## Last three developer events in December 2021

In the first three columns of the table below, record the developer events and dates you will reference for the activity.

| **Event name** | **Date(s) of event** | **Anomalies?**  **(X)** |
| --- | --- | --- |
| Cloud Learn - Global | December 8-9, 2021 |  |
| GFSA Women Founders: Demo Day 2021 - Global | December 2, 2021 | X |
| Gaming Day on Google Open Source Live - Global | December 2, 2021 | X |

## Anomalies

After you have created the exploration, place an X in the Anomalies column of the table if you find an anomaly in the data that is on or within a day of the developer event

## Observations

If you observed anomalies (positive spikes) for active users or purchases that coincided with a developer event, record the details of the anomalies here.

| 1. For active users, an anomaly occurred on December 3, 2021 which could possibly be related to the two events on December 2, 2021. On December 3, 2021, there were 10K users when 4.4K users were expected, which is a 131.6% increase. 2. For purchases, no anomalies occurred on the day of the events or within a day of the events. |
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## Insights

Based on your analysis, did you find a relationship or correlation between developer events and user activity or purchases in the Google Merchandise Store? What are next steps, if any?

| 1. Based on the analysis of the Exploration, there is no apparent relationship between active users and purchases with developer events. 2. The Exploration didn’t reveal a strong relationship between user activity or purchases in the Google Merchandise Store and developer events. There is no need to continue monitoring active users and purchases during future developer events. |
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