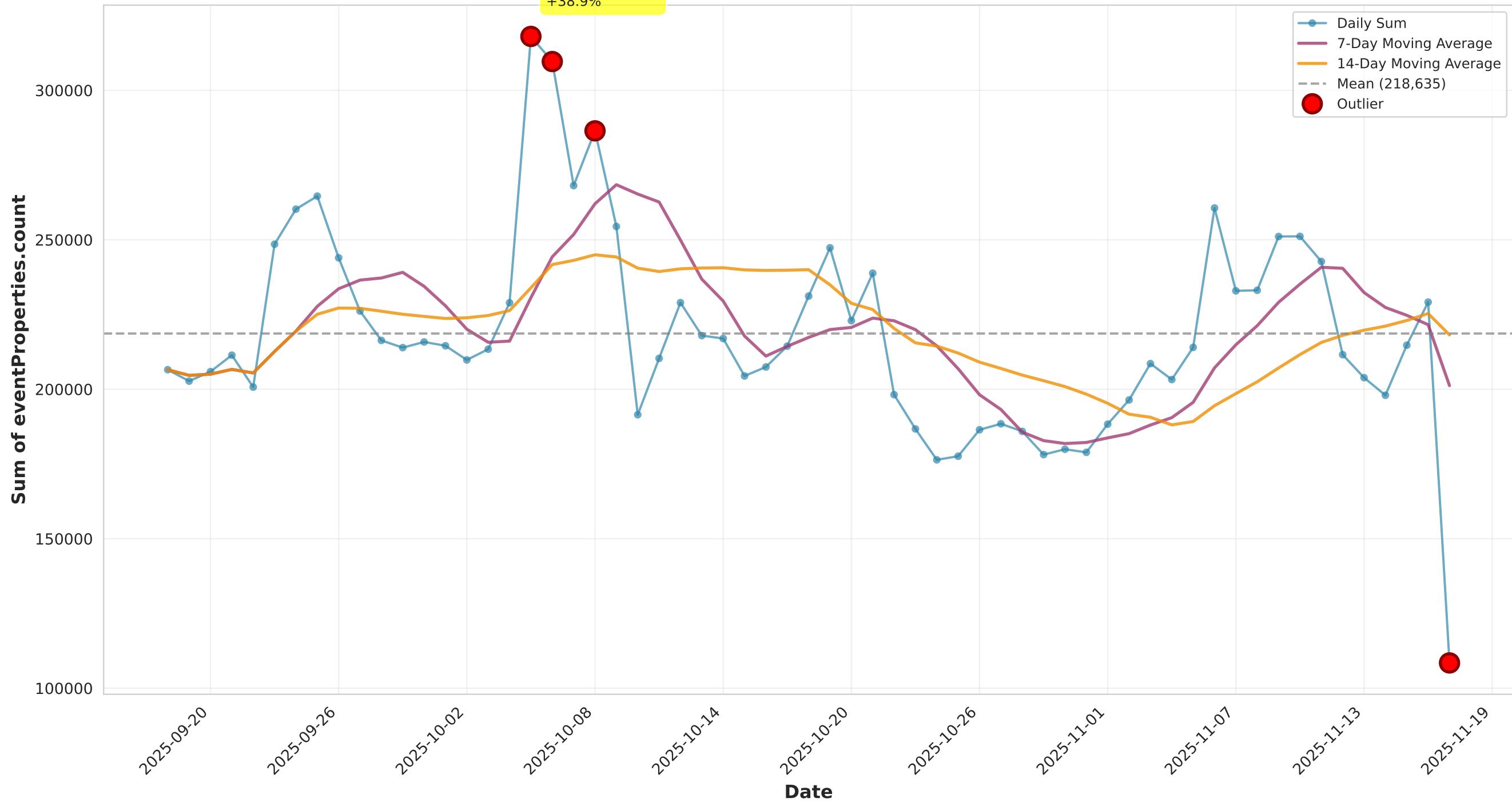
