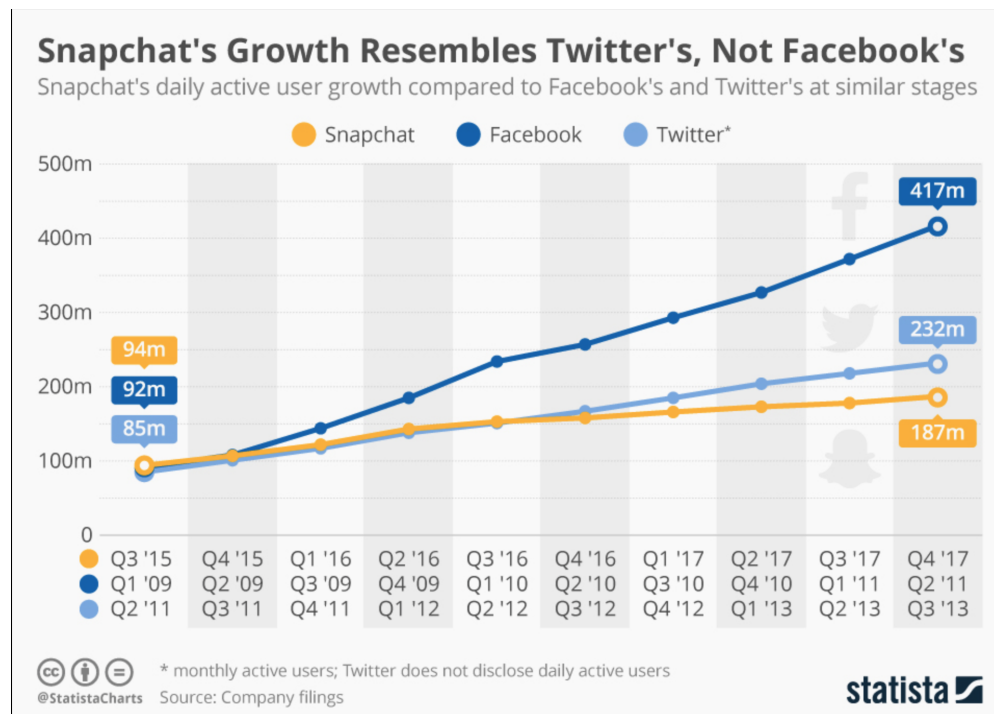


## Rate of Change: Snapchat Growth in Perspective

Below you see the daily average users (DAU) reported for Snapchat, Facebook, and Twitter during their first 8 quarters after going to market.

Source: <https://www.statista.com/chart/12833/snapchat-growth-in-perspective/>



1. Why does no graph start at zero DAUs?

2. Declare letters to represent the variables and meanings for this graph:

Independent variable:

Dependent variable:

3. Calculate the average rate of change in DAUs for each company over the first 8 quarters.

Company	Data for 1st quarter	Data after 8 quarters	Average Rate of Change
Snapchat	(1, 94m)	(8, 187m)	
Twitter			
Facebook			

4. Why are investors worried about Snapchat's growth?