

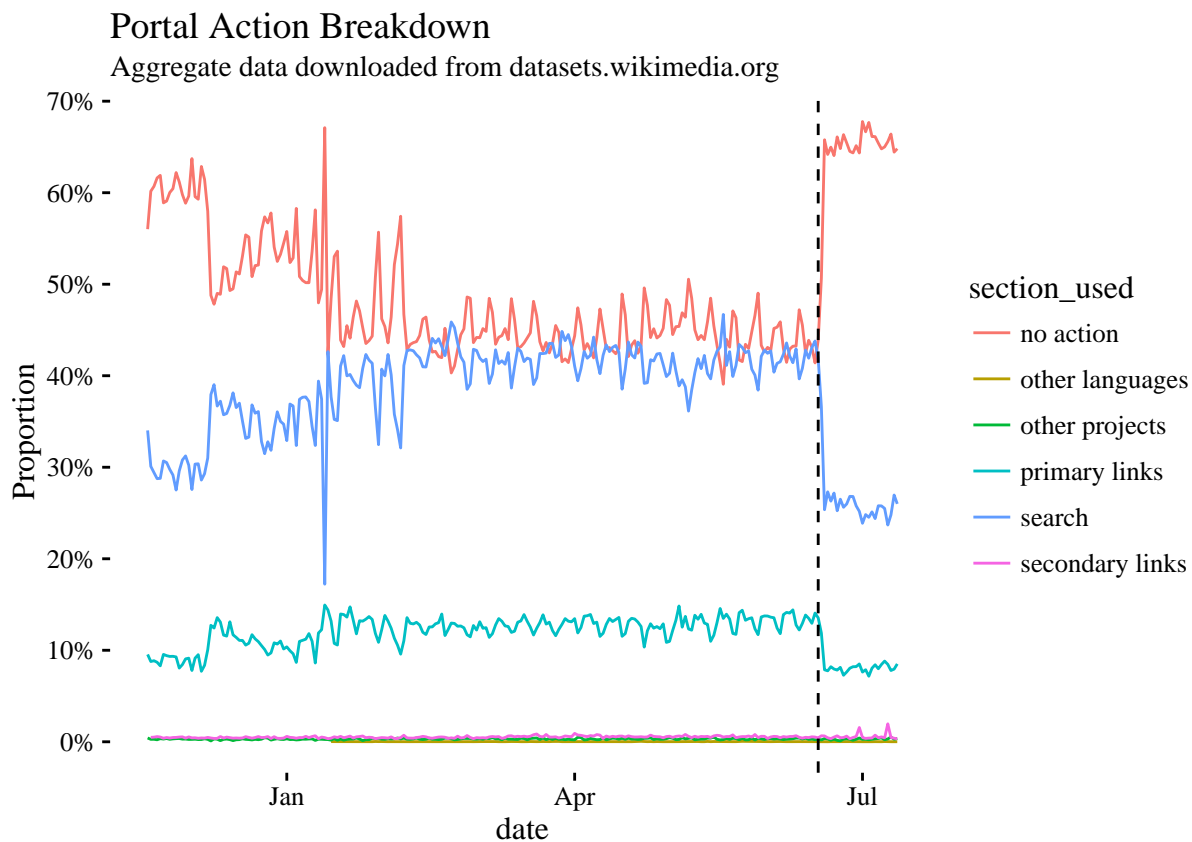
Engagement with Wikipedia Portal

Mikhail Popov

18 July 2016

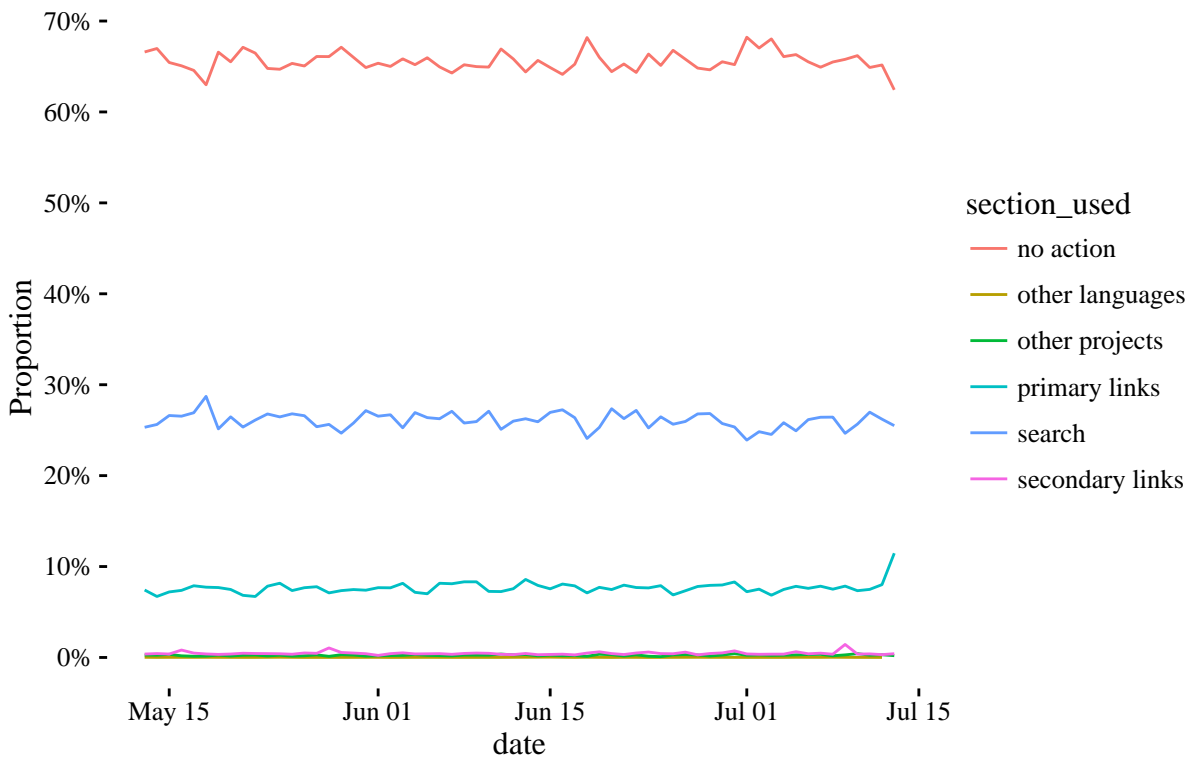
Introduction

Exploratory Data Analysis



Portal Action Breakdown

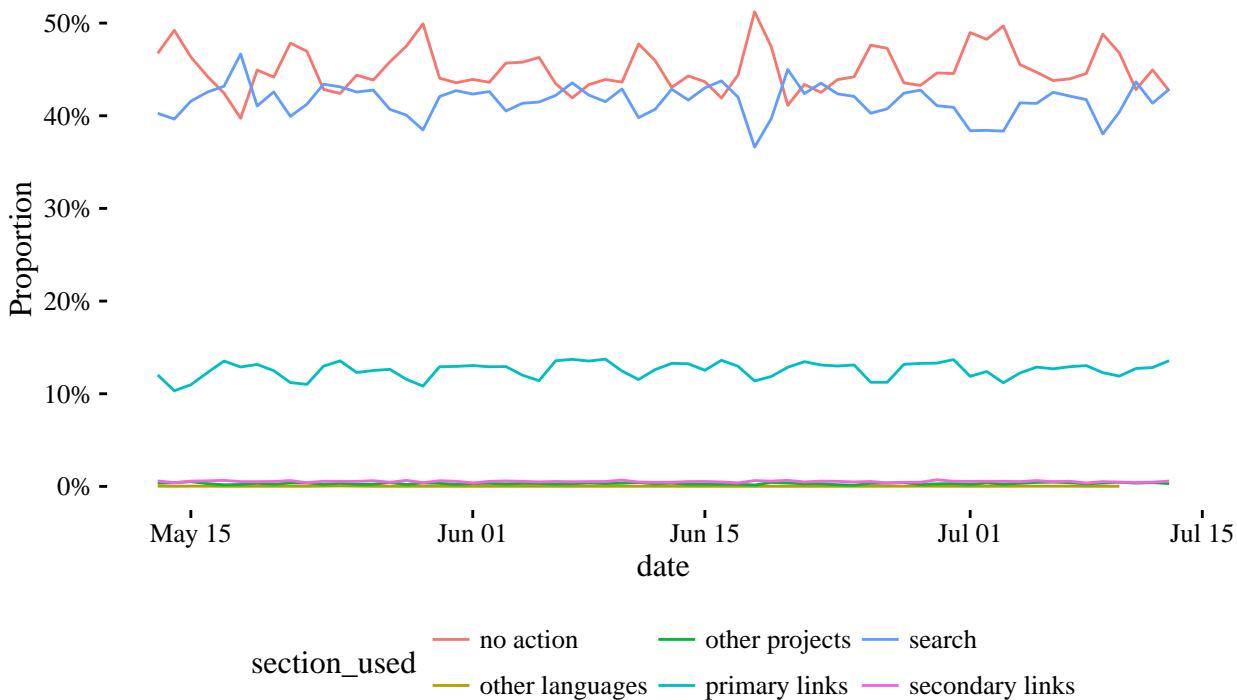
No filtering



The difference is actually caused by a [line deletion](#) from the script that processes the data fetched from the EL database. Here's the same data but with a filtering that the script previously had.

Portal Action Breakdown

With 'last action taken' filtering



The reasoning behind that change was that this panel is supposed to be counts/proportions of ALL events, even if one user had a single session with hundreds or thousands of events. Previously, the breakdown referred to the last action in each session. A separate dashboard panel was created for “actions on first visit”. This change has been [reverted](#), the data removed, and backfilled on 14 July 2016.

