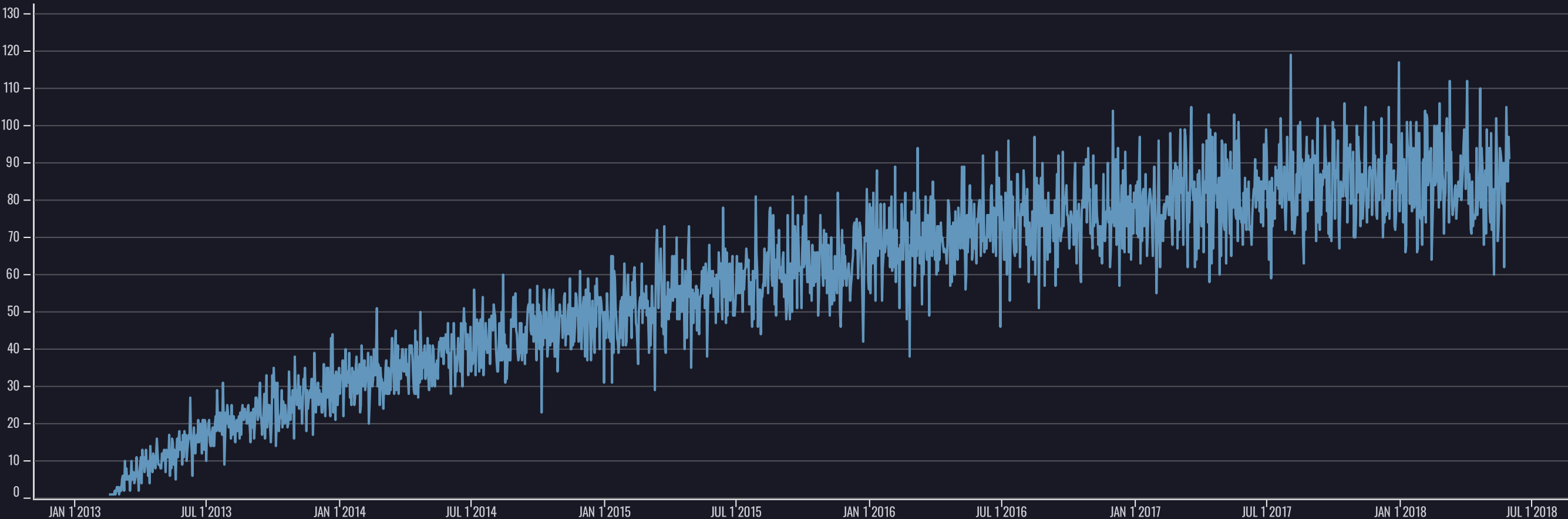


DATA WRANGLING, ANALYSIS AND AB TESTING WITH SQL EXERCISE 1.5

EXERCISE 1.5: COUNTING USERS

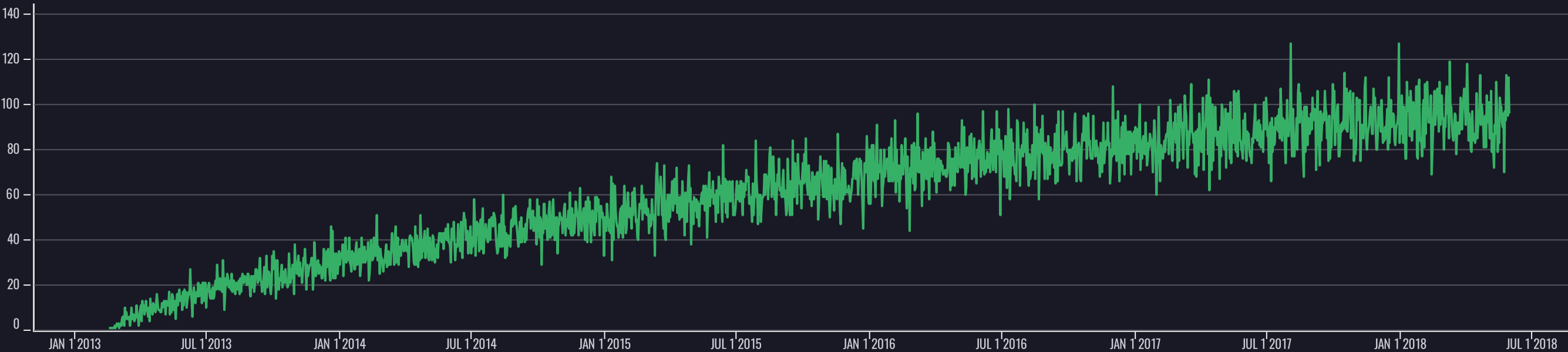
NET USERS ADDED PER DAY

NUMBER OF NEW USERS ADDED EACH DAY, ACCOUNTING FOR NEW PROFILES CREATED, DELETED PROFILES, AND PROFILES THAT HAVE BEEN MERGED. THE NET NUMBER OF USERS ADDED PER DAY TRENDS UPWARD FROM 0 IN EARLY 2013 TO AN AVERAGE OF APPROXIMATELY 85 NET DAILY USERS ADDED BY LATE 2017.



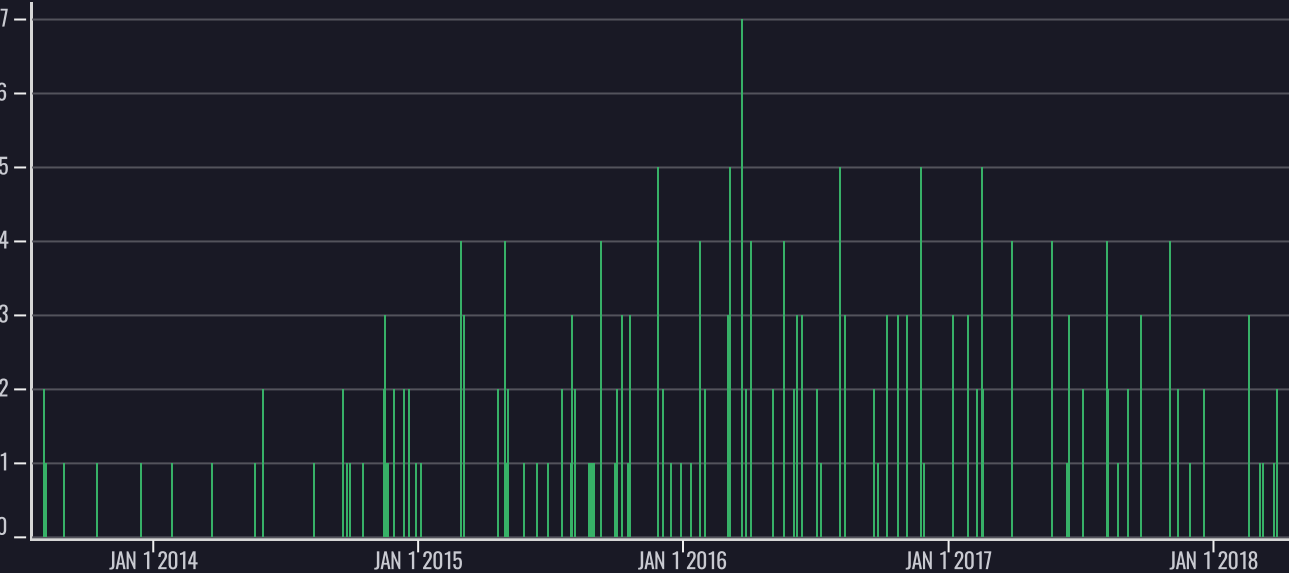
NEW USERS ADDED BY DATE

NUMBER OF NEW USERS ADDED BY DATE. CHART STARTS WITH FEW USERS PER DAY IN EARLY 2013 AND RISES STEADILY TO ROUGHLY 90 NEW USERS PER DAY IN EARLY 2018.



USERS DELETED BY DAY

NUMBER OF USER PROFILES DELETED EACH DAY. MOST DAYS HAVE NO DATA, AND THOSE THAT DO ARE MOSTLY 1 OR 2, THOUGH THERE IS ONE DAY IN EARLY 2016 WITH 7 DELETED USERS.



MERGED USERS BY DAY

NUMBER OF USER PROFILES MERGED EACH DAY. WHILE MOST DAYS HAVE NO MERGED USERS, THE NUMBER OF USERS MERGED PER DAY TRENDS UPWARDS, WITH MOST NON-ZERO DAYS SEEING 5-10 PROFILES MERGED BEGINNING IN LATE 2017.

