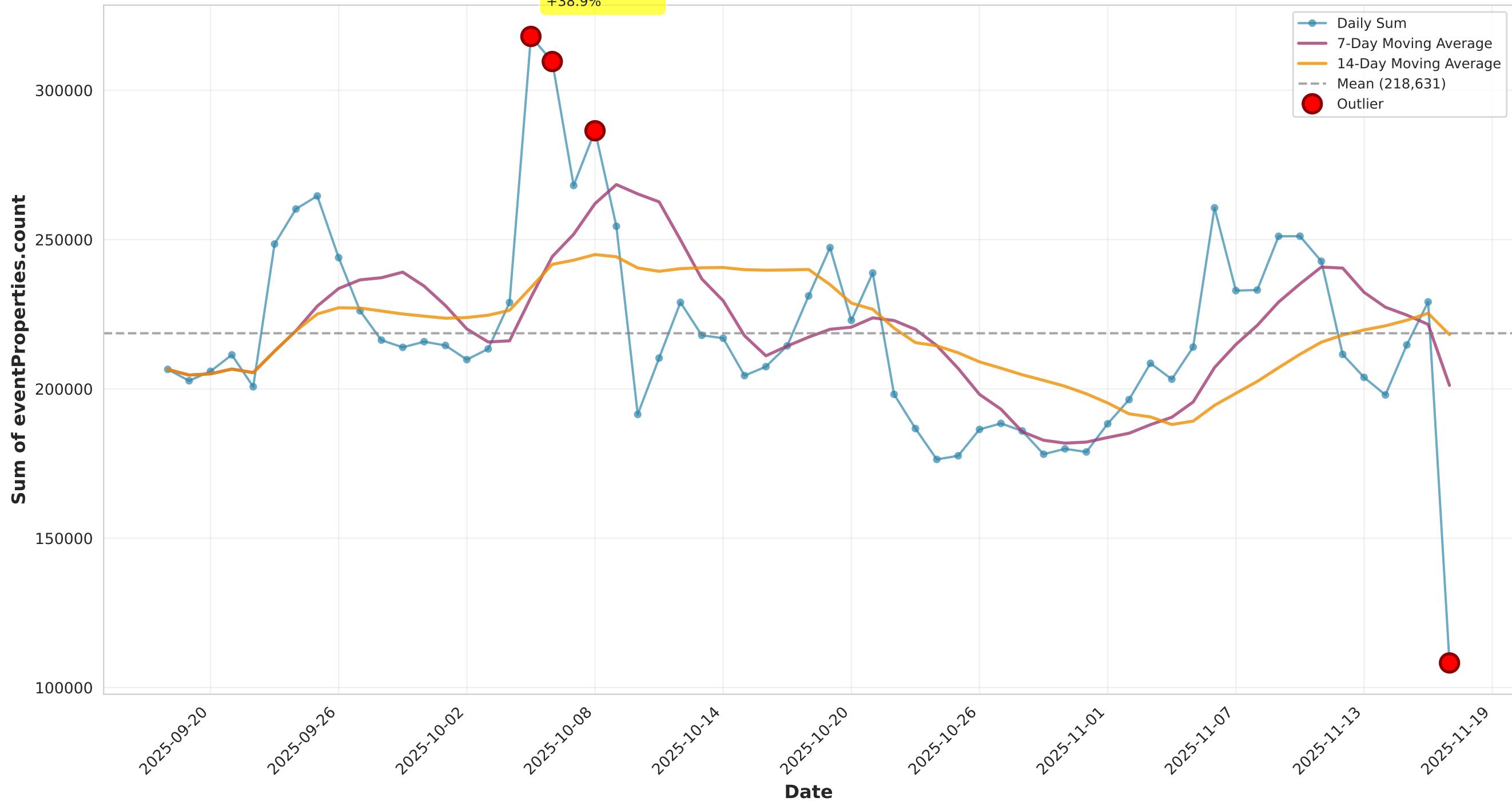
