Lack of automatic scaling to handle traffic surges

**Root Cause**

Implement automatic scaling to prevent future downtime during traffic spikes

**Solution**

**WHY 5 ?**

Unprepared for rapid traffic growth and server overload

**WHY 4 ?**

Lack of automatic scaling for traffic growth

**WHY 3 ?**

Viral campaign caught us unprepared for traffic surge

**WHY 2 ?**

Traffic spike from viral marketing campaign

**WHY 1 ?**

Unprepared for rapid traffic growth and server overload

**5 WHYS TEMPLATE**

The website experienced unexpected downtime