Am I biased? yes

1. Yes people are probably thinking about buying a bathing suit much more in may than in February. Giving you a bias to be more successful in may.
2. People who are actively seeking treatment for anxiety most likely already experience it more.
3. It may not be statistically significant to see that level of increase with the new billboards
4. It may take a while for people to realize that you have a new loyalty program. Just because you have one doesn’t mean you necessarily will receive more customers as well.