.6	76.6	75.7								
Nov-23	84.2	84.1	83.6	82.7	82.1	81.2	79.9	78.7	77.4	76.2	75.3									
Dec-23	84.1	83.4	82.2	81.6	80.6	79.2	78.0	76.5	75.4	74.5										
Jan-24	82.6	81.2	80.7	79.8	78.3	77.0	75.4	74.3	73.4											
Feb-24	79.8	79.8	78.8	77.2	75.8	74.2	73.1	72.2												
Mar-24	79.8	78.3	76.3	74.8	73.1	72.0	71.1													
Apr-24	76.9	74.6	73.2	71.4	70.4	69.7														
May-24	72.2	71.3	69.6	68.8	68.3															
Jun-24	70.4	68.3	67.6	67.3																
Jul-24	66.2	66.2	66.2																	
Aug-24	66.2	66.2																		
Sep-24	66.2																			

This analysis, measured in **days**, tracks the time it takes from when a user awards their first project to when they award their second project. The trailing twelve month average is **76.2 days.**

Note: *Given the nature of this calculation, recent cohort months can not have a number greater than the number of days since that month began. To prevent these months from distorting the data, numbers are carried forward for the most recent 3 months of cohorts.*