

# Time Series Report

## Executive Summary

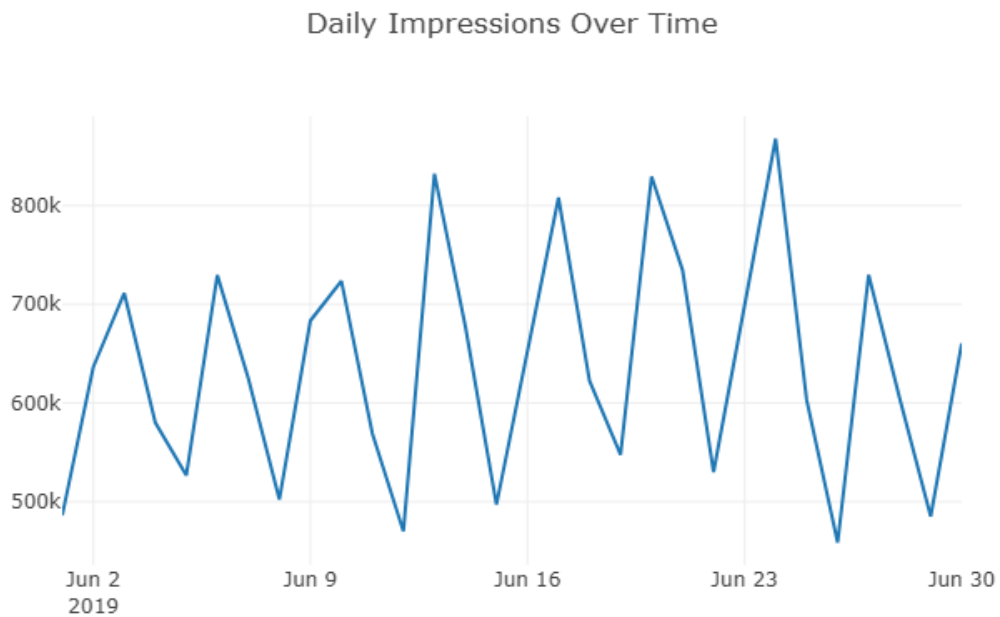
This report outlines patterns in daily ad impressions over June 2019. By tracking how often ads were seen each day, I identified key usage trends that can help shape smarter advertising strategies.

## Total Impressions over time

In this analysis, I added up each day's ad impressions to see how engagement fluctuated over time. Days of the week were also considered to check for any regular weekly trends.

## Insights

The plot below shows daily ad impressions from June 1, 2019, to June 30, 2019. The graph depicts fluctuations in daily impressions. Particularly, Monday and Thursday usually receive high impressions, while Wednesday and Saturday have notably lower ones. The peak impression count is on June 24th, with 868,456 impressions, whereas the lowest is on June 26th, with 459,984 impressions. Overall, the graph indicates a relatively stable pattern of daily impressions throughout the month.



*This graph represents the daily aggregated total impressions in Jun 2019*

date	day_of_week	daily_impressions
2019-06-01	Saturday	486756
2019-06-02	Sunday	636942
2019-06-03	Monday	712014
2019-06-04	Tuesday	581034
2019-06-05	Wednesday	527132

2019-06-06	Thursday	730188
2019-06-07	Friday	625676
2019-06-08	Saturday	502832
2019-06-09	Sunday	684146
2019-06-10	Monday	724370
2019-06-11	Tuesday	569628
2019-06-12	Wednesday	470680
2019-06-13	Thursday	833022
2019-06-14	Friday	677686
2019-06-15	Saturday	497594
2019-06-16	Sunday	653302
2019-06-17	Monday	808914
2019-06-18	Tuesday	622966

<b>2019-06-19</b>	<b>Wednesday</b>	<b>548096</b>
<b>2019-06-20</b>	<b>Thursday</b>	<b>830122</b>
<b>2019-06-21</b>	<b>Friday</b>	<b>735234</b>
<b>2019-06-22</b>	<b>Saturday</b>	<b>530834</b>
<b>2019-06-23</b>	<b>Sunday</b>	<b>699762</b>
<b>2019-06-24</b>	<b>Monday</b>	<b>868456</b>
<b>2019-06-25</b>	<b>Tuesday</b>	<b>603788</b>
<b>2019-06-26</b>	<b>Wednesday</b>	<b>459094</b>
<b>2019-06-27</b>	<b>Thursday</b>	<b>730416</b>
<b>2019-06-28</b>	<b>Friday</b>	<b>605188</b>
<b>2019-06-29</b>	<b>Saturday</b>	<b>485656</b>
<b>2019-06-30</b>	<b>Sunday</b>	<b>661244</b>

*This table represents the aggregated total impressions for each day and the corresponding day of the week.*

## Recommendations

Here are a few suggestions based on the insights:

- Optimize the higher traffic days such as Mondays and Thursdays by planning significant content or launching important advertising campaigns to capitalize on the greater number of impressions.
- Be cautious that weekends may not always bring the most traffic. It's important to tailor the strategies for Saturdays and Sundays differently.
- Investigate the reasons behind the peak impressions on June 24th and the low on June 26th to replicate this success on similar future dates.
- The stability in the graph indicates that there is a consistently engaged audience. It's beneficial to keep posting regularly to continuously attract this audience.
- On days with fewer impressions, consider trying different types of content to stimulate interest.