

## Last three developer events in 2024

In the first three columns of the table below, record the developer events and dates you will reference for the activity.

Event name	Date(s) of event	Anomalies? (X)
I/O Connect Bengaluru	July 17, 2024	
I/O Connect Berlin	June 27, 2024	
Google I/O 2024	May 14, 2024	X

## Anomalies

After you have created the exploration, place an X in the Anomalies column of the table if you find an anomaly in the data that is on or near an event date.

## Observations

If you observed anomalies (positive spikes) for active users or purchases that coincided with a developer event, record the details of the anomalies here.

An anomaly has been observed on the 15th of May which is one day after the “Google I/O 2024” event which recorded 3.8k active users, which is 50% above expected.

Additionally, purchases made on the 15th had a record increase of 118% over expected which means that that special event featuring Google’s CEO did affect the user behavior in the store.

## Insights

Based on your analysis, did you find a relationship or correlation between developer events and user activity in the Google Merchandise Store? What are next steps, if any?

This particular event was a global one featuring Google’s CEO. We recommend having special Merchandise offers in that specific period. That period could be from one day before similar events to two days after it.