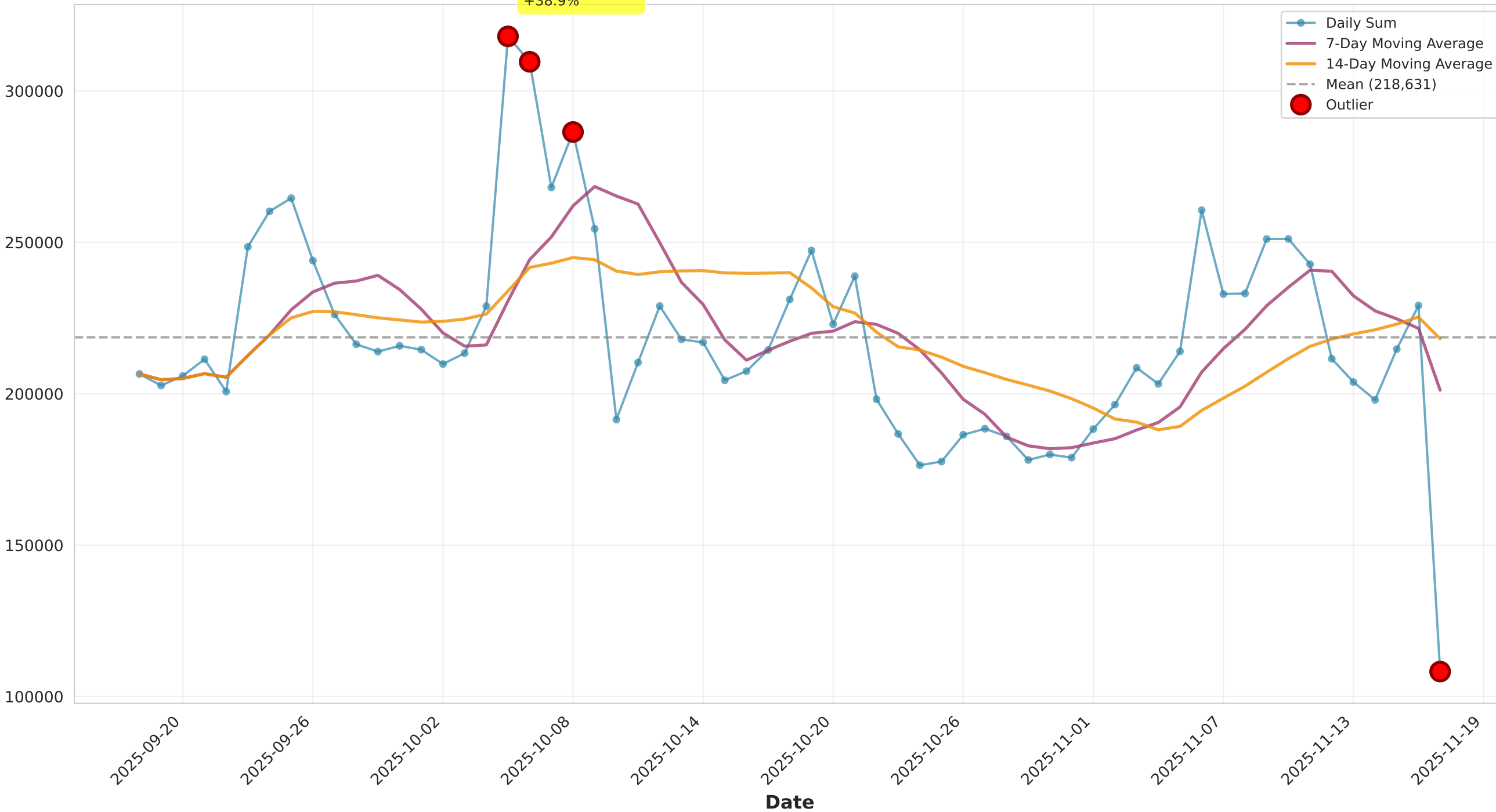


Daily Engagement Trend with Moving Averages

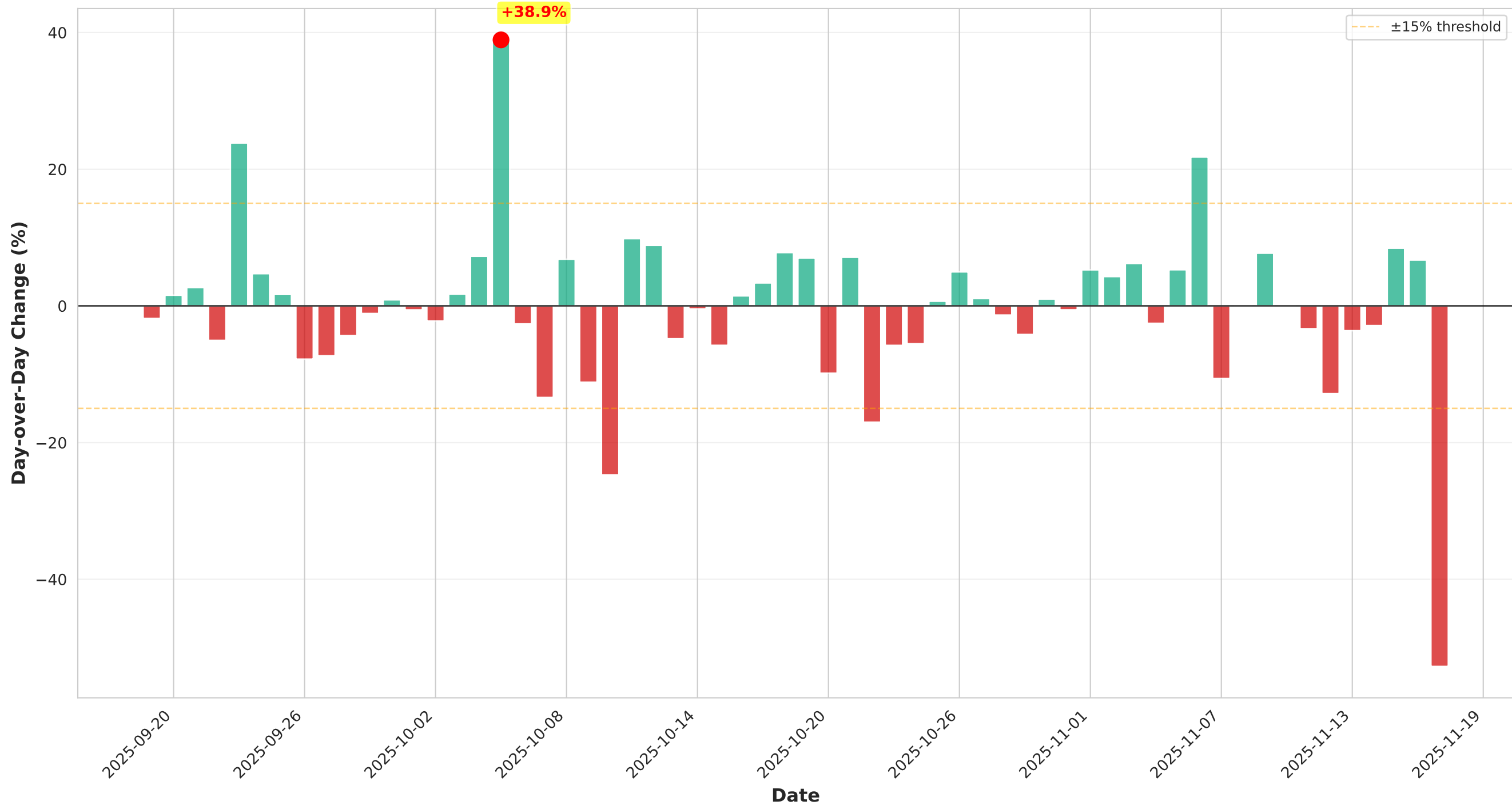
Sum of eventProperties.count

Largest Increase
+38.9%

- Daily Sum
- 7-Day Moving Average
- 14-Day Moving Average
- Mean (218,631)
- Outlier

