The sample data was converted then grouped by date and country. This quickly revealed missing country data from over 50% of sampled tickets. It’s understandable that a customer was not logged in while submitting a ticket or that an IP address didn’t match any geographical data, but this indicates a strong need to improve data collection. All other analysis in this summary excludes these tickets with no associated country.

It’s very clear the United States creates the most amount of tickets. The data indicates a safe estimate of 40% of tickets every day originates from the US. This is most likely due to Dropbox being based in the US and growing by word of mouth and referrals. Naturally there’s a good amount of Canadian tickets for probably the same reasons. European countries have a significant presence of tickets, so it’s investigating how to expand operations in Europe to better handle the variety of languages and time zones among those countries. Germany appears to be the best location based on its ticket volume and proximity to European and Middle Eastern countries. Australia seems to have a small percentage of tickets by itself, but the sparse amount of tickets from Asia doesn’t justify expanding operations in that region yet.

It’s clear in the US alone most customers are using Dropbox at work or while working. It seems likely the majority of these tickets are technical in nature as most workplaces have restrictive network policies or employees are expected to troubleshoot common technical issues themselves. This requires the majority of User Ops to be both technical and personable, so hiring in tech-heavy areas like the Bay Area, Austin, and New York City is a good use of resources.

While country data gives some insight into what languages are encountered in a typical day at Dropbox, it is important to still collect language data independently. One country can have multiple languages. Remote working is on the rise so a customer’s geographical location is less relevant. Politics in a country might cause factions that prefer to be seen as independent. By targeting language rather than country, it may show a completely different aspect of Dropbox User Ops.