



Revenue Analysis:

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

Declines in Spring-Summer Months: During the March-May period, there was a significant drop in revenue (-17.3% in May compared to March). Starting from May 10, 2022, 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.