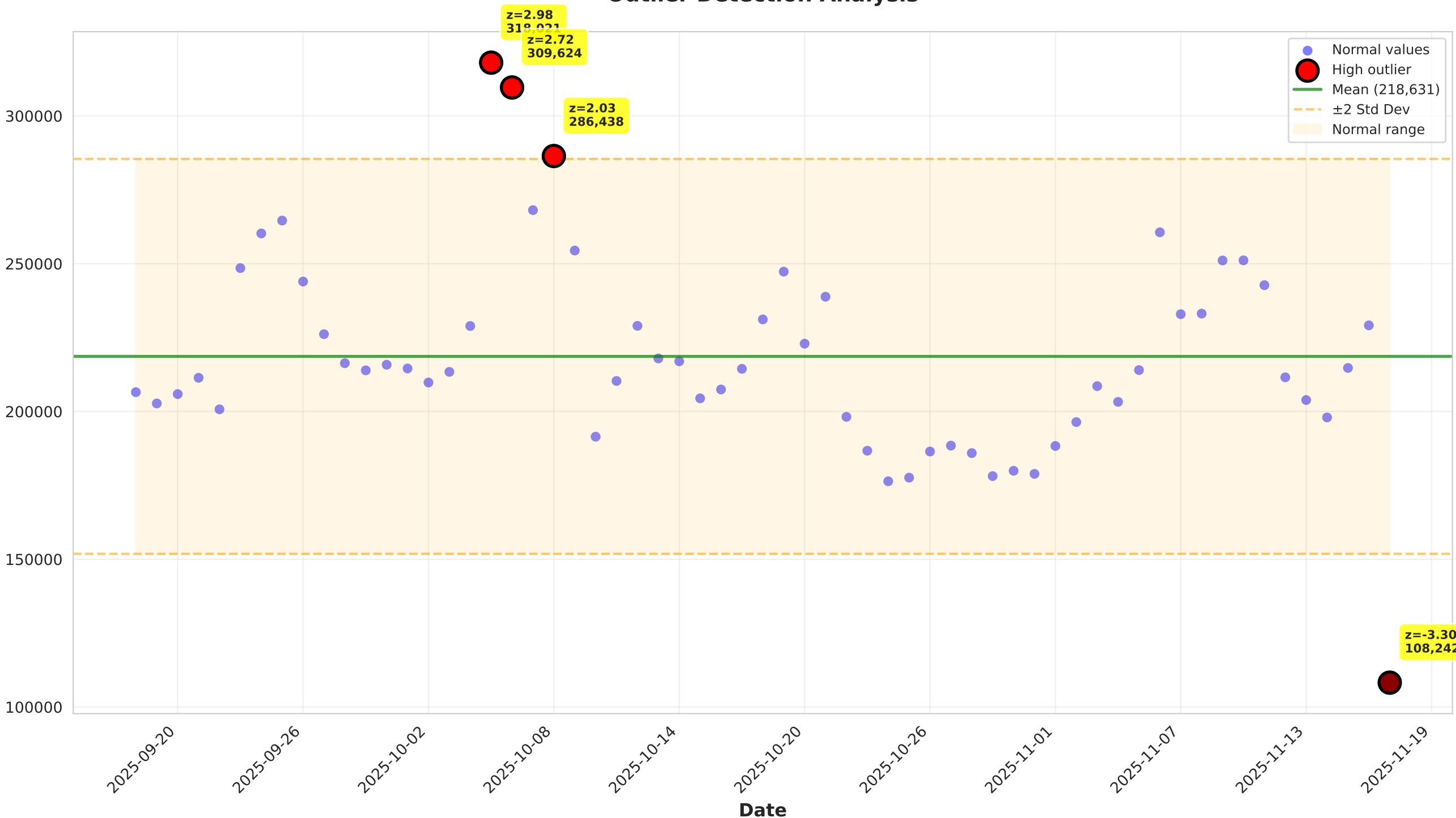


Day-over-Day Percentage Changes



Outlier Detection Analysis

Sum of eventProperties.count



TREND ANALYSIS SUMMARY	
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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%)