Why unfiltered “no action” numbers are so big

Table 1: Counts of clicks per visit.

country	device	os	browser	visit	clickthroughs	sections used	most used section	clicks on that section
Malaysia	Asus T00I	Android	Chrome Mobile	1st	526	1	primary links	526
United States	Generic Smartphone	Android	Chrome Mobile	1st	95	2	primary links	61
Thailand	Other	Windows 7	Chrome	1st	80	1	search	80
Germany	Generic Smartphone	Android	Chrome Mobile	4th	74	2	secondary links	58
India	Lenovo P70-A	Android	Chrome Mobile	1st	61	2	secondary links	42
NA	Kindle	Android	Amazon Silk	1st	44	1	search	44
NA	Other	Windows Vista	Chrome	2nd	37	1	search	37
Germany	Generic Smartphone	Android	Chrome Mobile	6th	36	3	secondary links	28
Viet Nam	Other	Windows 7	Chrome	1st	34	1	search	34
Spain	Generic Smartphone	Android	Chrome Mobile	4th	32	2	primary links	16

Table 2: Top 10 sessions by number of visits from 13 May 2016 to 13 July 2016

visits	session length	country	device	os	browser	total sections used	most used sections	most used section	total clicks	ma
279	22m 29s	Russian Federation	Lenovo A316i	Android	Android	2	secondary links	secondary links	2	
274	1h 23m 37s	Russian Federation	Other	Windows 7	Chrome	270	search	search	270	
249	22h 33m 2s	Germany	Other	Windows 7	IE	0			0	
199	11h 9m 5s	NA	Other	Linux	PhantomJS	0			0	
152	1h 38m 37s	United States	Other	Windows 10	Edge	0			0	
152	1h 38m 56s	United States	Other	Windows 10	Edge	0			0	
151	1h 52m 5s	United States	Other	Windows 10	Edge	0			0	
150	1h 31m 2s	United States	Other	Windows 10	Edge	0			0	
149	1h 49m 19s	United States	Other	Windows 10	Edge	0			0	
144	39s	India	Other	Windows 10	Edge	0			0	