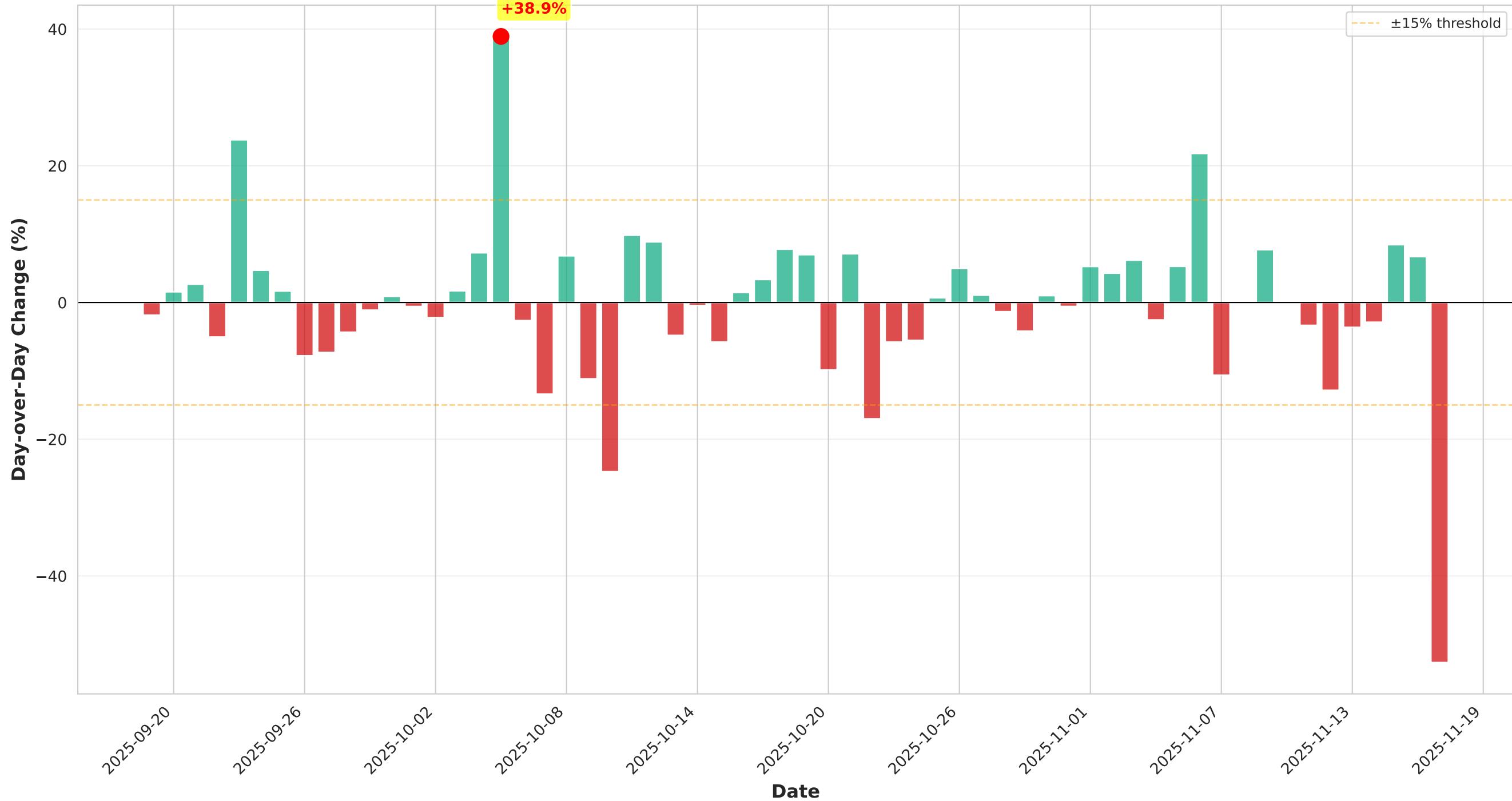


