

Historic Data Class Discussion Exercise:

ABC Company does a monthly webinar series to educate prospective clients on current events. The company has noticed less attendees to its webinars than in the past. The Marketing VP asked you to look closer into this and understand the root cause. You have registration and attendance records for each webinar for the last 36 months. What would be some approaches you might take to analyze this historic data so as to help the VP understand what is happening here?