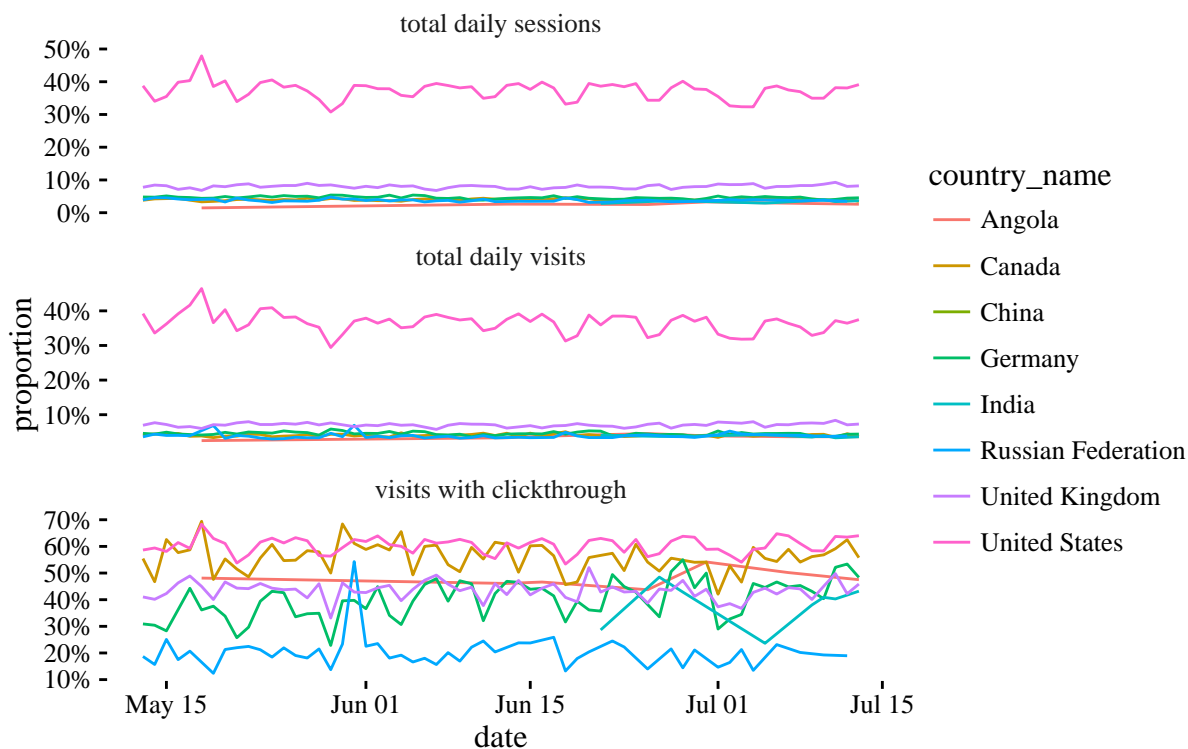
Top sessions by number of clicks per session

