

Observation About the Data

One observation I noticed about the data overtime was the usage disparity from the earlier months (January, February, March) compared to the later months (October, November, December). Coming from that, as seen in the graph attached to the respiratory the number of finished scans per month continues to increase while reaching a maximum number in December. This potentially correlates to the increase in spending for most people in the last quarter of the year due to the holiday season. Building from that, this observation can help dictate future strategies with timing of bonus points and special product bonuses. Furthermore, pinpointing certain items that are being bought during this time can lead to increase in recurrent customers usage and increase in new customer sign ups.