

As per a report in food-delivery it is said that:

“However, the loyal users show a higher retention rate of 65% from Day 1, as compared to new users, of which 77% drop after a week.”

Source [here](#). It refers to study done by clever tap on industry benchmarking for food apps

💡 **CORE INSIGHT:** Within the first week and more accurately during the first month of activity, user behavior can help us to determine their long term trajectory if they are going to be a loyal (power, core) or casual user.

Snippet from CleverTap Study:

