1-February is much farther away from swimming season comparing to may,

Therefore, we would see a different approach from users.

2-people that show up in the clinic they already saw some kind of sign of anxiety in their selves.so we can compare them with the general population.

3-i need to make sure I compare the number of clicks to the exact same week last year and need to reduce my normal weakly increase.

4-the timing of the launch can be wrong and these kinds of programs normally need much more time to shows it returns.