



#### Revenue Analysis:

**Seasonality:** The daily chart shows weekly seasonality. Sales peak on Fridays and Saturdays.

**Declines in Spring-Summer Months:** In mid-May, as well as in June, July, and August, there were days when revenue dropped below \$5.5M. This can be due to the holiday season, but more detailed information can be obtained from customer analysis and year-over-year analysis.

**Growth in September:** Starting in late August, there was an increase, with daily revenue typically in the range of \$6–\$9M.

#### October:

- A new version of the app was released on **October 1, 2022**. The release was accompanied by a sharp drop in revenue. This could be due to bugs in the app or a sudden change in the user experience. The situation became stable after October 4, 2022.

- From **October 10 to 12, 2022**, users could purchase a subscription at a discount. This decision was likely made to bring customers back to the app and retain them in the product.

- **Since October 13**, average revenue has been below the previous month (\$6.2M per day vs \$7.3M per day in September). A more detailed analysis can be made after taking into account the annual seasonality effect.

- Overall, **Revenue in October** was in line with the summer months and 2.9% below the baseline forecast.