

## Breaking down Retention | Case study

CG is a grocery delivery platform which is redefining how Indians shop for groceries and helping them save on their monthly grocery budget.

CG is working towards doubling its topline (GMV) growth in next 12 months time while maintaining customer profitability and sustenance.

$GMV = \#Orders * Order Value$

$\#Orders = Customers * monthly repeat rate$

$Customer = Acquisitions + Repeating Customers$

$Repeating Customers = \underline{Retention} * Customer base$

**Below are the problems CG is looking to solve in order to drive sustainable growth -**

- 1.) To grow the business we first need to understand and evaluate it's health/ current performance.  
How should we measure the health of Users?
- 2.) What should be the ideal retention for a grocery platform?
- 3.) How can we maximise the ROI from our existing customers?
- 4.) Should we treat new acquisitions any differently?