Last three developer events in December 2021

In the first three columns of the table below, record the developer events and dates you will reference for the activity.

Event name	Date(s) of event	Anomalies? (X)
Cloud Learn - Global	Dec 8-9, 2021	
GFSA Women Founders: Demo Day 2021 - Global	Dec 2, 2021	x
Gaming Day on Google Open Source Live - Global	Dec 2, 2021	x

Anomalies

After you have created the exploration, place an X in the Anomalies column of the table if you find an anomaly in the data that is on or near an event date.

Observations

If you observed anomalies (positive spikes) for active users or purchases that coincided with a developer event, record the details of the anomalies here.

On Dec 3rd an anomaly was detected likely from the two events on Dec. 2nd, a 128.2% increase in active users. Expected 4.3K, received 9.9K of users.

No anomaly was detected for purchases on the day of or within a day of the events.

Insights

Based on your analysis, did you find a relationship or correlation between developer events and user activity in the Google Merchandise Store? What are next steps, if any?

There was no relationship detected between active users and purchases with the developer events. The anomaly in active users on Dec. 3rd was not accompanied by a purchase anomaly on the same day. Furthermore, the anomaly on Dec. 6th occurred two full days before an event on Dec. 8th and is likely unrelated to that event.

The exploration did not reveal a strong relationship between active users or purchases in the Google Merchandise Store and developer events. Because of this, there is no need to monitor these metrics in future developer events.