Conclusions from Data:

This data ranges from early May to late August. Over this time, the 99 users used this app pretty consistently. However, there were spikes in usage at the beginning of each month. This likely occurred because people may like to plan out their months at the beginning of the month. Therefore, it would be beneficial for all events to be planned and put in the system by the beginning of the month it takes place in. People checked in at all times pretty consistently as well. There is a slight trend that people checked in early in the day rather than later. In all the data, all 99 users only checked in at 19 main locations. This could be because these are where events took place, their work places, or homes, because these users were at these locations often.

Future development ideas could include making sure the events are planned as far in advance in possible, so more people can hear about them. Also, the company could try to attract people from places other than those 19 locations. For example, employees can go to the locations where nobody checked in at, because the people there are less likely to hear about it if users do not go there. Also, because there is not a consistent upward trend of usage, perhaps more advertising can happen during the middle or late in the month, because people do not check in as much at those times.