

Name:

Date:

Problem-Based Task: Comparing Social Media Growth

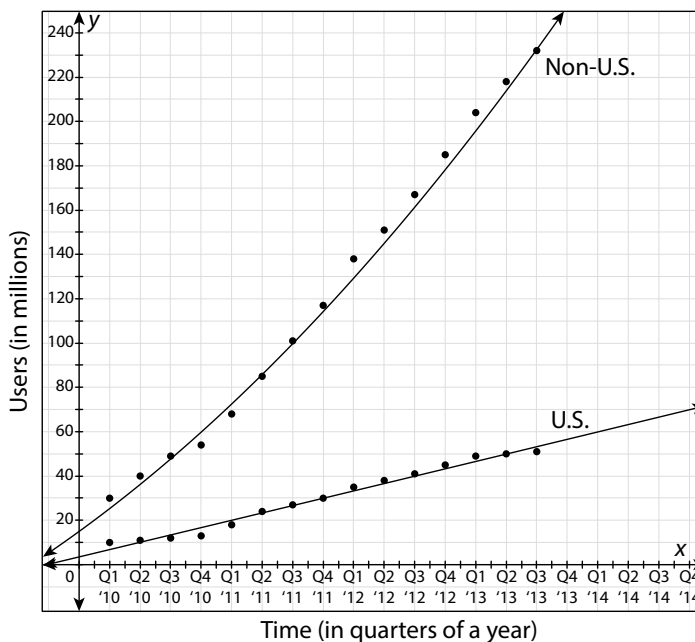
An Internet market research company compared the growth in users of a popular social media website in the United States with the site’s user-base growth in the rest of the world. The graph and table show the number of active site users (in millions) for each quarter of a year from 2010 through the third quarter of 2013.



SMP		
1	✓	2
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The market researchers want to compare and project the growth in the two markets. Create a model for the United States users and a model for the non-United States users. Explain why you think your model is the best choice based on the given data.

Quarter and year	Users in millions	
	U.S.	Non-U.S.
Q1 2010	10	30
Q2 2010	11	40
Q3 2010	12	49
Q4 2010	13	54
Q1 2011	18	68
Q2 2011	24	85
Q3 2011	27	101
Q4 2011	30	117
Q1 2012	35	138
Q2 2012	38	151
Q3 2012	41	167
Q4 2012	45	185
Q1 2013	49	204
Q2 2013	50	218
Q3 2013	51	232



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