

Package ‘cohorts’

May 8, 2026

Title Cohort Analysis Made Easy

Version 1.0.1

Description Functions to simplify the process of preparing event and transaction for cohort analysis.

License MIT + file LICENSE

URL <https://github.com/PeerChristensen/cohorts>

BugReports <https://github.com/PeerChristensen/cohorts/issues>

Encoding UTF-8

LazyData true

RoxygenNote 7.1.1

Imports data.table, dplyr, dtplyr, magrittr, tibble, tidyr, zoo

Depends R (>= 2.10)

Suggests testthat (>= 3.0.0)

Config/testthat/edition 3

NeedsCompilation no

Author Peer Christensen [aut, cre]

Maintainer Peer Christensen <hr.pchristensen@gmail.com>

Repository CRAN

Date/Publication 2022-05-15 22:10:05 UTC

Contents

cohort_table_day	2
cohort_table_month	2
cohort_table_pct	3
gamelaunch	4
online_cohorts	4
shift_left	5
shift_left_pct	5

Index	7
--------------	----------

cohort_table_day *Create a Cohort Table Using Day Level Event Data*

Description

Creates a cohort table with day level event data with rows corresponding to cohort numbers and columns as dates.

Usage

```
cohort_table_day(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_day(gamelaunch, userid, eventDate)
```

cohort_table_month *Create a Cohort Table Using Month Level Event Data*

Description

Creates a cohort table with month level event data with rows corresponding to cohort numbers and columns as months.

Usage

```
cohort_table_month(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_month(online_cohorts, CustomerID, InvoiceDate)
```

cohort_table_pct *Convert Values of a Cohort Table to Percentages*

Description

Converts values of a cohort table to percentages of initial cohort sizes.

Usage

```
cohort_table_pct(cohort_table, decimals = 1)
```

Arguments

cohort_table	Cohort table
decimals	Integer

Value

Cohort table

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  cohort_table_pct(decimals = 1)
```

gamelaunch

Event Data From the Launch of a Mobile Game

Description

A dataset containing 29324 observations with three columns: userid, eventDate and eventName.

Usage

gamelaunch

Format

A data frame with 29324 rows and 3 variables:

userid User ID

eventDate Event Date

eventName Event Name ...

online_cohorts

Order Data From an Online Store

Description

A dataset containing 19573 observations with two columns: CustomerID and InvoiceDate

Usage

online_cohorts

Format

A data frame with 19,573 rows and 2 variables:

CustomerID Customer ID

InvoiceDate InvoiceDate ...

shift_left	<i>Left-shift a Cohort Table</i>
------------	----------------------------------

Description

Left-shifts a cohort table

Usage

```
shift_left(cohort_table)
```

Arguments

cohort_table Cohort table

Value

Cohort table

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  shift_left()
```

shift_left_pct	<i>Left-shift a Cohort Table With Cohort Sizes as Percentages</i>
----------------	---

Description

Left-shifts a cohort table with cohort sizes as percentages of start sizes.

Usage

```
shift_left_pct(cohort_table, decimals = 1)
```

Arguments

cohort_table Cohort table
decimals Integer

Value

Cohort table

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  shift_left_pct()
```

Index

* datasets

gamelaunch, 4

online_cohorts, 4

cohort_table_day, 2

cohort_table_month, 2

cohort_table_pct, 3

gamelaunch, 4

online_cohorts, 4

shift_left, 5

shift_left_pct, 5