# Daily Engagement Trend with Moving Averages

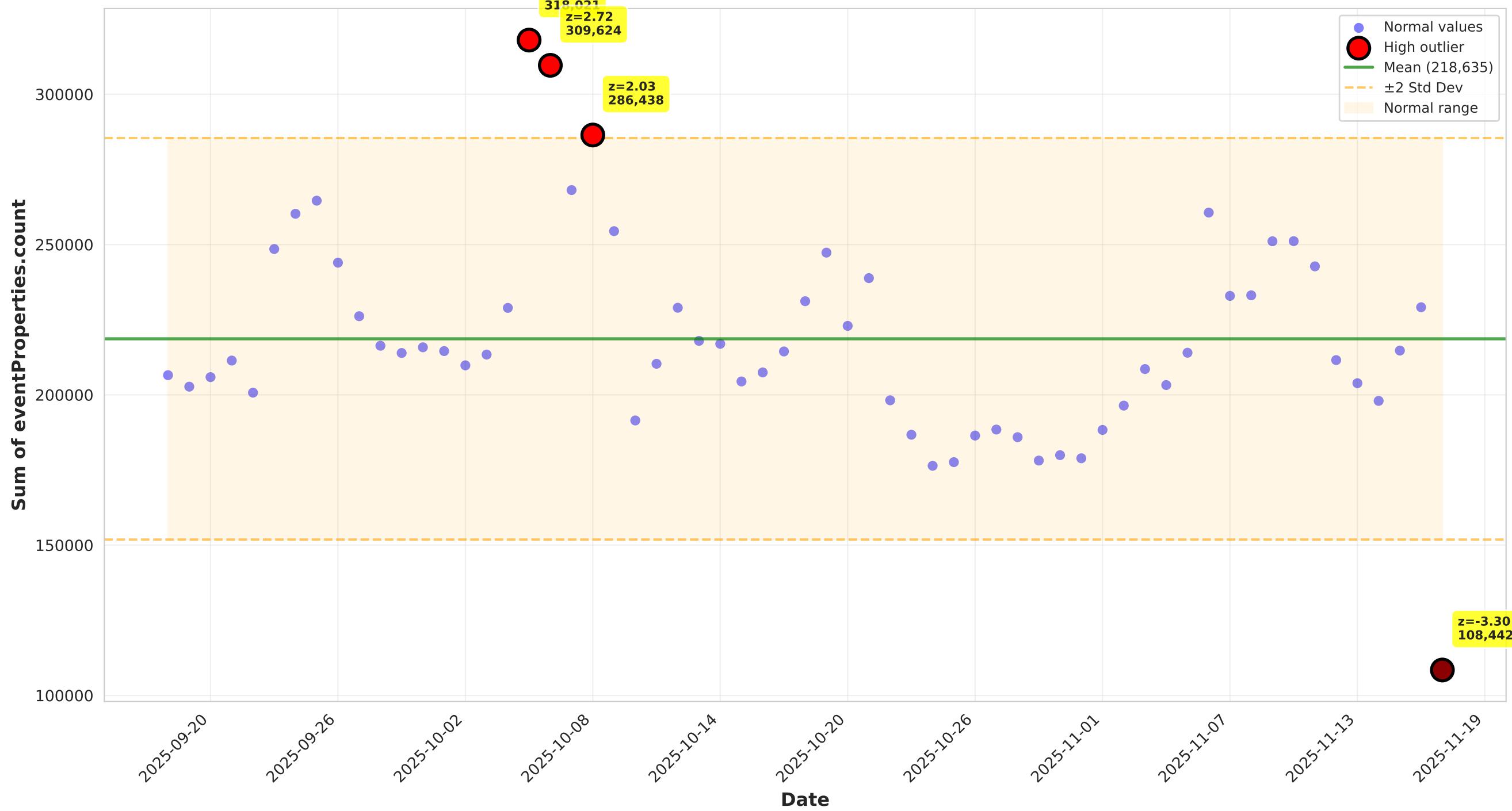
Largest Increase  
+38.9%



## Day-over-Day Percentage Changes



# Outlier Detection Analysis



## TREND ANALYSIS SUMMARY

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### Overall Statistics:

Mean: 218,634.64  
Median: 213,998.00  
Std Deviation: 33,395.59  
Min: 108,442  
Max: 318,021

### Trend Direction:

Direction: decreasing  
Strength: 0.2422% per day  
Estimated change over period: -14.53%

### 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: 108,442 (z-score: -3.30, -50.40%)