## 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)** |
| --- | --- | --- |
| [**Rewatch Google I/O 2024**](https://io.google/2024/?utm_source=devsite-hpp&utm_medium=embedded_marketing&utm_campaign=dgc-io-24&utm_content=) | May 14, 2024 | X |
| [**Google Cloud Next**](https://cloud.withgoogle.com/next) | April 9-11, 2024 | X |
| [**Gemma Developer Day 2024**](https://www.youtube.com/playlist?list=PLOU2XLYxmsIL8TxLOcsVI_hCq0c6cO-WQ) | Mar 7, 2024 |  |

## 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 near an event date.

## 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.

| There is a massive negative spike near the google cloud next event, but active users normalize after a few days. There is a big spike after each event there is a positive spike for active user. |
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## Insights

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

| There is a positive correlation between developer events and user activity in the Google Merchandise Store. We might want to launch promotional campaigns during developer events to increase conversion rate. |
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