

Graph analysis:

What do you think are the reasons for causing the “drop” marked with #1 and what are reasons for the spike marked in #2? What will be your follow up analysis regarding #2 spike?

Spike 1:

Is systematic, it has happened consistently over time and is a result of weekends Saturday & Sunday.

*** Also note the extended trough 05/23, 05/24, 05/25 as 05/25 was the memorial day in US*

Spike 2:

This happens to be more interesting.

I rule out any Financial/Business related factors for the spike based on following reasoning.

- *05/23 happens to be a Saturday, US Financial Markets are closed on weekends*
- *If there were any Financial/Business related factors the spike would have reflected in other platforms*

Now, because this is related to the reporting anomaly we divide the investigating into

1. Reporting Problems:

I would check for the underlying aggregation, querying and reporting for this particular visualization and would verify whether everything checks out correctly. [This doesn't seem to be the problem]

2. Technological Development Related Problems

As the problem happens to be related to Accelerated Mobile Pages(AMP), I would look into the following

- *Whether new pages were tested with tracking code installed on it.*
- *Or new pages in addition to existing one's were launched with tracking code on it which resulted in*

3. Tracking Related Problems:

Possibility of page-view tracking code is firing multiple times on AMP and was later fixed.