Last three developer events in December 2021

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)
Join us in India	July 23, 2025	X
Define your own Google Cloud Summit Developer Day	July 10, 2025	
Google Cloud Hack Challenge and Google Cloud Summit Nord	July 2-3, 2025	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.

- July 3 and July 4 (day after event) had anomalies, with approx 500-600 less active users than expected (negative spike)
- July 22 (day before event) had an anomaly, with 800 more active users than expected (positive spike)
- No anomalies for purchases

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?

With both events, active user counts on the Google Merchandise Store were higher before and during the events, with the metric decreasing after the event.

Next steps could include sending a follow-up email to event attendees one day after the event pointing them to the Google Merchandise Store, maybe with an exclusive discount as a thank you for attending the event. Cart abandonment emails also could come into play here, as purchases decreased sharply from before event, to day of event, to day after event.