

COHORT ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / QUESTION

What decision should this cohort comparison inform?

02 / MEMBERSHIP

Entry event, assignment window and eligibility.

03 / DENOMINATORS

Original sizes, exclusions and identity rules.

04 / RETURN EVENT

What action counts, and why is it meaningful?

05 / AGE & HORIZON

Interval length and last observable age for each group.

06 / COUNTS

Record interval counts before calculating rates.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / COMPARABILITY

Are age, opportunity and definitions equivalent?

02 / SELECTION

Which differences could explain membership and return?

03 / CONTEXT

Season, recruitment, capacity and product changes.

04 / MISSING CELLS

Which intervals remain unobserved or untracked?

05 / INTERPRETATION

What is supported, and what causal claim is not?

06 / NEXT TEST

Research or experiment, owner and review condition.