Top sessions by number of visits per session

How engagement varies by country

Top 10 countries by number of visits

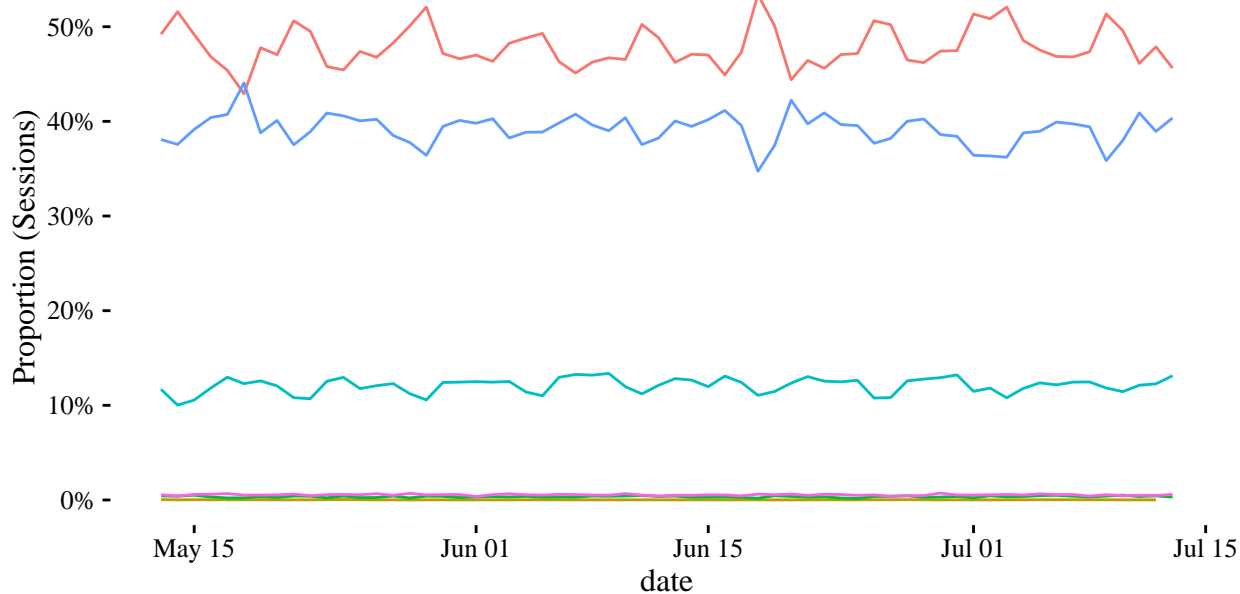
From 13 May 2016 to 13 July 2016



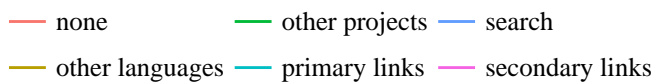
Potential metrics as alternatives or in addition to current ones

Most common section used in a visit

Most commonly clicked sections per visits

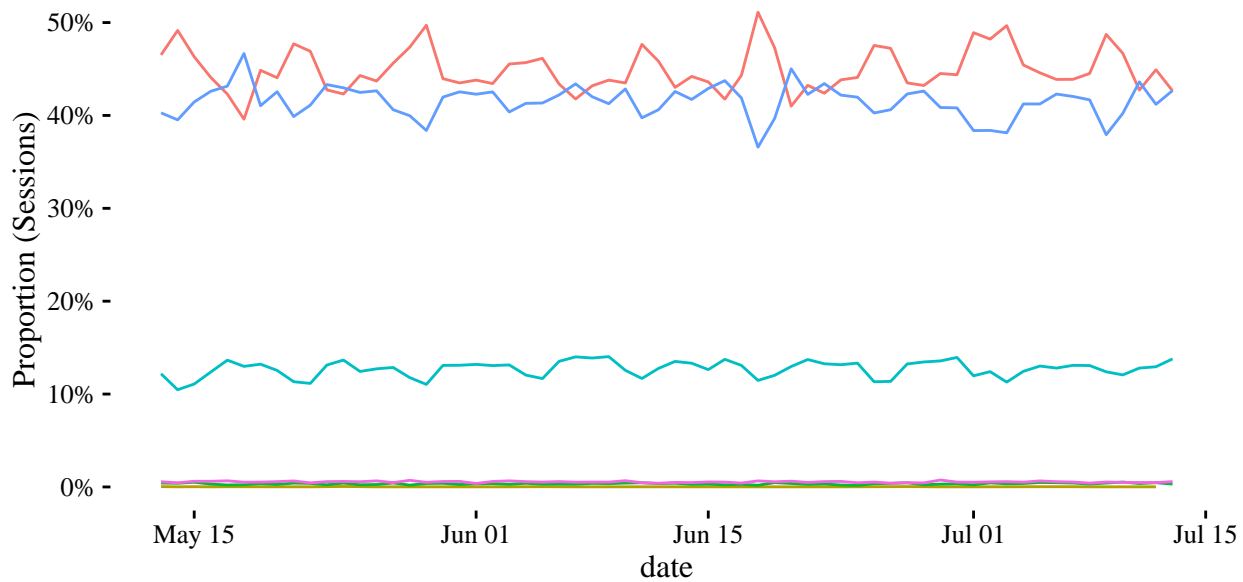


Most common section used in a visit



Most common section clicked on across all visits in a session

Number of sessions where each particular section was the most clicked sect
From 13 May 2016 to 13 July 2016



Most commonly clicked section in session

none other projects search
other languages primary links secondary links