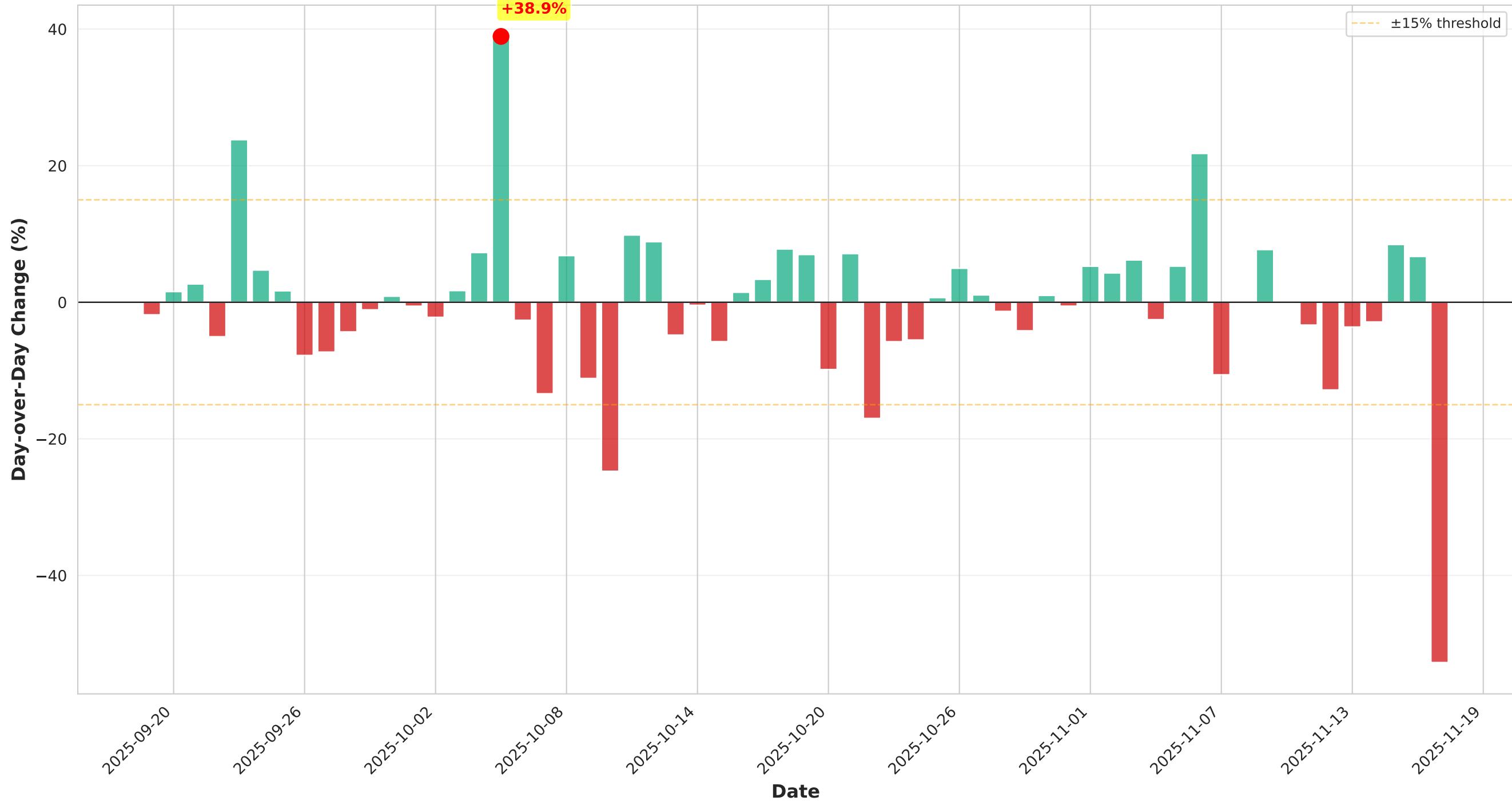


Daily Engagement Trend with Moving Averages

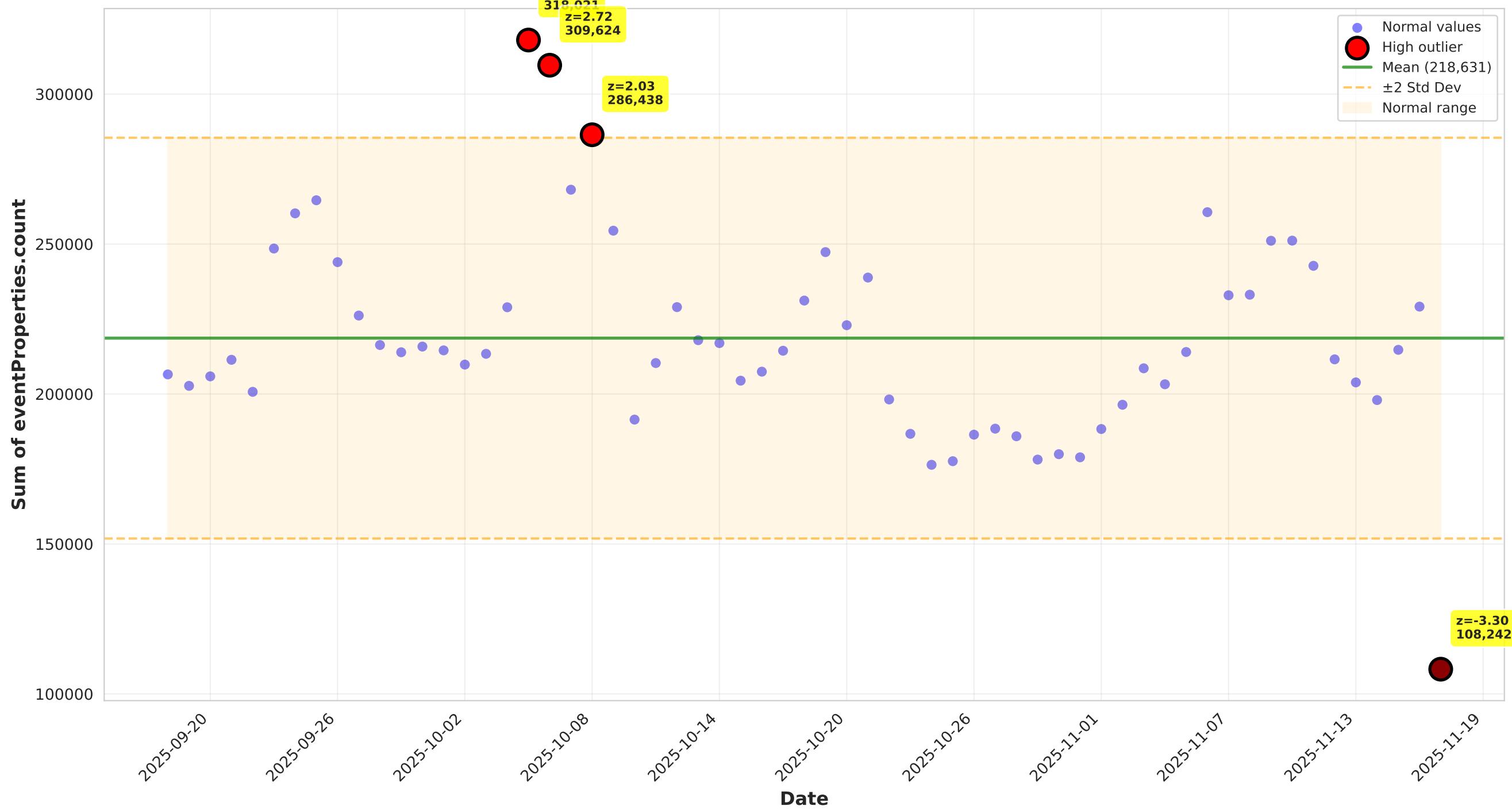
Largest Increase
+38.9%



Day-over-Day Percentage Changes



Outlier Detection Analysis



TREND ANALYSIS SUMMARY

Overall Statistics:

Mean: 218,631.36
Median: 213,998.00
Std Deviation: 33,406.42
Min: 108,242
Max: 318,021

Trend Direction:

Direction: decreasing
Strength: 0.2423% per day
Estimated change over period: -14.54%

Top 3 Largest Increases:

1. 2025-10-05: +38.92% (228,918 → 318,021)
2. 2025-09-23: +23.81% (200,719 → 248,503)
3. 2025-11-06: +21.79% (213,998 → 260,623)

Statistical Outliers (>2 std dev):

1. 2025-10-05: 318,021 (z-score: 2.98, +45.46%)
2. 2025-10-06: 309,624 (z-score: 2.72, +41.62%)
3. 2025-10-08: 286,438 (z-score: 2.03, +31.01%)
4. 2025-11-17: 108,242 (z-score: -3.30, -50.49%)